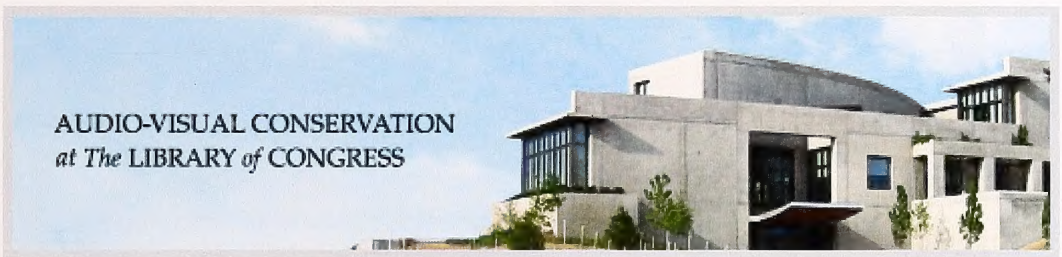

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30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 2, 1961

Landis, Kennedy's pick to revamp agencies, may chart new frontier for FCC 19

Death of a powerful subcommittee: a look at Oversight's three-and-a-half years 32

New tool for timebuyers—cross-tabulation of housing data with radio-tv 24

Political time sales averaged 40 a week in final days of '60 campaign 28

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KVOO-TV

TULSA, OKLAHOMA

is now

represented by

Edward Petry & Co., Inc.

KVOO-TV CHANNEL 2 NBC

TK6540
.B85



From the fire-ravaged studios of WSPA-Radio has risen an ultra-modern Radio Center, offering a new era of broadcasting in the prosperous Carolina Piedmont.

Today, new CBS programming, plus sparkling old and new personalities, assures WSPA of even greater domination of radio listening in the Piedmont. The latest Pulse survey shows that WSPA leads every half hour, every day in the week.

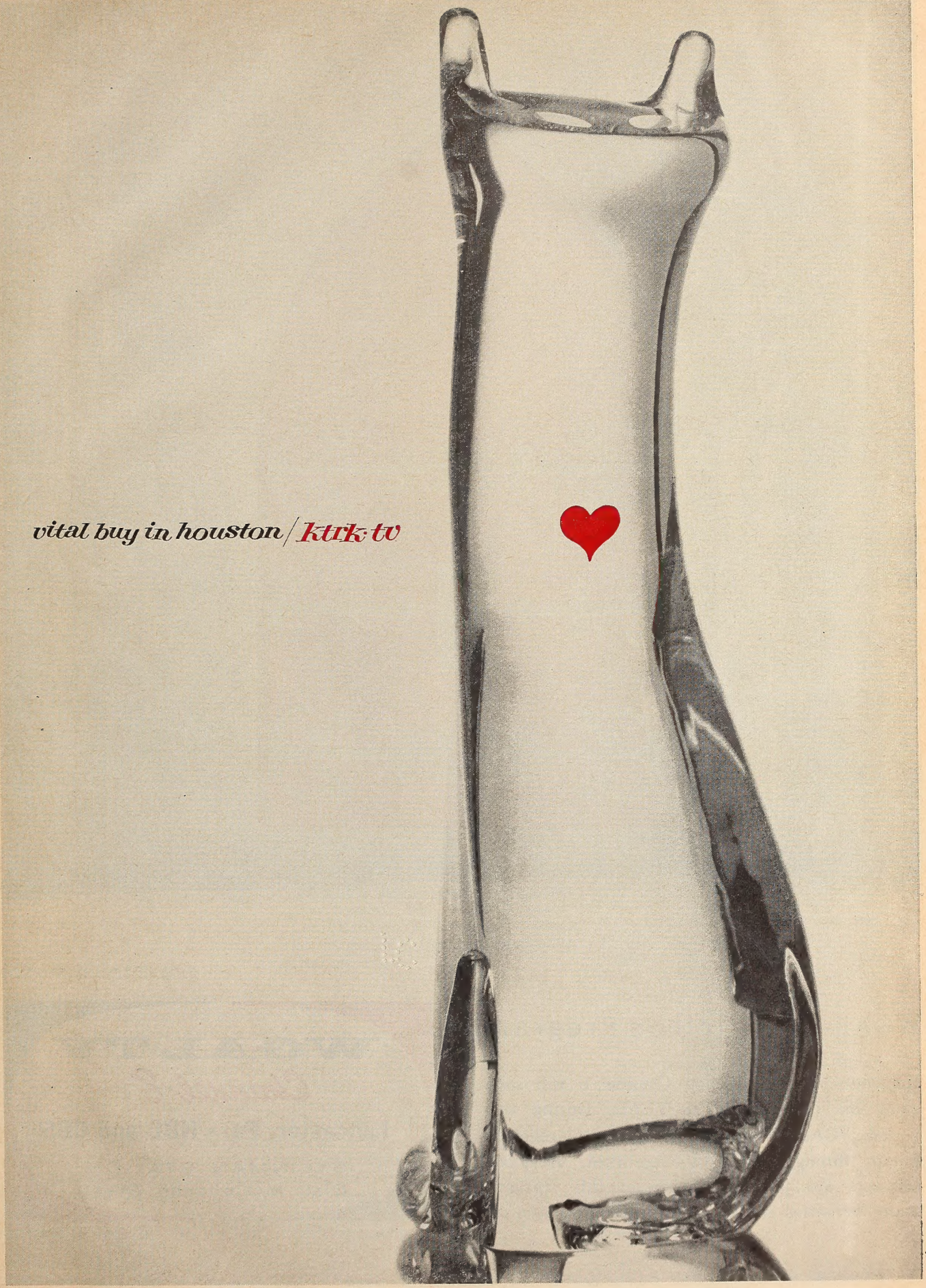
For over three decades our creed has been - "To serve the listener first is to serve the advertiser best." From its new and modern facilities WSPA pledges anew the Best in radio listening.

Contact: George P. Hollingbery Co.

AM-FM-TV
SPARTANBURG, S. C.

WSPA radio

950 k.c.
98.9 m.c.


vital buy in houston / ktrk tv



WGAL-TV Religious Programs

Religious programming on Channel 8 will soon enter its THIRTEENTH YEAR. During this period, WGAL-TV has cooperated with *all* religious groups throughout its coverage area. Religious telecasts are just one phase of this station's many activities in the course of public service.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Congress may balk

Portents of determined stand against arrogation of control over independent agencies by executive branch, as proposed in explosive Landis report (see page 19) were seen last week. Number of senators, gathering in Washington in advance of this week's congressional opening, indicated all-out fight against Landis proposals. Similar reaction was expected in House, premised, as in past, on ground that agencies are arms of Congress rather than of executive branch.

Landis Report was distilled from "hundreds" of sources (agency members, practitioners and interested public), and was hand-written, every word, by Mr. Landis himself. Former Harvard Law School dean had personal staff of five aiding him in collecting and synthesizing information. No one person was responsible for FCC section, according to sources which should know.

NBC in San Francisco

NBC solved, at least temporarily, its yearend affiliation dilemma in San Francisco by making two moves. Problem was what to do about affiliation with KRON-TV there, whose contract runs through June and would be renewed automatically for two years unless NBC gave six-month notice of non-renewal by end of 1960. But NBC has bought KTVU (TV) San Francisco and, though transfer appears indefinitely snarled (by suit brought by KRON-TV, among other things), network obviously hopes it can take ownership (and switch affiliation) before two years are out. NBC handled this one by (1) serving cancellation notice as matter of form, and (2) setting up January date with KRON-TV people to discuss possibility of extending KRON-TV affiliation beyond June.

Network talent scales

Producers of tv filmed commercials and many medium-sized and smaller stations who claimed network negotiators "sold them down the river" by accepting contract that called for 30-50% hike in talent union fees in spot tv while settling for "more modest" network fees are not likely to be any happier when network fee provisions are made public. Scales negotiated with American Federation of Television & Radio Artists in network commercial area and in network programs call for increases that are modest, indeed, averaging less than 4% for on-camera time.

Aside from improved schedule, for example, in network programs sole increase for principal performers was in 15-minute programs, raised from $93 to $95 (less than 2%). Other program rates for principal performers remain same as in old contract, with no increases granted. In network commercial area, fee increases ranged from 2 to 7% for average of about 4%. It was reported that AFTRA agreed to this pattern to encourage more live network tv programming.

Co-existence with catv

Novel plan that could go long way toward effecting *entente cordiale* between small market tv stations and their community antenna competitors has been evolved by Bruce Merrill, president of Antennavision Inc., Southwest catv owner and manufacturer who has contracted to acquire KIVA-TV Yuma-El Centro from Floyd Odlum and Harry C. Butcher for $550,000. Plan would provide "triple exposure" for local outlet in market and, Mr. Merrill feels, could be duplicated in other small markets.

Here's how plan would work: Catv switching panel will be placed in KIVA master control and handled by KIVA engineers. When KIVA network program is picked up on cable, it will be transmitted on channel 11 on sets hooked to catv—same channel on which KIVA is broadcasting at same time. Same network program microwaved from Phoenix for Yuma-El Centro catv, will be transmitted on another cable-channel. With KIVA's on-air signal there thus would be three exposures, giving local station complete coverage and benefitting rating. Local station's spot adjacencies would be carried on cable, thus eliminating dead air.

High grade P. I.

Some broadcasters are protesting pitch made by Presidential Inaugural Committee to stations to promote sale of official souvenir programs ($1.25 per copy for regular program, with de luxe edition carrying name of purchaser in gold at $4.25 postpaid). As one broadcaster put it: "The industry looks with disfavor upon per inquiry and other illegitimate advertising" since stations would receive 25¢ for each copy sold.

Clear channel impasse

Another effort by FCC to decide clear channel case failed two weeks ago. FCC again found itself deadlocked 3-3 (CLOSED CIRCUIT, Nov. 28, 1960) with Commissioner King wanting more time to think. So 15-year-old issue on duplicating 12 of 24 clears or of selective breakdown of all 24 goes over into 1961.

Early politicking

Home state (Arkansas) of House Commerce Committee Chairman Oren Harris is losing two of its congressional seats, and jockeying among incumbents for favorable redistricting already is fast and furious. State legislature will do redistricting, and Rep. Harris already has personally contacted most members. His 4th District takes in 17 counties in southwest corner of state and outlook is he will be pitted against Rep. W. F. Norrell (6th District) in 1962 elections. Rep. Norrell, 64 years old compared to Rep. Harris' 57, has been in House since 1939. His hometown, Monticello in Drew County, borders Rep. Harris' district.

Fee bite

Lawyers and engineers are stewing over implications of order by FCC Chief Hearing Examiner James P. Cunningham in drop-out of two applicants with remaining applicant due to receive am grant (1 kw daytime on 1350 kc at Windber, Pa.). Surviving applicant had agreed to pay out-of-pocket expenses of drop-outs, $3,175 for one and $1,000 for other, principally legal and engineering fees. Examiner Cunningham refused to approve payments on ground new Sec. 311(c) requires justification that expenditures are "legitimate" and "prudent." He asked for affidavits spelling out legal and engineering fees.

Counsel ouster

Move is underway by liberal House members to outlaw post of minority counsel on committee staffs. Emphasis is on removing Republican counsel from investigative subcommittees. Cited is the less than cordial relationship between Robert Lishman, chief counsel of Legislative Oversight Subcommittee, and minority counsel John Stark.

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THAT WCKY SURE

cleans up

CINCINNATI

When the dust settles after you've looked at this one's Pulse and that one's Hooper . . . This one's mail map and the other one's private study of adult behavior in radio listening, one fact emerges. In the bustling Cincinnati market, that big 50,000 watt WCKY is the answer to a buyer's prayer. It's got the coverage . . . reaching all of the new—exploding—Cincinnati area. It's got the circulation . . . you can name the stations in the nation, with bigger reach, on the fingers of one hand. And it's got the price . . . you can figure the pennies-per-thousand cost on just your two hands. The moral is plain. If you want to take competitors to the cleaners in Cincinnati, mop up with WCKY. AM Radio Sales will help you.



WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

WEEK IN BRIEF

A new concept of federal regulatory commissions was proposed last week by an expert on their operation, Dean James M. Landis, in a report to President-elect Kennedy. FCC and other agencies draw criticism. There's strong likelihood he'll be new agency czar. See . . .

NEW FRONTIER FOR FCC ... 19

Bye, bye Oversight Subcommittee! The House investigating group winds up 3½-year career that bared the innards of the FCC to public gaze. Quiz scandals, payola and **ex parte** contacts with the commission topped probings of the group. See . . .

OVERSIGHT'S FINAL SCALP ... 32

Something new is in the works for timebuyers—a cross-tabulation of all types of housing data with radio-tv circulation figures derived from the 1960 U. S. Census. This will give detailed data on markets and counties. See . . .

TIMEBUYER'S DREAM REALIZED ... 24

Tv stations averaged 40 political time sales a week during the windup drive of the 1959 campaign, according to a survey made by Broadcast Advertisers Reports covering 61 stations in 21 television markets. See . . .

TV POLITICAL TIME SALES ... 28

Don't put all the blame on programming for radio's dwindling share of national advertising, says Carl L. Schuele, head of Broadcast Time Sales. His other target: salesmen, who aren't making enough calls and are being outsold. See . . .

RADIO SALESMEN DROP BALL ... 26

There's nothing stirs a Southerner more than hints that he's a composite of Tobacco Road, cornpone and ignorance. The new "Monitor South" organization will boycott sponsors of programs distasteful to southerners. See . . .

SOUTHERN LABOR OF LOVE ... 46

At a crucial time in broadcasting history a new president of NAB, Gov. LeRoy Collins, takes over as successor to the late Harold E. Fellows. He brings extensive legislative and political experience to the office along with strong personal qualities. See . . .

COLLINS TAKES OVER AT NAB ... 48

A significant step forward in broadcast journalism and freedom of communications was taken last week when President-elect Kennedy decided to permit live radio-tv pickups of his news conferences. President Eisenhower had opened his conferences to recorded broadcasting. See . . .

LIVE PRESIDENTIAL PICKUPS ... 40

It's been a good year for broadcasting, according to an analysis by the NAB Policy Committee. Things picked up after a slow start. Better self-regulation and prestige earned in the political campaign cited in the annual review. See . . .

BANNER BROADCAST YEAR ... 47

The U. S. television system is pitiful, according to FCC Commissioner Robert E. Lee. In a Harrisburg, Pa., talk he said it'll always be that way until an all-uhf plan replaces the present mixture of uhf and vhf. See . . .

LEE ASSAILS TV SYSTEM ... 36

At last there's money in color tv, according to the medium's most ardent backer, Gen. David Sarnoff. RCA's head reports the company made a $1 million profit in 1960 from its color, finally reversing the losing trend.

COLOR TV'S ROSY HUE ... 50

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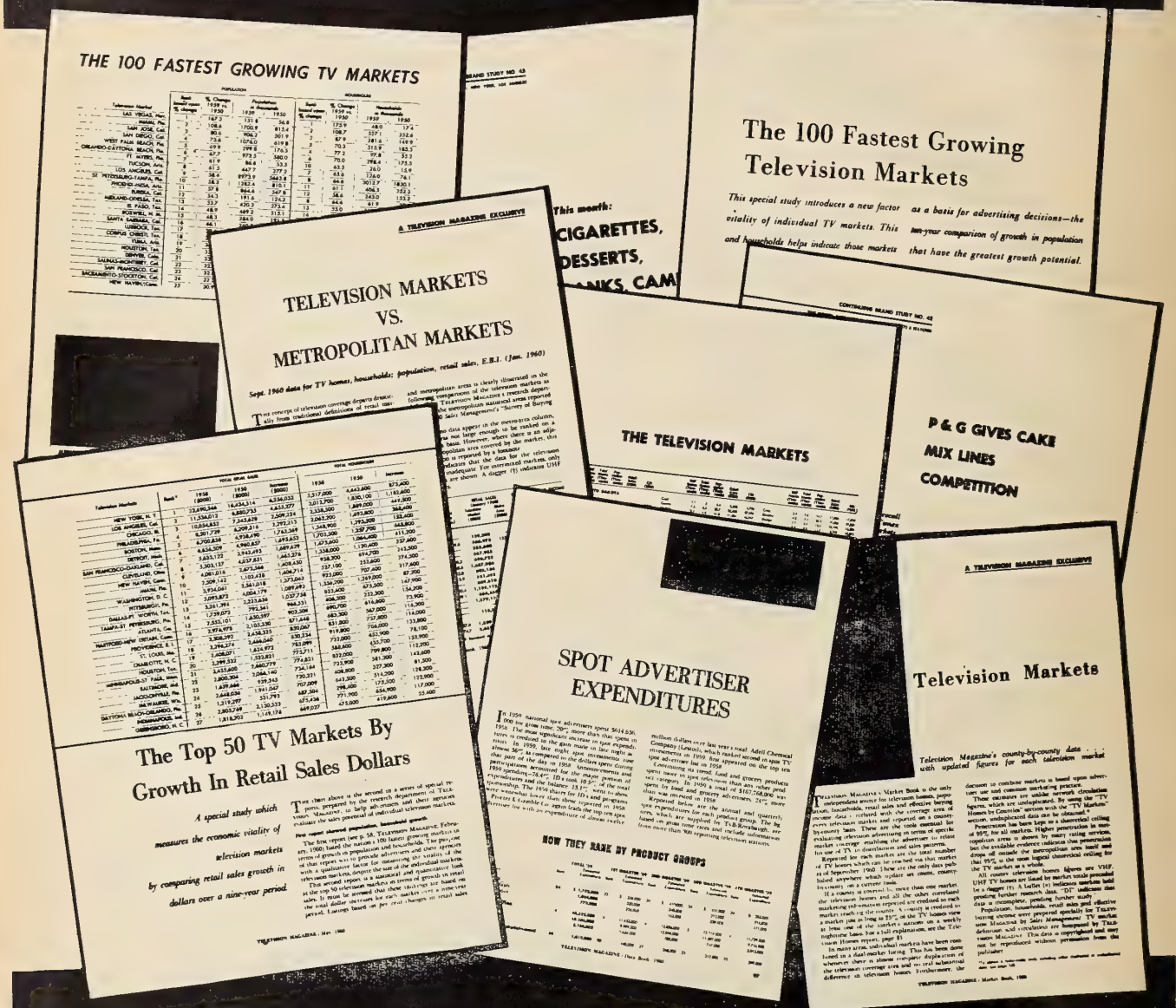
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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The man responsible for these research studies has moved to WEED



Marvin D. Melnikoff is now the Director of Marketing and Research for Weed. The highly professional caliber of the men and women who work at Weed—as typified in the most recent addition to our executive staff—is the reason why **WEED MOVES AHEAD**

NEW YORK, CHICAGO, DETROIT, ST. LOUIS, BOSTON, ATLANTA, NEW ORLEANS, HOUSTON, DALLAS, DENVER, LOS ANGELES, SAN FRANCISCO, SEATTLE, PORTLAND

Bolling rep firm buys Headley-Reed

In what was described as first transaction of its magnitude in station representation field, Bolling Co. announced late last week it had bought Headley-Reed Co. for price exceeding $500,000. Sale is effective Feb. 1, which also is 14th anniversary of founding of Bolling Co. by president George W. Bolling.

Officials said transaction would double Bolling's current billing and move company into sixth place among nation's station representatives. Exact composition and length of combined station client list were still being worked out, but authorities estimated it would total at least 45 to 50 stations. Bolling currently has 12 tv and 20-25 radio clients and Headley-Reed recently put its total at 28 tv and 32 radio.

Announcement said Robert A. Schmid, executive vice president of Headley-Reed, would join Bolling in same capacity; John Wrath, Headley-Reed president, would be Bolling midwest vp, headquartered in Chicago; John Hardingham, Headley-Reed senior vp, would become Bolling vp, remaining in New York, and that other personnel would be announced shortly. No changes are contemplated in present personnel in Bolling's 13 national offices, authorities reported. Frank Miller Sr., Headley-Reed chairman, and Frank Miller Jr., director, remain with Kelly Smith Co., prominent newspaper representation firm, which they own. Headley-Reed started as radio division of Kelly Smith in 1936, has been subsidiary since its incorporation in 1939. Millers will retain their broadcast station interests: Mr. Miller Jr. owns WRVM Rochester, N.Y., and through another company he and father own WSAR Fall River, Mass.

Mr. Miller Sr., said "The broadcast and newspaper industries are becoming more and more competitive. It will be no longer possible for a newspaper representative to have an interest in a radio and television representative organization and continue to put forth full efforts in newspapers behalf. He must equivocate the mandata placed upon him by the newspaper and that we cannot do."

Sales contract was signed by Mr. Bolling and Messrs. Miller at 2 a.m Wednesday (Dec. 28) and made public late Thursday. Mr. Bolling said transaction will "facilitate the overall performance of new and better services."

He continued: "We, as well as other reps and all businesses, are continually faced with a profit squeeze. In this acquisition we believe we have found the best possible answer to offset this squeeze. No business can stay small and intimate and progress."

Mr. Bolling, in broadcasting since 1925 and with John Blair rep firm for 12 years before opening his own company, said purchase of Headley-Reed would serve two major functions: increase sales by expanding sales force in terms of both manpower and experience, and enhance extra services already provided by Bolling.

Sponsored conferences?

Will John Kennedy's news conferences be sponsored?

Major networks showed interest in idea at yearend following indication by his news secretary, Pierre Salinger, that he would bring matter before President-elect.

Mr. Salinger had been asked at Dec. 27 meeting with network officials if conferences could be sponsored (early story page 40). Secretary said he hadn't thought about idea but would discuss it later.

No sale

This cryptic "To Whom It May Concern" memo was received by BROADCASTING Friday from Clinton D. Churchill, vice president-general manager WKBW Inc.: "An offer of $13 million for WKBW-AM-TV [Buffalo, N. Y.] was received by Dr. Clinton H. Churchill from the Taft Broadcasting Co. of Cincinnati. The offer was not accepted." (BROADCASTING reported in its Dec. 26, 1960, issue that negotiations for acquisition of stations for in neighborhood of $12.5 million were nearing completion.)

Rumrill expands to N. Y.

Rumrill Co., Rochester (N.Y.) agency with gross billings over $12 million, has opened New York City offices. After Feb. 1 offices will be located in General Dynamics Bldg. Temporary quarters are at 10 Rockefeller Plaza. Bruce W. Jones, vice president and chairman of plans board, will be manager of New York office.

FCC successes cited by Ford as 1960 ends

"Outstanding achievements" marked 1960 accomplishments of FCC, "one of the most eventful and significant" periods in agency's 26 years, Chairman Frederick W. Ford said in year-end statement released yesterday (Sunday).

Many serious problems faced commission and were attacked with "unusual vigor," chairman said, resulting in many being solved and others advanced to point of decision. FCC action in clear channels proceeding is "imminent" and decision also will be made "shortly" on pay tv test, he said.

Chairman Ford cited amendments to Communications Act as result of "cooperative relationship" with Congress. Also, he said, further legislation has been drafted for submission to new Congress designed to solve problems of local tv stations, boosters and catv systems.

Other Activities ▪ Other commission problems and actions discussed by chairman included network and station programming, *ex parte* cases, allocations, trafficking in licenses, political broadcasts, educational tv, fm, am, national defense and space communications.

Action in courts was "heavy and important," he said, with FCC winning 15 of 21 cases in which it was directly involved.

Commission closed its 1960 books with nearly 3 million radio authorizations outstanding, increase of 400,000 over year ago, Chairman Ford stated. Authorizations in all categories of commercial broadcasting except tv increased. Latter loss was due to FCC crackdown on unbuilt uhf permits.

"I would not like to have the year end without paying tribute to my colleagues for their unstinted and dedicated efforts," chairman said. "Without the complete cooperation of each member of the commission and the unusual devotion to duty of our staff . . . the outstanding achievements of the past year would not have been possible."

FCC, Empire State sign

Antenna for FCC's uhf experiment in New York definitely will be placed atop Empire State Building. Commission announced Dec. 29 that contract had been signed with building corporation. FCC also has rented office space

more AT DEADLINE page 10

WEEK'S HEADLINERS



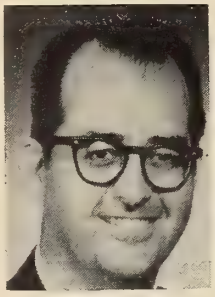
Mr. Titterton



Mr. Kemp

Lewis Titterton, vp and director of radio-tv programming at Compton Adv., N. Y., and **Frank Kemp,** vp and media director, elected to board of directors and named senior vps along with four others. Mr. Titterton has served Compton for 15 years and earlier had been manager of literary rights and supervisor of continuity at NBC for almost 10 years. Mr. Kemp joined agency in 1939 and rose through various media posts to vp and director of department in 1956. Others elected to Compton's board and named senior vps: **Edward Battey,** director of research; **Theodore Gleysteen,** management supervisor on Procter & Gamble soap products; **John A. Hise,** assistant to president of Compton and **John Owen,** management supervisor on Calvert Distilling Co., Four Roses Distilling Co., Browne Vintners Co. and General Wine and Spirits Co.

Jacques Biraben, general sales manager of WOR New York, elected vp of station, joining two other company executives named to vp status—**Martin S. Fliesler,** advertising director, WOR-AM-TV, and **George R. Jeneson,** western sales manager of WOR-AM-TV, with headquarters in Chicago. Mr. Biraben has been with WOR since 1956 and earlier had been in sales capacities with WINS New York and NBC Radio. Mr. Fliesler joined WOR-AM-TV last year after service with *McCall's,* BBDO and Ziff-Davis Publishing Co. Mr. Jeneson has served stations for nine years and earlier had been with Crosley Broadcasting Corp.



Mr. Rogier

Frank Rogier, New York sales manager for Thermo Fax Sales Inc., resigns to join Mutual as general sales manager, filling vacancy that developed last August when Eugene H. Alnwick left Mutual and broadcast field. Mr. Rogier has been with Thermo Fax, which like Mutual, is subsidiary of Minnesota Mining & Mfg. Co., for five years.

For other personnel changes of the week see FATES & FORTUNES

on 80th floor in conjunction with test. Terms call for payment of $93,600 annually for antenna and floor space. Contract negotiations are underway for construction of station to evaluate uhf.

John V. L. Hogan dies

John V. L. Hogan, 71, radio expert credited with many advances in am, fm and facsimile, died at his home in New York Thursday (Dec. 29, 1960) after long illness. Mr. Hogan, early associate of Dr. Lee De Forest, inventor of vacuum tube, was credited with invention of single-dial radio tuning.

With Elliot Sanger he established WQXR New York (he had started it in 1928 as experimental W2XR, carrying audio to match a visual program as part of early experiments in tv). He continued as president of station for several years after its purchase by *New York Times,* present owner, in 1944. During World War II he worked on radar, guided missiles and proximity fuse.

White House ok expected on private satellite relays

Privately owned and operated international communication systems via space satellites has been approved as basic policy of U. S. Announcement of decision was expected from White House Friday afternoon.

Eisenhower cabinet discussed matter recently and affirmed statement along these lines made last October by Dr. Keith Glennan (BROADCASTING, Oct. 17). This was that government would supply at cost launching and other facilities for space communication satellites but that relay satellites and operation of system should be in hands of private enterpreneurs. Dr. Glennan resigned as space chief last week, effective Jan. 20.

Pending before FCC is application by AT&T for assignment of frequencies to be used for space communication relaying between U.S. and Europe (BROADCASTING, Oct. 24, 1960).

Final blows swapped in Hartford pay tv case

Future of pay tv trial in Hartford, Conn., is now up to FCC, following filings Friday by three parties to proceeding.

Filings were replies to previously submitted proposed findings following completion of week-long hearings last October (BROADCASTING, Dec. 5, Oct. 31, 1960).

Theatre-oriented Connecticut Committee Against Pay Tv claimed demonstration would be meaningless since there's no provision for proper distribution of decoders. It again claimed Teco and Zenith were one entity, that RKO General failed to indicate where programs are coming from and whether they would be available. Connecticut group maintained RKO General was asking for "blank check."

RKO General ripped into Connecticut Committee's findings.

Opposing conditions asked by theatre owners, RKO General said purpose of test is to obtain data; that only way to gain information is to offer service generally to public, unhemmed by "scientific discriminations."

Answering charge that it stands to recoup costs of decoders through maintenance charge, RKO General noted "time-honored distinction" between leasing and sale. Subscriber is fully protected since he can cancel any time, RKO General said.

Relationship between Teco and Zenith cannot be considered combine; it's same as RCA and NBC, applicant stated.

Paramount antitrust case does not apply, RKO General asserted, since RKO is not distributor of motion picture film.

FCC's Broadcast Bureau filed short reply repeating that RKO General should be permitted to carry out pay tv trial.

Better tv research urged

Sophistication in tv research is urgently needed, according to Dr. Richard H. Baxter, vp and research director of Cunningham & Walsh, N.Y. Innovations are needed to meet criticisms of medium and to help improve programming and advertising, he told Speech Assn. of America in St. Louis last week.

Dr. Baxter asked for new psychological information (is viewer passive or active, innovator or follower, what are other attitude and behavior variables?) in "audience profile" research. This should be coordinated with standard audience profile information on before-and-after reactions and descriptive data on age, education, income, ownership, etc., he said.

SURVEY

SURVEY

SURVEY

No matter how you look at it, WBTV dominates competition for the 36th consecutive rating report.

Slice it, stretch it, squeeze it . . . turn it, throw it, twist it . . . WBTV is THE station in the Charlotte television market. Latest* survey gives WBTV overwhelming dominance in every time period, with 62.7% overall share, 23 out of the top 25 shows, a whopping 79% of quarter-hour wins!

Get the whole picture . . . call CBS Television Spot Sales.

*ARB, Nov., 1960 Total Area

WBTV

JEFFERSON STANDARD BROADCASTING COMPANY / CHANNEL 3 ◉ CHARLOTTE



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 9—**Eastern Reigonal Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, Tv Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Hotel Shoreham, Washington, D. C.

Jan. 10—Joint reception and luncheon meeting of **Headliners' Club** and **Chicago Council of Foreign Relations.** Terrace Gardens, Morrison Hotel, Chicago. Guest speakers include CBS commentators Edward R. Murrow, Howard K. Smith and Alexander Kendrick.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York. 12:15 p.m.

*Jan. 11—**NAB Am Radio Committee** meets. Statler-Hilton Hotel, Washington.

Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

Jan. 13—Annual banquet of **Federal Communications Bar Assn.** Featured speaker will be Gov. LeRoy Collins, NAB president-designate. Statler-Hilton Hotel, Washington.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 13—**Chicago Executives Club** luncheon. Sherman Hotel, Chicago. Guest speakers: NBC commentators Chet Huntley and David Brinkley.

Jan. 16—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

Jan. 16—Comments due of **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York. 12:15 p.m.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

*Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel. New York City.

*Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—New deadline for comments on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 11—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.

CBS Foundation Inc. News Fellowships for 1961-1962

CBS Foundation Inc. established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1961-1962.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The fifth series of fellowships, for the academic year 1961-1962, will start in September 1961.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than February 28, 1961. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:
   A. News and public affairs staff employes of (1) CBS News, (2) the seven CBS Owned radio stations, (3) the five CBS Owned television stations, (4) the 197 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 200 U.S. stations affiliated with the CBS Television Network, but not owned by it.
   B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
   C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have *sufficient full-time experience* in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1961-1962)

On Behalf of the Public:

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U.S. Department of State and adviser to U.S. delegations to the U.N.*

BYRON PRICE, *former Executive Editor, Associated Press; Assistant Secretary-General, United Nations; U.S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JOHN A. KROUT, *Vice President.*

DR. LAWTON P. G. PECKHAM, *Dean of Graduate Faculties.*

On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President of CBS and President of CBS News, and a member of the Board of CBS Foundation Inc.*

FRED W. FRIENDLY *of CBS News, Executive Producer of CBS Reports.*

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow. In addition, the University will be enabled to pay to each Fellow a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia for each Fellow, to average approximately $8,000 for each Fellow for the academic year.

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack **more sales power** into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success . . . 20% sales increase . . . no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable . . . proves So. Calif. listens alertly to KBIG.

Use **KBIG**, Radio Catalina . . . the economical sales force for **all** Southern California . . . 740 kc/10,000 watts.

KBIG

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

A client deserves the finest in any business. At WSLS-TV in Roanoke a client gets the best...a selling job! 448,000 TV sets to prove it! Not enough room in this ad for details. Call Avery-Knodel, Inc.,

10

WSLS - TV ROANOKE, VIRGINIA

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VICE PRESIDENT ..... MAURY LONG
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SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE ®

North Adv.'s billing

EDITOR: In the Nov. 21 issue (page 54) you state that North Adv.'s billing is down $1 million from last year. Actually, the figure we furnished this year ($8.25 million in tv-radio as 55% of total billing) is equivalent to the figure we furnished last year ($9.45 million as 63% of total billing). Both figures work out to $15 million. Actually, when we close the books on our fiscal year, we expect to have made some considerable progress over last year. . . . —*George H. Gruenwald, Vice President, North Adv., Chicago.*

Baseball broadcasts

EDITOR: In the interests of accuracy for "Record billing high seen from baseball" (Dec. 19 issue, page 48) . . . the Theo Hamm Brewing Co. was baseball's largest advertiser in 1960 (not "newest"—Hamm's has sponsored half of all Chicago Cubs and Sox telecasts for years) and has boosted its tab with a three-year contract to broadcast and telecast the new Minnesota (not "Minneapolis") Twins' games on a seven state regional network.—*William S. Fuhrman, Radio Research Director, WCCO Minneapolis.*

Swiss tv festival

EDITOR: I compliment you on an excellently written and most thorough account of the International Television Festival scheduled [May 15-17] for Montreaux, Switzerland (Dec. 12 issue, page 79).

May I point out one small error in your lead statement that cites the figure 30 million as the European television audience. The actual figure is estimated roughly to be 300 million.

Because the festival anticipates telecasting a program beamed at Europe through Eurovision, the festival authorities have consistently regarded the entire European television audience as potential recipients of the program . . .—*Albert Mark, Mark Assoc. International, New York.*

Hard sell for Bible

EDITOR: Just a note of appreciation for the article you ran regarding our "Bible spots" (page 66, Nov. 7 issue, "The Bible gets hard sell in Los Angeles").

You will be interested to know that as a result of the article we have received over 100 requests for copies from 36 states and Canada. We, of course, are delighted that so many broadcasters have expressed interest in carrying the series . . .—*Frederick D. Custer, General Manager, KPOL Los Angeles.*



NOW SELLING 3 GREAT STATIONS

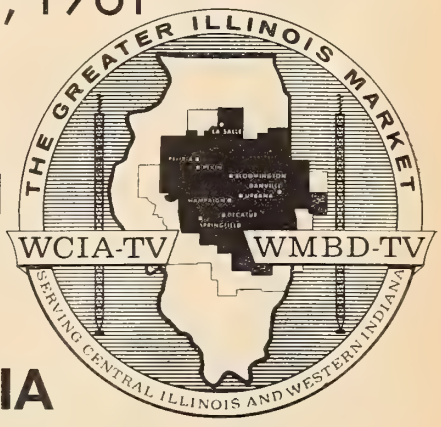
IN THE GREATER ILLINOIS MARKET

Midwest Television, Inc. is proud to Announce that Effective January 1, 1961

WCIA-TV — **CHAMPAIGN**

WMBD-TV — **PEORIA**

WMBD-AM-FM **PEORIA**



Will All be Represented Nationally
By

PETERS, GRIFFIN, WOODWARD, INC.

MONDAY MEMO

from SOL POLK, president, Polk Bros., Chicago

Our 'color blindness' is a collective malady

In our world of today it is commonplace for many American families to enjoy a minimum of three radios, two cars and two telephones. Over 46 million American families have a tv set and 11% of these have more than two sets. However, based on existing trends and reliable forecasts, of the six million television sets that will be purchased by consumers in 1961, less than one in twenty will be a *color television* set.

It is my personal belief that this state of affairs, which has existed with very little change for the past five years, is largely chargeable to everybody in the distribution system. I am speaking here of the cross-patterns of relationship between advertising media, entertainment-information media, manufacturing, distribution and retailing management. Each and every one of us must confess to allowing the condition of "color-blindness" to rob us of an exciting channel of growth, achievement and substantial profit, plus hours of pleasure.

Lest you accuse me forthrightly of over-simplification, let me simplify even further: Among you readers of BROADCASTING magazine, numbering in your midst thousands of top-level executives and participants in the broadcasting-telecasting media, how many of you have a color television set in your home? Of you who do, how many make it a kind of industry project to acquaint your friends and neighbors with the magnificent beauty of color television broadcasts?

How many of you advertising agency executives have a color television set in your home, and if you do, share it frequently with friends and neighbors?

Stand, Be Counted ▪ You concerned with broadcasting: Would not you, personally, as well as the other people in your particular station or network, benefit from enlarging your programming schedule to include a full range of color telecasting?

In addition to the obvious fact of increased revenue, I submit that the very fact of a full-time color program would result in improved techniques, reduced costs of operation and startling new developments and applications of color television that haven't yet been made possible through repeated experience from many different individuals, stations and networks.

Again, you agency people: Would not you, and your entire agency, find a whole new challenge to your creative talents if your clients were to adopt a schedule of color tv advertising to introduce and sell their wares?

These questions are purely rhetorical because the answers are obvious. I am convinced that if every person who stands to benefit however remotely from the mass circulation of color tv would make it a point of personal contribution to bring a color tv set into his home and then expose it to the enjoyment of as many other persons as possible, a great gap in the public awareness of this great new medium would be closed in less than three months' time. And by every person I mean literally that—every person in management, in talent, in supervision, in the technical end and in any other way related to the industry.

Hula Hoops ▪ Discussing the dilemma of color tv as it presently stands, one of my friends who has a broad background in marketing made the comment that if hula hoops had been available at only one source in a given area, the mass-merchandising phenomenon that put millions of hula hoops into the American scene in six-weeks time could never have occurred.

He enlarged this comment to the fact that color tv has never been exposed to full-scale demonstration at the retail level. Most dealers don't *try* to sell their customers a color tv even if they ask for it—because they don't have a demonstration model on the retail floor and it's easier to sell what you've got. Whenever I walk through the television department of one of our stores, I am continually impressed by the fascinated attention that customers pay to the color programs whenever they're scheduled. We try continually to transfer this curiosity and pleasure into making a purchase or home trial of color television in their own home.

We have used color tv broadcasting facilities in our commercials whenever possible because the products we feature on those commercials inevitably will be sought after by the viewing audience. We have written personal letters to our friends in all phases of advertising and communications, offering them our industrial discount on the purchase of a color tv set for their home or office.

Whenever a station or network schedules a color program it should be given the widest possible promotion and publicity. Certainly station directors and program managers should invite an audience of local influential persons for a private viewing of the program.

Team Work ▪ Full-scale cooperation by all phases of an industry must be exerted to accomplish the successful merchandising of a product. I am reminded of the dramatic period when television was first introduced to the public. The excitement created by an image of a seven inch screen in a set that sold for several hundred dollars would have remained a whisper if it had not been for the industry-wide programs of exposure, advertising, promotion and publicity that occurred—plus the "mark of distinction" of the tv aerial on your roof top.

I am confident that if it had happened that the process of tv broadcasting was originally developed in full color instead of black-and-white, the whole industry would have grown into a stature of achievement that it has not yet attained. I feel that the broadcasting-advertising industry owed a great tribute to the vision and determination of Brig. Gen. David Sarnoff without whose persistence the entire scope of television would have made slower progress.

I sincerely hope that consideration of this will serve as a measure of stimulation as you ask yourself: How long are we going to stay color blind?

Sol Polk, native of Chicago, is one of America's most aggressive tv-radio-appliance merchandisers. He has been in field 25 years. Sales for his dozen stores run an estimated $50 million annually. Mr. Polk has been bullish about color tv ever since NBC changed WNBQ (TV) Chicago into a color operation in 1956. Polk Bros. runs about 40 color commercials weekly on WNBQ. Polk Bros. color sales increase about 10% yearly. His worst fear: Russia will get color tv on mass basis first.





What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

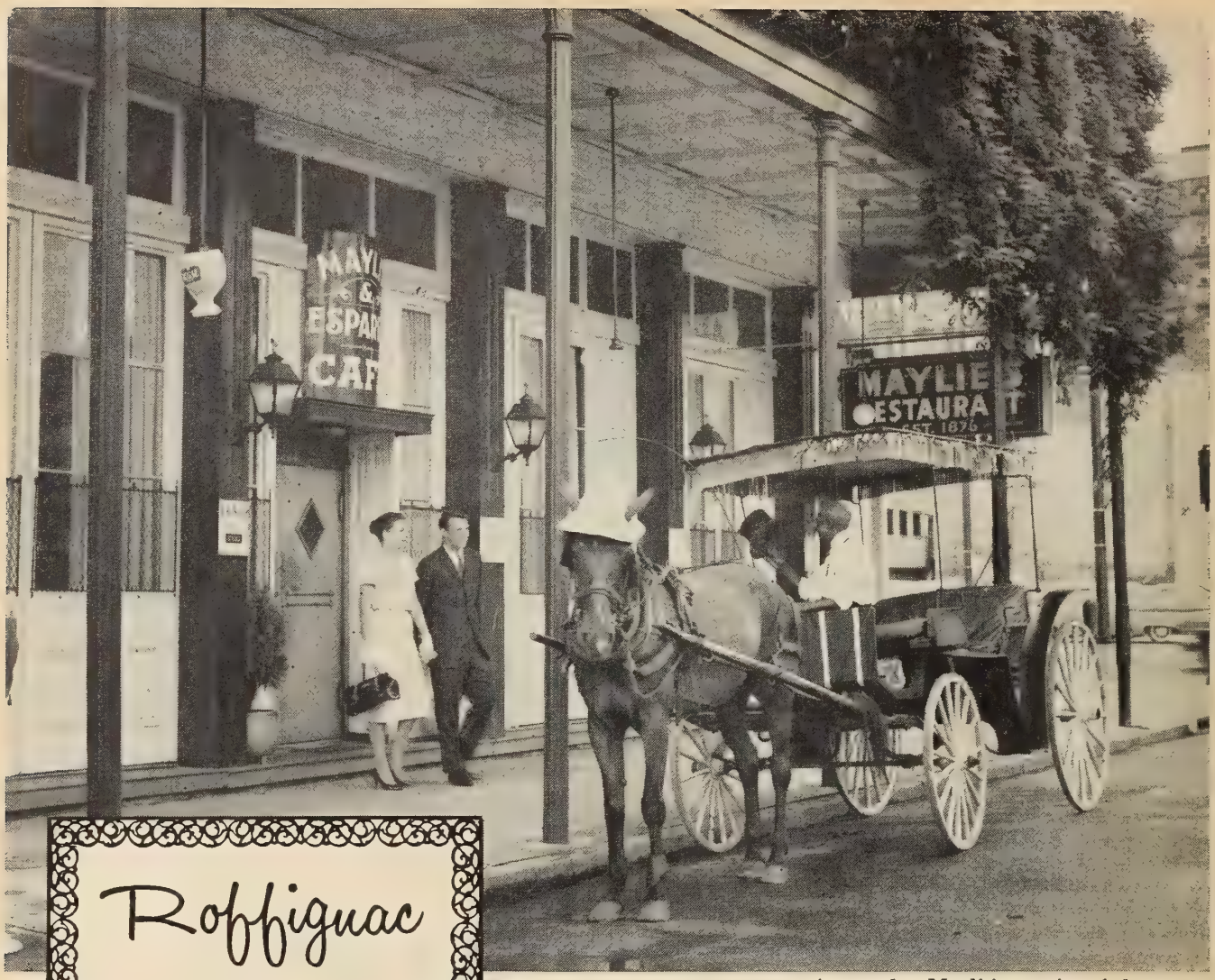
WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

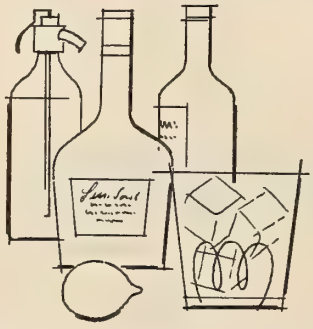
**According to BOTH SRDS and Sales Management, Fall, 1960.*



As served at Maylie's, tensions fade away.

Roffiguac

OLD NEW ORLEANS FAVORITE...



Here's how to make it:

Fill Old Fashioned glass with ice cubes. Pour in 1 oz. brandy or cognac, ½ oz. rye whisky, grenadine syrup to taste and a squirt of seltzer water. Twist piece of lemon peel over drink, stir and serve on rocks. If you prefer, prepare it with crushed ice in shaker, blend, strain and serve as a cocktail.

WWL-TV... new New Orleans Favorite

The best known railroader in these parts, Brakeman Bill, hosts WWL-TV's big new afternoon kid show Monday through Friday 4:30 - 5:45. He's a model railroad engineer, and his fabulous train layout is the envy of every child's eye. Big entertainment package includes Popeye and Bugs Bunny cartoons, too.

In the New Orleans market Brakeman Bill puts you on the inside sales track with the kids and their moms. Ask Katz for details.

CBS **WWL-TV**

NEW ORLEANS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 2, 1961 Vol. 60 No. 1

A NEW FRONTIER FOR THE FCC?

Landis named to be Kennedy's master regulator

FCC among those ticketed for reorganization

A new wind is sweeping Washington's administrative agencies—and it originates with James M. Landis who, at week's end, was appointed to the Kennedy staff to help reorganize the regulatory agencies.

Mr. Landis will be a special assistant to President-elect Kennedy on a temporary basis. His work will affect the seven "independent" agencies.

The seven: FCC, Federal Power, Interstate Commerce, Securities & Exchange, Federal Trade, Federal Aviation, Civil Aeronautics and National Labor Relations.

Mr. aLndis earlier submitted to President-elect Kennedy an 87-page, pithy and sometime scathing critique of the federal regulatory agencies. Among its recommendations was the establishment of a post in the executive department to "coordinate" the regulatory agencies. Also suggested were similar posts to oversee telecommunications, power and transportation.

Unspoken but between the lines is the implication that there should be a cabinet post for transportation-communications-energy.

A single premise is at the bottom of Mr. Landis' survey. This is efficiency. To this end he recommended better administrators and more time for them to think—in order to set policy and to plan for the future.

This is going to come about, Mr. Landis asserted, through more and more delegation to make final decisions to hearing examiners, panels of commissioners, or board of employes.

Appeals to the agency members should be permitted only at the discretion of the commissioners, he recommended.

FCC At Work ▪ Moves toward much of these recommendations are already underway at the FCC, it was learned last week. For the past several months the FCC staff has been embarked on a study of procedures looking toward the creation of commission panels to hear appeals from the decisions of lower echelon staff.

The work was hastened after the election when it became apparent that a change in administration at the FCC was to be expected.

Included in the study are means to delegate more authority to the staff.

Also under consideration is the use of summary decision procedures. This technique would permit the commission to issue a decision without the necessity of the usual, long drawn-out hearing process where it was obvious one applicant for a broadcast license was far and away the obvious choice.

A key element in this approach, also, is to give the commission discretion to hear appeals from the decisions and recommendations of the staff.

Legislation would be required to carry out some of these ideas.

Action Indicated ▪ That the incoming Kennedy administration means to move on the regulatory front was given substantial credence by a number of Washington observers.

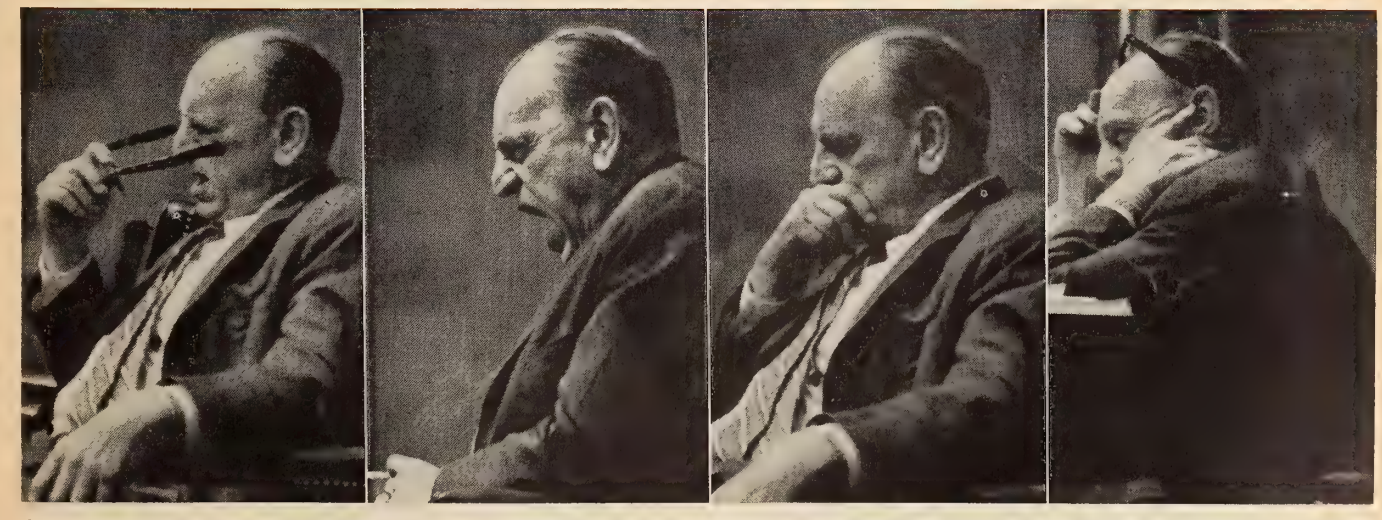
Decrying the usual Washington cynicism of changes in the regulatory arena, knowledgeable sources close to the incoming President pointed out that:

(1) President-elect Kennedy asked Mr. Landis to make this study of the so-called independent agencies two days after his election.

(2) Mr. Kennedy said, after reading the report which was submitted to him in Palm Beach Dec. 26:

"This is a most important and impressive analysis of the regulatory agencies which deserves the attention of Congress as well as the agencies themselves."

The President-elect was said to be most enthusiastic about the Landis re-



James M. Landis, the man who has been tabbed to rule over federal regulatory bodies including the FCC, gave a preview of his reorganization ideas at Dec. 2 Senate subcommittee hearing where these candid shots were taken. His formal report last week proposed closer White House supervision over regulatory agencies.

The FCC: an "extraordinary spectacle"

The biting and critical references to the FCC are scattered throughout the Landis Report, but the section reprinted in full below covers the single comprehensive look at the FCC itself:

"The Federal Communications Commission presents a somewhat extraordinary spectacle. Despite considerable technical excellence on the part of its staff, the Commission has drifted, vacillated and stalled in almost every major area. It seems incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning procedures that are effective to deal with its problems. The available evidence indicates that it, more than any other agency, has been susceptible to *ex parte* presentations, and that it has been subservient, far too subservient, to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an influence is exercised over the Commission by the networks.

"The quality of its top personnel is, of course, primarily responsible for these defects. The members of the Commission do not appear to be overworked in the sense that the Commission's docket is bulging with cases calling for disposition. Nevertheless disposition lags. Only thirty-two cases, all dealing with broadcasting licenses, were decided by the Commission during fiscal 1959, other than cases dismissed or in which the examiner's report became final. Commission action following the examiner's report in nine of these cases took from 6 to 12 months and in 10 cases from one year to two years. In broadcast license cases no criteria for decision have evolved. True, criteria of various different kinds are articulated but they are patently not the grounds motivating decision. No firm decisional policy has evolved from these case-by-case dispositions. [Instead the anonymous opinion writers for the Commission pick from a collection of standards those that will support whatever decision the Commission chooses to make.]

"Observers of the procedures employed by the Commission agree that the issues litigated are unreal and a mass of useless evidence, expensive to prepare, is required to be adduced. The uselessness of much of this evidence derives from several causes. The first is that programming proposed by applicants is of high-sounding moral and ethical content in order to establish that their operation of a radio and television station would be in the 'public interest.' The actual programming bears no reasonable similitude to the programming proposed. The Commission knows this but ignores these differentiations at the time when renewal of licenses of the station is before them. Nevertheless, it continues with its Alice-in-Wonderland procedures. Also because of the varying standards that the Commission employs, a vast amount of unrealistic testimony is adduced to support each of these standards, incumbering the record with useless data.

"On major policy matters, the Commission seems incapable of reaching conclusions. The UHF debacle has been plainly apparent for some 5 to 6 years. Nothing of any substantial consequence has yet been accomplished by the Commission to relieve the situation, although they are now purporting to make available additional VHF channels in one and two V-channel markets.

"The procedures employed by the Commission in adjudicatory matters

A NEW FRONTIER FOR THE FCC? continued

port.

(3) Mr. Kennedy has a high regard for Mr. Landis.

The former Harvard Law School dean served as chairman of two federal agencies during the heyday of the New Deal (Securities & Exchange Commission and Civil Aeronautics Board) and as a member of one (Federal Trade Commission).

Mr. Landis' relation to the President-elect's father, Joseph P. Kennedy, is also a consideration not to be overlooked, it was pointed out. Mr. Landis is the attorney for the senior Mr. Kennedy in several matters. Joseph Kennedy served as first chairman of the SEC under President Roosevelt.

Immediate industry and regulatory reaction was one of skepticism. The most repeated comment was that Congress would balk at handing over such authority to the executive branch of the government.

This attitude was belied in several instances:

Sen. John A. Carroll (D-Colo.), chairman of a Senate Judiciary subcommittee studying the regulatory agencies, called the Landis report a "masterful and thought-provoking analysis of the deficiencies of the administrative procedure."

Sen. Clifford P. Case (R-N. J.), a member of the Senate Commerce Committee, expressed his agreement with Mr. Landis' thesis regarding the establishment of a single transport agency.

Robert W. Lishman, counsel for the House Subcommittee on Legislative Oversight (about to go out of business), declared he hoped the proposed reforms would not bog down in a contest between Congress and the White House. "It's a pretty good report," he said. He expressed his disagreement with the idea that there should be an administrative agency czar at the White House. This is Congress' responsibility, he pointed out, not the executive's.

Comments Few ▪ Comments on the Landis suggestions regarding the FCC were meager.

FCC Chairman Frederick W. Ford declined to comment. An assistant pointed out, however, that the suggestions to give agency chairmen more authority and responsibility could not apply to the FCC since the chairman already has these powers.

Network sources did not wish to comment formally on the report, partly because they had not had a chance to study it in detail and partly, it may be presumed, because they did not wish to go out of their way to stir up trouble for themselves.

Of Mr. Landis' comment that the networks tend to dominate the FCC, one source had this comment:

"If we do [dominate the FCC], then we have some awfully stupid people doing the dominating for us. We've dominated ourselves out of the spot rep business and out of a half-hour of option time, and we've dominated ourselves into nothing that we've asked the commission for in regard to political broadcasting or in regard to increasing the number of stations that a network might own . . ."

Some network comments, necessarily anonymous, indicated the feeling that Mr. Landis' approach to the FCC was based on pre-1941 thinking and was out of date. The chain broadcasting rules went into effect that year.

Other network authorities felt that the report was unfair to the FCC,

as well as in purely exploratory matters seem primarily at fault for these deficiencies. Leadership in the effort to solve problems seems too frequently to be left to commercial interests rather than taken by the Commission itself. No patent solution for this situation exists other than the incubation of vigor and courage in the Commission by giving it strong and competent leadership, and thereby evolving sensible procedures for the disposition of its business."

Although Mr. Landis seemingly has no solution for the FCC his general recommendations which would affect all agencies, including the communications commission, tend toward—

- A communications coordinator in the White House.
- An administrative agency coordinator in the White House.
- Reorganization of the agencies to delete much of the present, individual case decision workload from the backs of the commissioners and to permit staff to take on more responsibility. This would include revisions of present procedures.
- A 10-year term for commissioners, with an entertainment allowance provided, plus better retirement benefits.

especially where the uhf problem was concerned. The uhf problem, they asserted, has proved to be a real problem and cannot be dismissed as lightly as the report makes it seem. They also felt that the broadcasters' track record in matching promises with performance was not as bad as the report made it appear.

There seemed to be a high level of unanimity in both network and nonnetwork circles that the tone of the report precluded the appointment of any of the present members of the commission to the chairmanship.

Circles close to the FCC expressed resentment at Mr. Landis tagging the commission as subservient to Congress.

"If this is so," one pointed out, "it would seem a Republican-administered FCC is being criticized for cooperating with a Democratic congress."

A Capitol Hill source pointed out that Mr. Landis seemingly contradicts himself when he said the FCC has been subservient to Congress and then chastizes the commission for not doing anything about the uhf problem.

"Goodness knows," this observer commented, "we've done everything but pass legislation to get the FCC to move on the uhf problem—but they've taken their own sweet time."

Dubious Honor ▪ The FCC was singled out by Mr. Landis for the dubious honor of having been "more than any other agency susceptible to *ex parte* presentations, and it has been subservient, far too subservient, to the subcommittees on communications of the Congress and their members."

Mr. Landis also stated that there is "a strong suspicion . . . that far too great an influence is exercised over the commission by the networks."

What would Mr. Landis do to the FCC? This is what he suggested:

"There is no pat solution other than the incubation of vigor and courage in the commission, by giving it strong and competent leadership, and thereby evolving sensible procedures for the disposition of its business."

Mr. Landis' basic recommendations, which would affect the FCC as well as the other regulatory Washington agencies include the following:

- Reorganize the FCC and other agencies to make clear that the authority of the chairman extends to all administrative matters within the agency, including "responsibility for the preparation and review of budget estimates, the distribution of appropriated funds according to major programs and purposes, and the appointment of all personnel . . . [except those appointed by the President, division heads whose appointments must be confirmed by all members of the commission and special assistants to the commissioners]."
- Provide for the delegation of all adjudicatory matters, including final determination, to a panel of agency members, hearing examiners or board of employes. Review by the agency members should be on petition and at their discretion, not mandatory.

At the present time, the FCC must make final all hearing and docket decisions. All applicants have virtually unlimited rights to appeal lower echelon recommendations to the full commission.

- Create new offices in the Office of the President. One would be an office for the coordination and development of communications policy. Another would be an office to oversee regulatory agencies. Also would be offices to coordinate transportation and power.

There is today a telecommunications advisor to the President, but Mr. Landis noted, he has so many other duties that telecommunications is sometimes forgotten. In this recommendation, Mr. Landis proposed that all telecommunications powers vested in the Office of Civilian & Defense Mobilization be transferred to this new office.

The reference to the overseer of regulatory agencies contained the recommendation that this appointee make reorganization plans for the regulatory agencies "with prime emphasis" on the FCC, as well as the Federal Power Commission, the Interstate Commerce Commission and the Civil Aeronautics Board.

Mr. Landis has been mentioned for some time as Mr. Kennedy's choice for this particular job.

- In a related suggestion Mr. Landis recommended that an Administrative Conference of the United States—already initiated by President Eisenhower under the leadership of Circuit Judge E. Barrett Prettyman—be formed. He also suggested that a secretariat be established to support such a conference. This secretariat, Mr. Landis observed, might take over the work of the Civil Service Commission relating to the qualifications and grading of hearing examiners.

It also, he added, might function as a recruiting agency for lawyers in the federal government.

- Revise tenure of administrators to 10 years. Five or seven years is too short; a life term is too dangerous, he observed. FCC commissioners now serve for a seven year term. Top administrative personnel, now getting near $20,000 yearly, ought to receive a "moderate" entertainment allowance.

"Like an ambassador," Mr. Landis said, "he needs to maintain a certain prestige with the industry. He should be able to entertain rather than be required to suffer entertainment."

There also should be a more adequate retirement allowance, he said. He suggested that the chairman of an agency receive more salary than their colleagues—the present $500 extra "is neither sufficient to be compensatory nor to make for prestige."

Congressional Act Needed ▪ These changes require that the President obtain from Congress powers similar to those contained in the Reorganization Act of 1949 (which ran out in 1951), Mr. Landis stated. These powers should run for from two to four years, he advocated.

The 1949 Act provided that any government reorganization performed by the President would become effective unless specifically vetoed by a concurrent resolution of both houses of Congress.

The technique was used to put into effect many of the recommendations of the Hoover Commission.

In discussing FCC, Mr. Landis had little good to find. He made one bow, however; this was to the "considerable technical excellence on the part of its staff."

The FCC, he said, has "drifted, vacillated and stalled in almost every major area." It is, he added, "incapable of policy planning, of disposing within a reasonable period of time the business

A NEW FRONTIER FOR THE FCC? continued

before it, of fashioning procedures that are effective . . ."

The lack of hard and fast criteria in broadcast cases impressed Mr. Landis.

The FCC, he said, picks its reasons from a collection of standards which will support whatever decision the commission chooses to make.

Applicants, Mr. Landis stated, list programs of "high-sounding moral and ethical content," in order to meet the public service issue. But, he added, the actual programming "bears no reasonable similitude to the programming proposed."

The commission realizes this, Mr. Landis noted, but ignores these differences at renewal time.

Some of Mr. Landis' sharpest criticisms are directed at what he terms the FCC's inability to reach conclusions on major policy matters:

The uhf "debacle," he pointed out, has been apparent for five or six years, but nothing substantial has been done to relieve the situation.

Commercial Leadership ▪ Leadership, Mr. Landis noted, "seems too frequently to be left to commercial interests rather than taken by the Commission itself."

In another reference to broadcasting Mr. Landis pointed out that there is a possible overlap between the Federal Trade Commission and the FCC on deceptive advertising over the airwaves. He termed this unimportant; the FTC, he said, has the responsibility of dealing with false and deceptive advertising whatever the means of communication, the FCC, he stated, must make the "appropriate" consideration whether an FCC licensee should be penalized for indulging in such practices.

In discussing the delays that are encountered in most of the regulatory agencies, Mr. Landis stated that some are due to the agencies themselves.

Ever since 1955, he pointed out, it has been evident that the uhf tv policy was a failure, but nothing has been done. This delay, he added, has serious consequences on the destiny of television, for additional vhf channels have not been made available "with the result that the existing monopoly of the established networks, particularly in the two tv channel markets, cannot economically be challenged by existing or potential programming entities."

He dismissed the FCC's current proposal to add extra vhf channels to those major markets with less than three vhf outlets as palliative "but hardly a comprehensive answer."

In another reference to the FCC, Mr. Landis used the tv allocation problem as an example of the failure of agencies to formulate broad policies. He termed this one of the "outstanding failures."

One of Mr. Landis' major recommendations has to do with what he called inter-agency policy formulation. This has been "barren," he stated.

Using communications as one example, he stated that present policy-making machinery was established in 1934 before the advent of radar, television, jet aircraft, intercontinental rockets, space communications and radio astronomy.

These elements must be coordinated, Mr. Landis said, "for effective national interest, particularly in the cold war environment of the 1960s which calls upon us to utilize every resource available in the telecommunications field in our struggle not merely for prestige but for survival."

Allocation of Spectrum ▪ Two of the major subjects requiring such coordination, he pointed out, have to do with the allocation of the spectrum between government and non-government use and the redistribution of spectrum space internationally. This, he said, is sure to come to the fore, particularly in the light of the emergence of the new countries of Africa and Asia.

"This necessary coordination is non-existent today," he said. "The FCC spends substantially all its energies in handling problems relating to public broadcasting. The Telecommunications Division in the State Dept. is several layers deep and has been permitted to decline in expertness, leadership, activity and personnel . . . The apportionment of the radio spectrum is a matter of *ad hoc* negotiation rather than of planned usage. The President's telecommunications advisor has so many other duties it overshadows telecommunications."

A significant element of the Landis Report is the need for better qualified and more imaginative personnel as commissioners and as top staff people at the regulatory agencies. To do this the job must present a challenge; good men are primarily attracted by the challenge of a job, not particularly a salary.

On the ethics of government personnel and industry orientation, Mr. Landis made two recommendations:

The President, he said, should issue a general code of ethics in regard to off-the-record contacts. Each agency thereafter should issue a more particularized list of commandments applicable to its personnel.

In his discussion of *ex parte* representations, Mr. Landis pointed a finger at the Washington legal fraternity.

"One of the worst phases of this situation," he wrote, "is the existence of groups of lawyers, concentrated in Washington itself, who implicitly hold out to clients that they have means of access to various regulatory agencies off the record that are more important than those that can be made on the record."

Mr. Landis' viewpoint on the off-the-record situation is reasonable. He pointed out that to shut off administrators from contact with the regulated industries, except through formal proceedings, is to restrict their means of gathering the very expertise that was the reason for the creation of the agency.

'To shut them off from persons, such as mayors and members of Congress, who are pressing for the public interest as they see it, is to keep them away from a grass roots exploration of what the needs are of any segment of the public area."

On the other hand, Mr. Landis warned, some restraints must be placed on off-the-record approaches.

On industry orientation, Mr. Landis explained that this tendency arises "primarily from the fact that of necessity contacts with the industry are frequent and generally productive of intelligent ideas. Contacts with the public are rare [and consist mostly of complaints] . . . It is the daily, machine-like impacts on both agency and its staff of industry representation that makes for industry orientation on the part of many honest and capable agency members as well as staffs."

One answer to this problem, Mr. Landis suggested, is the creation of a public counsel within each agency. His function, Mr. Landis observed, would be to "irritate" commission members.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 21-27 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

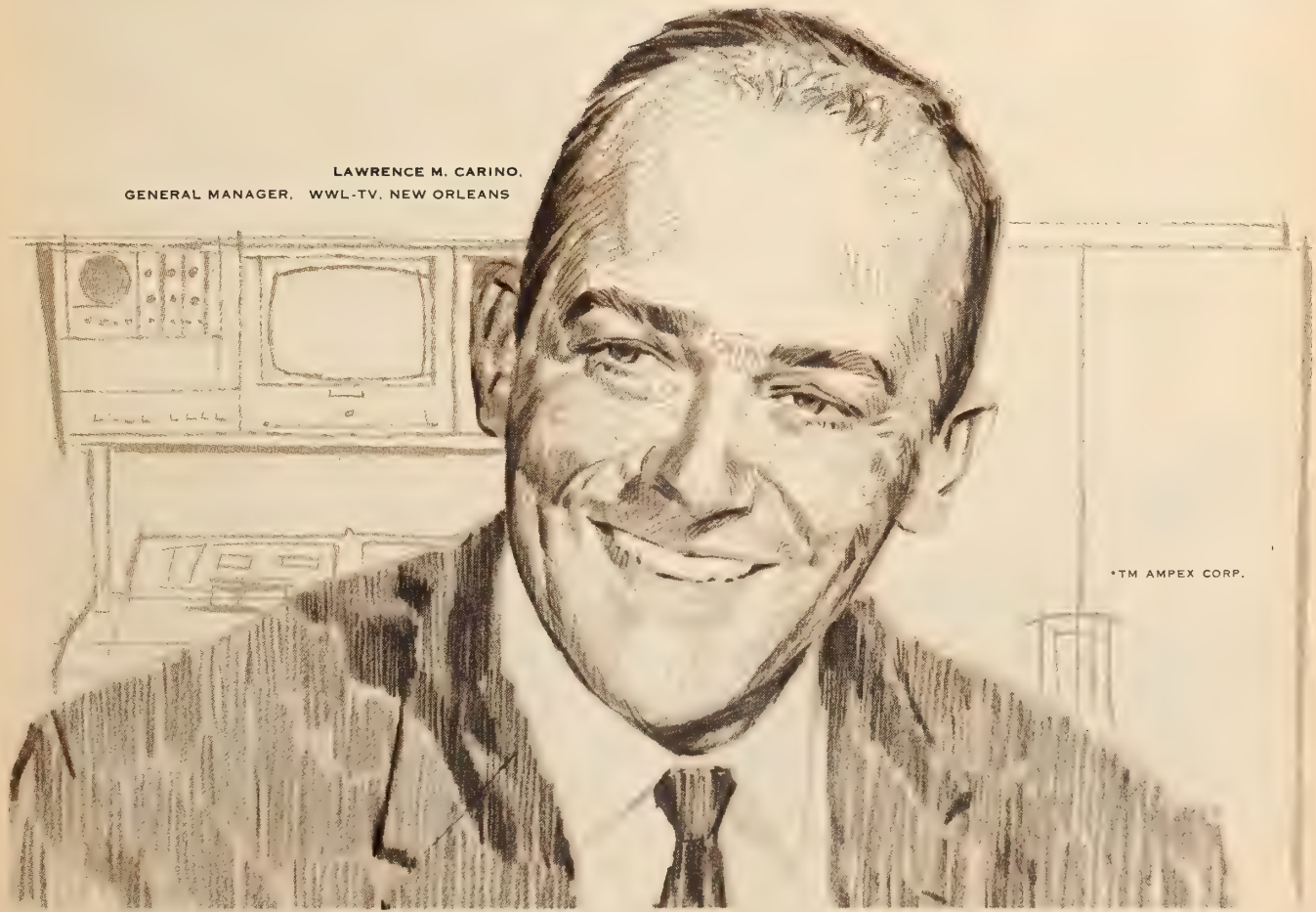
Date	Program and Time	Network	Rating
Wed., Dec. 21	**Perry Como** (9 p.m.)	NBC-TV	26.1
Thur., Dec. 22	**My Three Sons** (9 p.m.)	ABC-TV	23.0
Fri., Dec. 23	**Twilight Zone** (10 p.m.)	CBS-TV	22.1
Sat., Dec. 24	**Lawrence Welk** (9 p.m.)	ABC-TV	17.9
Sun., Dec. 25	**Candid Camera** (10 p.m.)	CBS-TV	20.2
Mon., Dec. 26	**Pro Football Championship** (11:45 a.m.)	NBC-TV	18.7
Tues., Dec. 27	**Garry Moore** (10 p.m.)	CBS-TV	23.9

Copyright 1960 American Research Bureau

"It opened up new territories for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our *Videotape** Television Recorders—all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards....We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips—and pocketbooks—another tool for creative broadcasting....Why we bought Ampex? I think the reasons are obvious. Ampex invented *Videotape* and it's proved itself to the entire industry. You can't ask for more than that." A postal card in the mail to Ampex, today, will bring you the complete story from other TV stations about tape as a money-making proposition and why they are sold on Ampex as a basic component of any complete TV facility.
Write Ampex Professional Products Company, department BC.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



LAWRENCE M. CARINO,
GENERAL MANAGER, WWL-TV, NEW ORLEANS

*TM AMPEX CORP.

At last: a true picture of U. S. markets

NEW PROCESSING OF CENSUS DATA WILL DEPICT RADIO-TV HOMES

The timebuyer's fondest dream is about to come true.

By late spring, agencies and advertisers will have a revealing picture of the living standards, financial status and social traits of the nation's radio and television homes.

A 50-state county-by-county and city-by-city compilation of this information is being put together for the first time in history. The raw data were collected in the 1960 U. S. Census and are being put on tape by S. J. Tesauro & Co., Detroit, under a contract with the Census Bureau.

Advertising, distribution, manufacturing and every other phase of American business and social life will have access to this cross-section portrayal of the nation's homes.

The miracle of new computing machinery is making possible this huge compilation, according to S. J. Tesauro, head of the statistical firm.

"This cross-tabulation will provide a new dimension in American marketing," Mr. Tesauro told BROADCASTING. "Nothing of this sort has ever been available before."

First processing of tapes will start at the Tesauro Detroit office in April, with the computing job to be completed in September. The firm is putting data on tapes at the bureau's Suitland, Md., headquarters.

The first state reports will start coming out in eary June and the job will be finished in October.

Release Schedule ▪ The schedule of the Census Bureau calls for release of statewide breakdowns of radio and television homes in September, with completion by year-end. The bureau lacks funds to do the cross-tabulations. Its long-range schedule for publication of radio-tv homes data by counties and metropolitan areas is based on availability of funds, computers and personnel.

Through the intercession of the NAB, Mr. Tesauro has proposed a scale of fees for the statistical volumes that will run half that to be charged subscribers outside the industry. The plan will be discussed at a Jan. 6 meeting with Richard A. Allerton, NAB research manager who instigated the special rates, and representatives of Television Bureau of Advertising and Radio Advertising Bureau, Mr. Tesauro said.

The Cost ▪ The complete set of metropolitan area, county, state and national figures will be sold to general subscribers for $3,000, he said. Broadcasters would be able to select states in their coverage areas at rates running between $60 and $540 per state, or roughly $1 a county.

First public announcement of the

Chevrolet goes 'on-the-road' for 'Route 66' commercials

Chevrolet, in its most ambitious effort at integrated commercials, has scouted the whole country seeking colorful commercial locations for *Route 66* (CBS-TV, Fri. 8:30-9:30 p.m. EST). On recommendation of its agency, Campbell-Ewald Co., Detroit, Chevrolet decided on a cross-country series of commercials, filmed documentary style. An agency writer-producer started driving last July and clocked 5,000 miles looking for dramatic locations. Chevrolet narrowed his list of 20 possible places to this five-stop national tour:

The story of a rural Missouri schoolteacher who drives a Chevrolet on her daily round,

A family on vacation in Frontier City, Okla.,

Boys' Ranch outside Amarillo, Tex.,

A ghost town in New Mexico and

A Mexican inspired fiesta at a Padua Hills, Calif., hacienda.

These have been played in geographical order, east to west, starting Dec. 9. Don Frankman of Campbell-Ewald wrote them all and also produced the New Mexico and California spots.

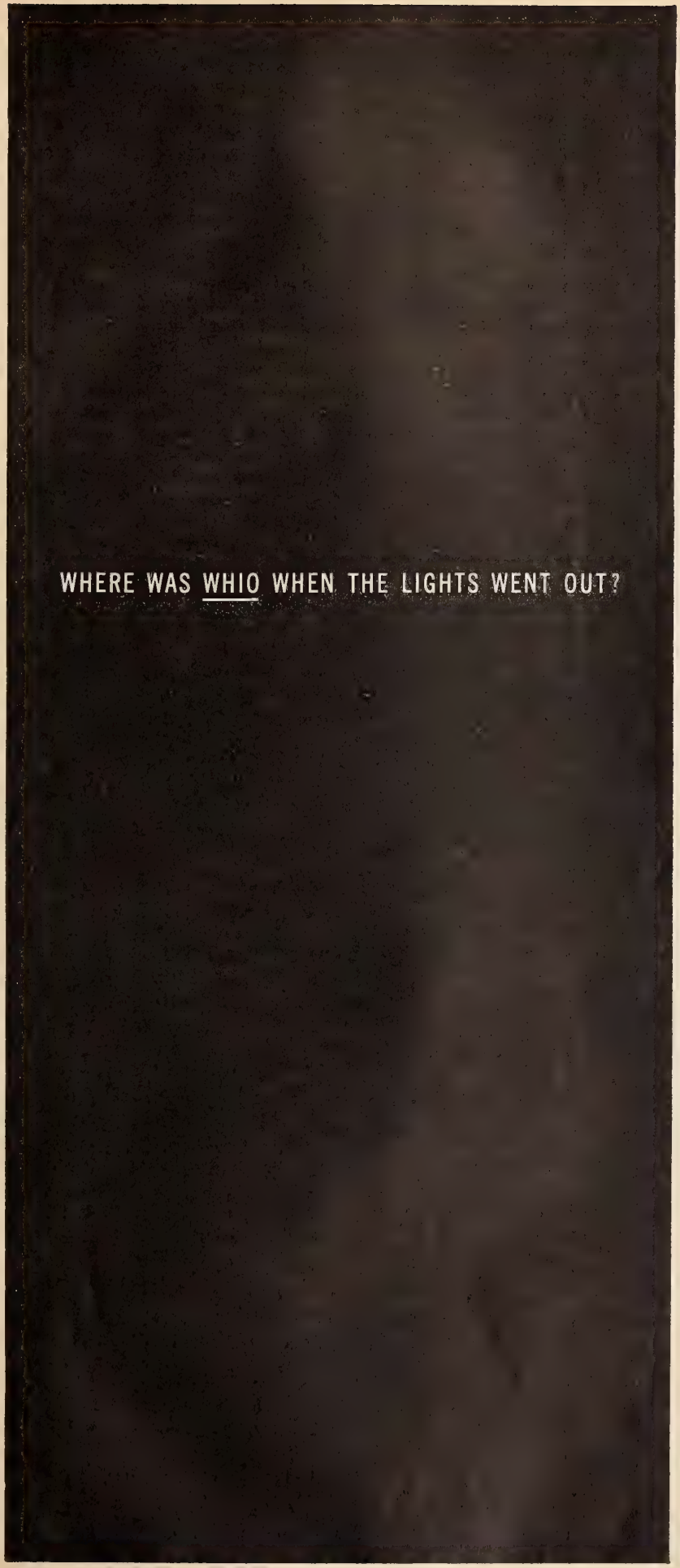
With announcement of extension of the Chevrolet contract through the season, Screen Gems said future plots would take stars Martin Milner and George Maharis to the eastern seaboard after hitting eight states in other parts of the country so far. If the client continues its integrated advertising style, commercial cameras also will be rolling in the East.



Last week's setting: Cabezon, N. M., ghost town.



Second stop of the tour: Frontier City, Okla.



ON THE JOB, THAT'S WHERE!

At 5:51 P.M., December 13th, a power failure blacked out Dayton and a neighboring 24-county area. 6,041 square miles plunged into total darkness. No lights. No radio or TV. In many cases, no heat. The hands of electric clocks stood motionless. Millions of people sat in the dark with no idea of what was going on — or why. Things looked black in Dayton.

WHIO On the Air In 5 Minutes!

Then, at 5:56 P.M., just 5 minutes after the outage began, WHIO went back on the air, powered by a 5 KW generator and battery-powered amplifier. Working by the light of flickering candles, the WHIO staff passed-on emergency bulletins from police and power company officials to news-hungry Daytonians (those able to listen on battery-operated sets and car radios). WHIO newsmen, a photographer, and the WHIO News Scout and Air Scout combed the area for news and information that would help to set thousands of uneasy minds at rest. Listeners were encouraged to, and did, pass along the information to their neighbors.

The blackout lasted from one to three hours in various parts of the area. For much of this time, WHIO was the *only* contact Daytonians had with the "outside world."

WHIO Saluted by Other Media

Later, in a congratulatory gesture, WHIO was publicly saluted by their friendly TV rival, other local radio stations, and the local newspapers for their prompt action in helping to prevent what might have become a critical situation.

Whenever Daytonians find themselves in the dark about anything, they tune to WHIO for the latest coverage of all important local happenings. That's the result of continuous public service.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO | WHIO-TV CBS Channel

AM—1290 KC
FM—99.1 MC

SEAL OF GOOD PRACTICE

DAYTON, OHIO

marketing project is scheduled for Jan. 9. An explanatory mailing to 20,000 potential subscribers is planned at that time.

The data will provide a radio-tv buying tool which agency and advertiser spokesmen have indicated will be immensely valuable in their work. The extensive breakdowns of radio and tv households by coverage areas is expected to be an effective selling tool for stations in getting local, regional and national spot sales business.

Mr. Tesauro said the completed project will total 51 volumes and 16,000 pages. Each county will run about 10 large pages. Individual county data will be published for 1,362 counties containing over 90% of the nation's population. Counties with fewer than 300 households will be grouped.

Individual stations will be able to buy state packages tailored to their marketing areas. In the case of station groups one set of tabulations might be adequate.

Public affairs programs urged on spot advertiser

Spot advertisers and their agencies were urged last week by CBS television spot sales to turn sponsorship attention to local public affairs programming. "The audience for this type of programming," the station representative said in its latest issue of *Saleslants*, "can be compared to the readers of specialized magazines."

The audience was described as "wanting to be informed, elevated," and as "more attentive, more receptive to your sales message, in short, more responsive." The station representative pinned its sales pitch on the half hour that stations program every third week in the time slot occupied by the network's *Face the Nation* (CBS-TV, Monday, 10:30-11 p.m.). CBS asserted there was no question but that the audience's "social-economic" level was above average—"the type of audience that may bring more results than a comparable audience considerably greater in number."

Many stations are presenting a local counterpart to *Face the Nation*, the spot sales unit noted, adding that others "are illuminating the cultural and intellectual heritage of their communities," or bringing local problems and controversies to the fore by "elaborately planned, well-produced documentaries."

(*Face the Nation* is moving this month to Thursday, 10-11 p.m., where it will alternate with *CBS Reports*. Every second *Face* will be an hour in length but on other weeks it will be on the air 10-10:30 p.m., with the remaining half-hour turned back to stations for local programming.)

The compilation everything from soup to nuts

The first complete breakdown of the nation's radio and television homes, based on cross-tabulation of data in the housing portion of the 1960 U. S. Census, will provide the following county, market (standard metropolitan statistical area), state and national information:

Number of persons in household
Total income of household
Radio and tv ownership of household
Location of unit (city lot or apartment)
Condition of unit
Value of property
Sex of head of household
Age of head of household
Education of head of household
Race of head of household
Description of property
Telephone
Occupation of head of household
Family groups by age
Type of unit
Number of rooms
Age of structure
Owned or rented
Amount of rental
Clothes dryer
Clothes washer
Air conditioner

Are radio salesmen dropping the ball?

TRENDIX SURVEY FOR SALES REP GIVES THE ANSWER

Carl L. Schuele, president of Broadcast Time Sales, New York, has a list of New Year's resolutions for himself and colleagues. They stem from a survey of advertisers that showed print and television salesmen are outselling radio competitors.

The national sales representative commissioned Trendex to find out why radio's share of national advertising is on the decline. Programming must take part of the blame along with salesmen, according to survey conclusions.

National radio salesmen are not making enough calls on the client level, BTS found. In many cases they are making only a fair impression when they do call.

A third of 120 advertisers headquartering in New York returned usable replies to seven specific questions. They were from advertising directors, marketing and brand managers of blue chips in food, beer, drug, soap, tobacco, steel and insurance companies.

The questions and summarized replies:

- Have you had any spot radio presentations (not informal pitches) lately? No, 42.8%. Some never see a radio salesman and several said print men make many more calls. Answering a related sub-question, 57.2% said radio presentations are as convincing as those for print and tv, but 21.4% said they are not and some, on the other hand, think they are better.
- Are tv and print salesmen outselling spot radio salesmen? Yes, 48.1%; no, 18.5%. Comments showed that most feel this is a quantitative matter of calls, but some criticized the quality of radio selling.
- Does today's programming have a bearing on radio's national sales? Yes, 57.7%; no, 19.2%.
- Do advertising agencies "short change" radio? No, 57.7%; yes, 30.8%. One respondent said, "Agencies have the feeling that radio plays a lesser role in advertising. They consider the ideal balance as being 80% print and 20% tv and radio."
- Are you willing to devote time for a presentation on what today's spot radio has to offer your product? Yes, 80.8%; no, 19.2%. Respondents asked for specific product information backed by research.
- What have been your chief "gripes" about radio? A broad range of replies included inadequate research, rates, not enough competitive product separation, audience limitations and other complaints.

Radio can triple its billings, if national sellers will act to plug holes revealed by the survey, Mr. Schuele thinks. Asking the Radio Advertising Bureau and Station Representatives Assn. to pitch in, he outlined this program of resolutions:

Triple calls to clients and upper echelon agencymen. Play up not only mass-appeal radio but specialized audience groups, which Mr. Schuele says constitute "one of the real strengths of radio." Sell more with sales results, documented success stories in the advertiser's own field. Launch a two-fisted attack on all other media. "Think big." Sell in millions rather than pennies.

Uplift the image of radio as an important, major medium. Make spot radio more profitable for agencies to buy. A central billing house would help. Discourage cooperative buying by taking a firm stand on retail vs. general rates. In the face of talk about limiting commercials, rates must increase to maintain dollar volume. Don't sell time as such but ideas, programs, complete campaigns.

The client survey was the second Broadcast Time Sales has commissioned Trendex to do. The first investigated the role, function and status of the timebuyer.

Why WWLP bought Warner's "Films of the 50's"

Says Buzz Sawyer, "I'm willing to

give more to get something better."

"In purchasing these Warner's Films of the 50's, I am in the process of changing our film amortization schedule. I am buying fewer features for the money, but will be getting longer mileage out of the stars and titles. It has been my opinion for a long time that I would rather telecast a great feature ten times, than a 'B' or 'C' rated feature twice.

"For any Film Manager to watch this Seven Arts' package being telecast by its competition, would be a hard thing to justify to himself, his sales staff, and his own management. As you may gather, we think the buy we made is not only **good business,** but greater programming."

BUZZ SAWYER, Film Manager, WWLP, Springfield, Mass.



Warner's Films of the 50's... money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

TV POLITICAL TIME SALES

BAR survey of 61 stations shows 40 political sales weekly per station in campaign's finale

The average television station racked up 40 sales a week for political messages during the windup drive of the 1960 campaign.

That at least was the average for 61 stations in 21 markets monitored by Broadcast Advertisers Reports during the three weeks preceding the Nov. 8 elections. All stations in each market were monitored for one week.

In this group the local political business averaged one 30-minute program, three five-minute broadcasts, eleven 60-second announcements, ten 20-second messages and fifteen 10-second spots per station during the monitored week. In addition there was a smattering of quarter-hour broadcasts (about two per market, but less than one per station) and other political broadcasts and messages of varying lengths.

Wide Spread ▪ This 21-market average was based on BAR reports which showed the level of political broadcasting activity varied from 200 to 250 political broadcasts and announcements a week in some markets to a low of the three to five in two others. How close this average might come to the average for all U. S. television stations appeared to be an unanswerable question.

In the 21 markets on which BAR had reports for the late October, early November periods, political buying was heaviest in the Evansville (Ind.)-Henderson (Ky.) market: a total of 497 political broadcasts and announcements during the week ended Nov. 4. The three television stations there—WEHT (TV), WFIE-TV and WTVW (TV)—shared a total of five half-hour, one 20-minute, eight quarter-hour and 20 five-minute broadcasts, and 149 60-second, 10 30-second, 103 20-second and 201 10-second announcements.

San Diego television stations carried 258 political broadcasts and announcements, Portland, Me., 233 and Houston 205, among other politically active communities in the week ended Nov. 4.

Mid-October Light ▪ Lowest levels of activity during the monitored weeks were in New Orleans (one 3-minute program, two quarter-hour programs) and Norfolk-Portsmouth, Va. (one ten-minute program, two 60-second and two 20-second announcements). But in both of these cases, as in some others with relatively light political activity, the monitored weeks were in mid-October, before political campaigning would be expected to hit its highest pitch.

A study of the BAR reports shows that, not unexpectedly, most political buyers favored evening time, in and around peak viewing periods, but that they also scattered announcements through all periods of the day from early morning to late night.

The reports also show that time was bought for a number of causes aside from the traditional Democratic and Republican parties and associated groups. Among these were Socialists and Conservatives (Evansville-Henderson), "Yes for sales tax" (Denver), "Vote against Daylight Saving Time" (Birmingham) and the Maine League for Moderation (Portland). In some markets a single party had all the air time to itself during the monitored week: the Democrats in New Orleans and Norfolk-Portsmouth, and the Republicans in Charleston-Huntington and Wheeling-Steubenville.

TvB's 'Progress' film set for midwest showing

The first out-of-town date has been set for Television Bureau of Advertising's new presentation on advertising's economic impact, *The Progress of Discontent.* Bookings have been made for midwest advertisers and agencies Friday, Jan. 13 and the next evening at the annual banquet of the National Appliance & Radio-Television Dealers Assn. in Chicago.

The Progress of Discontent, projected on large screen with recorded sound, premiered in New York at the annual meeting of TvB last fall (BROADCASTING, Nov. 21, 1960). In Chicago, advertising people have been invited to continuous showings in the Prudential Plaza auditorium starting at 9:25 a.m., Jan. 13. The NARDA presentation will be at 8 p.m. in the Palmer House Grand Ballroom Jan. 14. Norman E. Cash, president of TvB, and George G. Huntington, vice president and general manager, will preside at both dates.

TvB's presentation utilizes around 1,000 illustrations, four telemated film projectors, two high-speed film strip machines, an arc projector and Cellomatic equipment.

Wynn Oil doubles ad budget

Network television and radio will play a major role in a record $1 million promotional push for Wynn Oil Co.'s friction-proofing products in 1961. Through Erwin Wasey, Ruthrauff & Ryan, the Los Angeles company is co-sponsoring NBC-TV coverage of the Sugar Bowl football classic Jan. 2 and plans to buy other nationally televised special events throughout the year. According to T. Beverly Klein, Wynn advertising director, the tv campaign will be supplemented by "continuous" weekend radio programming on NBC's *Monitor* starting Jan. 7.

Wynn's 1961 budget is nearly twice that of any previous year, Mr. Klein revealed, and will be augmented by a national cooperative distributors advertising program.

A RATE CARD ESCALATOR

Young Tv Corp. pegs time charge to period's popularity

A tv rate card that pegs the price of spots with the popularity demand of advertisers for a given time period has been introduced on several stations represented by Young Television Corp., New York.

The basic principle of the new Young-tv rate card is the allowance for an adjustment of rates (either up or down) in any announcement for all advertisers when a significant change in popularity occurs. The rate card is divided into three sections, numbered accordingly, and each almost a rate card in itself. Section I spots have fixed position (cannot be pre-empted), and have the highest rates. Section II spots cost less, but are movable on two weeks notice if the position is wanted by an advertiser willing to pay Section I rates. Section III rates are lowest, and are pre-emptable without notice for advertisers buying at Section I or Section II rates. In other words, the concept of "water finding its own level" has been applied to rate cards.

Ideally, the Young-tv rate card plan—as seen by the firm—functions best in the open market of a three-station market area, and conceivably a lowest-rated station in such a market could do more business than the other but high-rated two.

Conversely, the new card is said to present the best possible rate structure for a high-rated station because it will produce more revenue for top-rated spots. As announcements increase in popularity, dollar volume presumably would go up. The card also does away with all frequency discounts.

The rate card was developed by Frank G. Boehm, vice president in charge of research, Young-Tv, Marvin Roslin of the research staff, and James F. O'Grady Jr., executive vice president. Among the stations which have adopted the card: KEYT (TV) Santa Barbara, Calif.; KNTV (TV) San Jose-Salinas-Monterey; WEHT-TV Evansville, Ind.; WTVC (TV) Chattanooga, Tenn.; WXIX (TV) Milwaukee; WTVM (TV) Columbus, Ga.; KELP-TV El Paso, Tex.

These Farmers Know That Advertising Pays Dividends

Dairymen Understand The Pain of Unfair Attacks

The "open season" for those who have found it profitable to make indiscriminate attacks on advertising as a part of American business has been rather extended. While no responsible person denies that a very small percentage of the total advertising has been dishonest and in poor taste, those who have chosen to make a living by attacking the advertising business have seldom been as careful in digging out and presenting their facts as have most advertisers! If truth is the number one criterion for judging advertising, then advertisers are doing far better than those who attack advertising.

The dairy industry in this country knows pretty well how it feels to be a victim of those who abhor or abuse the truth. Milk has played the leading role in the American food supply since colonial days. This role has been so important, in fact, that many people have learned that they can obtain undeserved public attention by making attacks against milk.

Milk probably ranks third or fourth in the list of whipping boys that public attention seekers use. We've known a long time that attacking God, motherhood, and country usually stirs up interest. In recent years, as food faddists have grown more numerous and more proficient in communications, as compared with the medicine men of horse and buggy days, milk and other basic foods have been added to this list. Even more recently, suburban living and advertising have become popular elements of American life to be against.

Dairymen See Advertising As a Must in Business

Although dairy farmers for many decades past have paid for advertising to talk with consumers about milk and milk products, the first successful effort to pool resources and to develop a nation-wide program of sales promotion for dairy products came in 1940 when the American Dairy Association was organized. Since then, dairy farmers have voluntarily invested many millions of dollars in this non-brand promotion effort for dairy foods.

These dairymen pool their funds for a program that includes considerable research, such as nutrition studies, product improvement, consumer attitudes and buying patterns. Market research, incidentally, has been most helpful, but these studies of consumer attitudes have not been nearly as useful as some of the detractors of advertising and market research suggest. The market researchers have found no magic keys which have made it possible for dairymen to "manipulate" consumer thinking to the point of encouraging consumers to buy excessive amounts of dairy products. Dairy farmers have learned that people buy milk and milk products when the consumers find reasons that are pleasing to the consumers to do so.

Dairymen use all forms of advertising in all media—but not, we hasten to add, in all media at the same time, since dairy farmers, like other advertisers, do not have the unlimited budgets which all advertisers wish they could have! At the same time brand distributors of dairy foods and retail food outlets are also spending many millions of dollars each year in all media to advertise the merits of dairy products.

There's a Change in Thinking on the Farm

As dairymen see the situation, advertising, as a part of the total marketing plan, is as much a part of the dairy farm operation today as the cow herself. This makes much sense, of course, for if the dairymen do not have a marketing plan that assures them of consumer demand for milk and milk products, then the cow is not needed either. When the American Dairy Association was started by dairy farmers in 1940, there were many people who thought farmers should be concerned only with producing milk efficiently. The idea was prevalent that the farmers' job ended when the milk left the farm. This overlooked the fact that nobody has quite as much interest in the consumer market for milk as the dairy farmers who today own over 90 percent of the total investment in all phases of the dairy industry.

Much has been said about the technological revolution on the nation's farms, and this does deserve attention. However, it is quite likely that history may judge that the revolution in thinking about the marketing of farm products was far more important. In a short period of time farmers have had to readjust from an agricultural economy geared to subsistence to one in which the farm is a highly capitalized and very specialized business operation.

Estimates suggest dairy farmers now spend in excess of 10 million dollars annually for non-brand promotional programs for milk and milk products, including research and formal educational programs. That this money comes from the dairy farmers should be proof enough that this revolution in thinking about marketing farm products has come about. Many non-farm business groups have followed the example set by dairy farmers through the American Dairy Association in developing industry-wide, non-brand promotional and educational campaigns to tell their product or service stories to the public.

Results Are Not Easy to Measure

The steadily growing support which dairy farmers provide for promotional campaigns is amazing to some observers because of the obvious difficulties in measuring the results of non-brand efforts of this kind. The attempts at measurement are complicated further by the tremendous size of the dairy industry and the many factors which influence sales of dairy products.

However, except for several products which have had to fare as tough competition as any products have ever had to meet, dairymen have had an expanding market for most of their products on the commercial market. In the market places of America, where the wives of newspapermen and broadcasters and magazine writers spend the hard-earned money of their spouses, milk, ice cream, nonfat dry milk, cheese, condensed milk, and cottage cheese have been getting more "votes" per person than they did in 1940 when dairymen first organized the American Dairy Association.

There is a long way to go in this market building, but the first and most difficult hurdle has been met and left behind. This hurdle was the debate which dairy farmers had to go through within their own individual minds to determine their responsibility beyond the farm, in the market place. The steady growth of American Dairy Association and of other promotional and educational programs makes it quite clear that dairy farmers resolved the question in favor of having a strong Voice in the Market Places of America.

AMERICAN DAIRY ASSOCIATION
Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

Who can't brush after every meal?

Compton Adv.'s agency team that travelled from New York to Cincinnati to present a year-end report to Proctor & Gamble shortly before Christmas consisted of one unusual member—tv announcer Rex Marshall. This was said to be the first time a personality had been invited to be part of the presentation group and Mr. Marshall edified P & G sales management and officials from all over the country with an insight into various commercials used in behalf of Gleem toothpaste.

Mr. Marshall, who has been the spokesman for Gleem for seven years, spoke to the group of more than 125 executives as "one salesman to another." He noted that the Gleem commercials, though varied in technique, are built around a central theme: It's for people who can't brush their teeth after every meal. Sharing the podium with Mr. Marshall was Barton A. Cummings, Compton, president.



Rex Marshall (l), tv voice for Procter & Gamble's Gleem toothpaste, was part of Compton Adv.'s team that made a yearend report to the client in Cincinnati. Mr. Marshall also toured company facilities, including a visit to P&G's Technical Center, accompanied by an unidentified company representative (r). The announcer learned how new products are developed and tested.

MULTIPLE-RATE POLICY SEEN WANING

Survey finds 155 tv stations charge all users same rate

Slightly more than one-third of U.S. television stations have a single rate for spot and local advertisers, while the remainder offer varying rates for regional, local, retail and "special" advertisers.

This conclusion emerged from a study conducted by Gardner Adv., St. Louis, which released its findings last week. The agency launched its survey late last summer, shortly after the Station Representatives Assn. unanimously recommended that television, as well as radio stations, wipe out distinction between rates and adopt "a single rate policy for all spot broadcasting" (BROADCASTING, Aug. 15, 1960).

Gardner officials, commenting on the study, referred to the SRA recommendation in these terms: "It should be pointed out, however, that there is a tendency toward the elimination of regional, retail and local rates by television stations as a result of pressure from national advertisers, agencies and the Station Representatives Assn. While it is too early to measure the effect of this pressure, we suspect that some stations will be returning to a single rate structure."

The agency canvassed 488 tv stations and received replies from 422 (86.5%). The study shows that 155 stations (36.7%) reported they had only a "national" rate; 23 (5.5%) had "regional" rates; 96 (22.8%) had "local" rates; 149 (35.3%) had "retail" rates, and 28 (6.7%) had "special" rates.

Business briefly...

General Mills Inc., Minneapolis, and **Bristol-Myers Co.**, N. Y., will sponsor ABC-TV's *Championship College Basketball* series of 10 games starting Jan. 7 and running through March 11. All games will be held on Saturday and will start at 2 p.m. EST with veteran announcer Curt Gowdy, assisted by Bob Neal, doing the play-by-play commentary. General Mills' agency is Knox Reeves, Minneapolis, and B-M's is Doherty, Clifford, Steers & Shenfield, N. Y.

Dow Chemical Co. (Norman, Craig & Kummel and MacManus, John & Adams); **Block Drug Co.** (Sullivan, Stauffer, Colwell & Bayles); **Pan American Coffee Bureau** (BBDO); **Pepsi Cola Co.** (BBDO), and **Reader's Digest Services Inc.** (J. Walter Thompson) will sponsor NBC-TV's new weekly drama series, *The Americans,* starting Jan. 23 (Mon. 7:30-8:30 p.m. EST). The program, which co-stars Darryl Hickman and Dick Davalos, and is set in the Civil War years, replaces *Riverboat* in the Monday time period.

Kitchens of Sara Lee Inc., Chicago, and **Timex Watches** (United States Time Corp., N. Y.) will co-sponsor comedy revue telecast starring Art Carney, NBC-TV, Jan. 17, 10-11 p.m. Titled *Everybody's Doin' It,* program will be in color and include several name guests. Sara Lee sale was handled by Cunningham & Walsh, N. Y., and W. B. Doner & Co. for Timex.

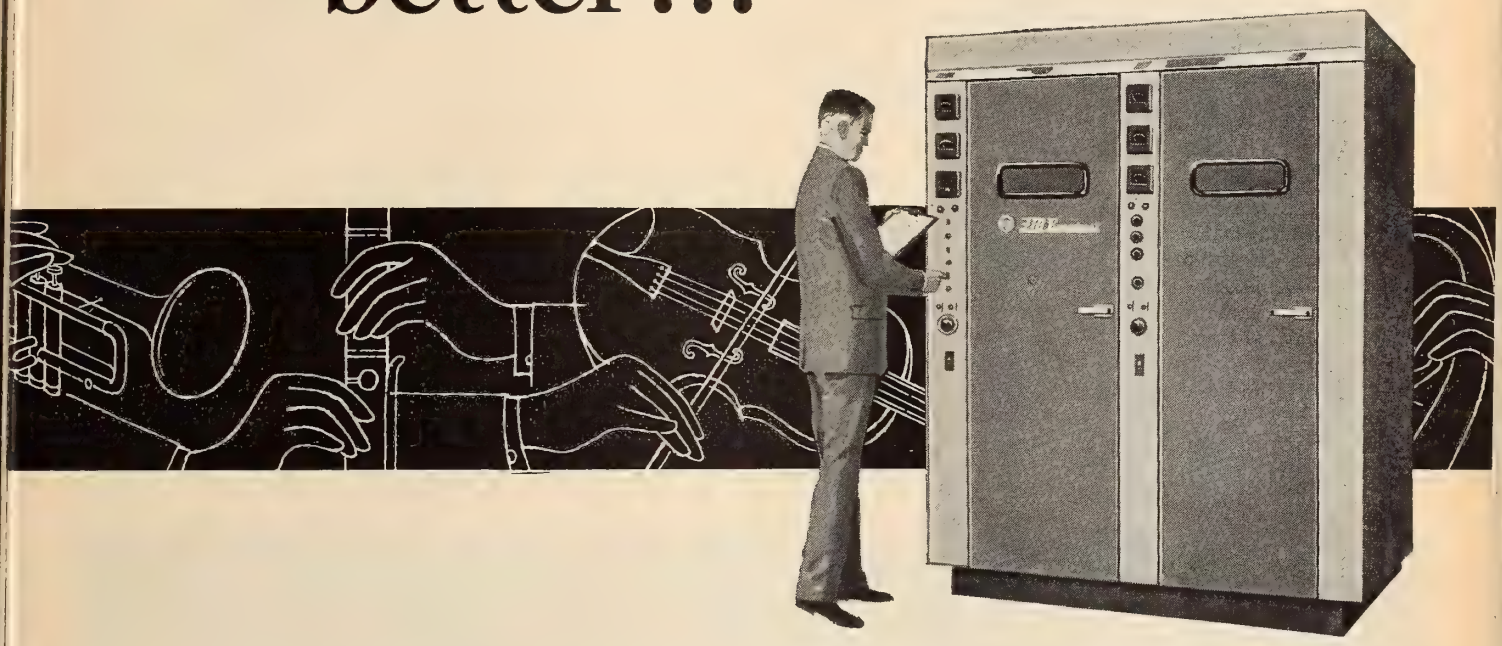
Agency appointments...

- Louis Milani Foods Inc.; L.A. (food processors, salad dressings) appoints Cunningham & Walsh, that city, as advertising agency. Budget is in excess of $1 million, with media plans to be announced.
- Kingston Products Corp., Bronson, Mich. (home vacuum cleaners), appoints Fred M. Randall Advertising Agency, Detroit, as advertising, merchandising and public relations counsel.
- Dr. Pepper Co., Dallas (soft drinks), appoints Kenyon & Eckhardt Ltd., Toronto, as its advertising representative in Canada. John R. Markey, vice president and marketing director of K&E Ltd. will supervise the company's Canadian account.
- General Aniline & Film Corp., N.Y., appoints Reach, McClinton, N.Y., as advertising agency for its Ansco and Ozalid (now Photo & Repro) Divs.

Rep appointments...

- KREX-AM-FM Grand Junction and KGLN Glenwood Springs, both Colorado: Bob Hix Co., Denver, as area representative. Both stations are Rex Howell properties.
- KCMJ Palm Springs, Calif.: United Spot Sales Inc. as its San Francisco representative.
- WCAX Burlington, Vt.: Avery-Knodel, N.Y.
- KWJJ Portland, Ore.: Torbet, Allen & Crane.

What makes RCA FM Transmitters better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail . . . We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department P-22, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey

The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

Oversight has collected its final scalp

AFTER 3½ STORMY YEARS, SUBCOMMITTEE GOES OUT OF BUSINESS

The House Subcommittee on Legislative Oversight officially ceases to exist tomorrow (Tuesday) after 3½ years of tumultuous, controversial investigations that vitally affected the FCC and the industry it regulates.

Hardly a phase of the operations of the commission and radio-tv stations were left untouched—from the private lives of commissioners to the most lucrative tv grants. Other headline making investigations of the subcommittee included those covering tv quiz shows, payola, *ex parte* influence, White House pressures and several lesser activities which did not make headlines.

If the oversight investigators had a trophy room, the scalps of the following would be displayed:

▪ Richard A. Mack, John C. Doerfer and Sherman Adams, three Eisenhower appointees who lost their jobs and political careers.

▪ Bernard Goldfine, the Boston industrialist, and Charles Van Doren, the tv quiz show king who lost a $50,000-a-year job at NBC.

▪ Television grants in Miami (chs. 7 and 10), Boston (ch. 5), St. Louis (ch. 2), Orlando (ch. 9) and Jacksonville (ch. 12).

▪ Belonging there, too, are Morgan Moulder, first chairman of the subcommittee, and key staffers Bernard Schwartz and Baron Schacklette. All three lost their Oversight jobs.

▪ There also should be empty cases for three present FCC members who were ticketed for destruction by the subcommittee's first general counsel, Dr. Schwartz. Charges of misconduct against them did not hold up and all three were reappointed to new terms by the President.

The investigative arm of the House Commerce Committee goes out of existence tomorrow at noon when the first Session of the 87th Congress convenes. One item of official business remains for the controversial subcommittee, however, and that is a final report to the Congress. The nine-member body meets today to consider that report.

Many members of Congress and Washington attorneys and observers felt that the subcommittee did not stand a chance to succeed from the very beginning. "It was doomed from the start," was a quote often heard. Any worthwhile accomplishments were accidential byproducts of the confusion surrounding the investigations, one close observer stated last week.

When the subcommittee was first organized and throughout its life there were cries of "political witch hunt" and that it was formed to do a "hatchet job" on the FCC. Each time these cries arose they were vehemently denied. It should be noted, however, that well over one-half of the subcommittee's investigations and public hearings were devoted to the FCC and broadcasting.

An oversight staff member was asked recently the reason for the tv quiz hearings after full exposure already by the New York district attorney and voluntary policing by the industry. "Do you have to ask after looking at the headlines," was the reply.

Expensive Accomplishments ▪ In less than four years, the subcommittee spent $785,000 appropriated by Congress for its investigations. Originally, $250,000



A dramatic moment in the history of the House Legislative Oversight Subcommittee came in November 1959 when Charles Van Doren (l) stated from the witness seat: "I was involved, deeply involved, in a deception." The idol and symbol of tv quiz shows told how he had won $129,000 on "Twenty-One" by having the questions and answers in advance. Rep. Oren Harris (D-Ark.), subcommittee chairman who told Mr. Van Doren "God bless you" is on the right while the contestant's attorney, Carl Rubino, is in the center.

was earmarked for oversight by the 85th Congress in April 1957. Just before adjourning *sine die*, the same Congress granted the subcommittee an additional $60,000 in August 1958. Two more appropriations, of $200,000 and $275,000, followed in February 1959 and January 1960, respectively.

Total cost of the oversight investigations to the industry will not be known for many months to come—until all litigation in the courts and FCC of remanded cases is completed. Costs to radio-tv firms during actual hearings reached astronomical figures at the height of the investigations. A BROADCASTING estimate in March 1958 placed the cost of one-day's session on the hill at $14,475. This broke down into $7,475 for the government and $7,000 for the industry.

That was just for one day. There were weeks and weeks of hearings. For example, in 1958 the subcommittee held 58 days of hearings on matters related to the FCC and broadcasting. As many or more hearing days were in the 1959 schedule. At most of the individual sessions, there were 10, 20 or even 50 high-salaried industry participants and observers.

Raising the government's share of the bill are the salaries of commissioners and FCC staffers who were tied-up for weeks at a time in the subcommittee investigations.

Just what did the taxpayer get for his money? "Some sensational reading in the newspapers is about all," a member of Congress said just recently. The subcommittee, however, points to several changes in the Communications Act enacted last September by Congress—mostly as a result of oversight's disclosures.

Industry Reports ▪ To date, the subcommittee has issued three reports to Congress with still a fourth to come as mentioned above. In addition, about a dozen staff reports covering broadcasting matters and the FCC have been made public. One of the subcommittee reports, issued in April 1958 at the close of investigations into the character qualifications of individual commissioners, dealt exclusively with the FCC. That agency also was prominent in the other two reports, dated Jan. 3, 1959, and Feb. 9, 1960.

In a strong dissent to the 1959 report, Rep. Joseph P. O'Hara (R-Minn.) charged that members of the subcommittee had abdicated their responsibility to staffers ". . . bent on proving a point for political or publicity advantage . . . It is my serious observation that investigatory committees of Congress become prisoners of their own staffs." Rep. O'Hara's statement was his final effort as a member of Congress and the subcommittee as he retired that year after 18 years in the House.

The staff reports included (1) radio-tv cases remanded to the FCC by the courts, (2) right of congressional access to agency files, (3) songplugging on the airwaves and copyright law covering the music publishing business, (4) "Regulation of Broadcasting: Half a Century of Government Regulation of Broadcasting and the Need for Further Legislative Action," and (5) the staff report issued just 10 days ago covering the last two years activities of the subcommittee (BROADCASTING, Dec. 26, 1960).

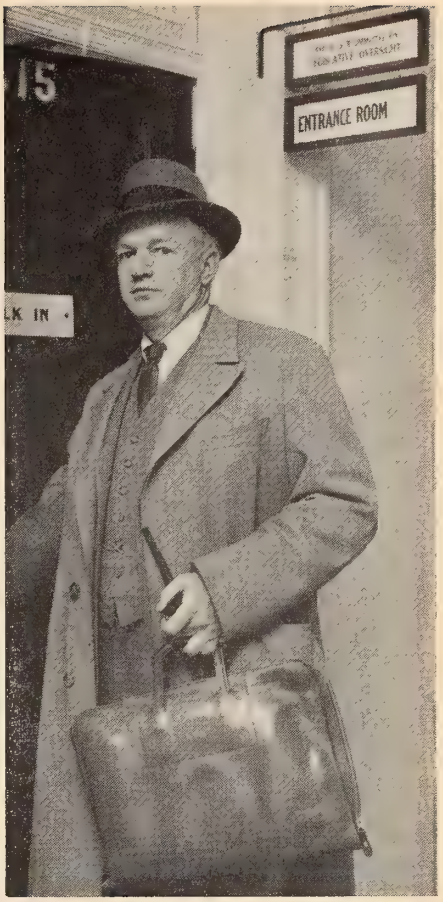
Innocuous Beginning ▪ News media paid little attention to the subcommittee at its borning. Impetus for the formation of the Subcommittee on Legislative Oversight of the House Interstate & Foreign Commerce Committee was given by none other than House Speaker Sam Rayburn. This came during a February 1957 floor debate on the regular resolution authorizing funds for the operation of the parent committee. Speaker Rayburn took the floor to urge formation of the special subcommittee to investigate the regulatory agencies.

In March of that year, Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, announced the appointment of the first Legislative Oversight Subcommittee with this announced purpose: "To examine the execution of the laws by the administrative agencies . . . to see whether or not the law as the Congress intended in its enactment has been and is being carried out or whether it has been and is being repealed or revamped by those who administer it." At the same time, Rep. Harris asked Congress for $250,000 to carry out the subcommittee's work.

Original members of the oversight body were Democrats Morgan Moulder (Mo.), chairman, John Bell Williams (Miss.), John J. Flynt (Ga.), John E. Moss (Calif.) and Mr. Harris; Republicans Charles A. Wolverton (N. J.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). On April 11, 1957, the House appropriated the requested money and the subcommittee was in business looking for a staff.

One of the last to be hired was the general counsel-staff director, Bernard Schwartz, director of the New York U. Institute of Comparative Law. He was not selected until August and a Democratic member of the subcommittee observed six months later: "This was the first mistake we made."

A second member, also from the majority side, corrected his colleague. He felt that the first mistake was in appointing Rep. Moulder chairman. In fact, it was stated that the Speaker objected to the naming of the Missouri Democrat as chairman and warned that trouble would come with Rep. Moulder as head. However, under the seniority system of Congress, the parent committee's hands were tied as Rep. Moulder was next in line for a subcommittee chairmanship.



Oversight Chief Counsel Robert Lishman leaves the subcommittee's offices on Capitol Hill last week with his homework. Mr. Lishman said he will take care of personal affairs for several months after his job and the subcommittee are abolished this week.

Except for the trade press, reporters generally did not follow the early activities of the subcommittee. Warning what was coming, in its Sept. 23, 1957, issue, BROADCASTING Magazine stated: "The subcommittee investigation will become the focal point for news headlines that will have far-reaching effects." Shortly thereafter began the controversy, confusion and criticism which was the standard operating procedure of the subcommittee for most of its existence.

Schwartz' Methods ▪ Counsel Schwartz started it with a written plea to attorneys practicing before the FCC to come forward secretly with charges against the commission and/or members. He followed this up with a

public plea for the same type of information from FCC staffers and just about anyone else that wanted to talk secretly. He promised any and all informers anonymity.

The chief counsel followed this with a questionnaire to all members of the commission seeking a list of all gifts, favors and entertainment from members of the regulated industry. Also quizzed in this connection were the networks, NAB and other industry groups. Mr. Schwartz also sought from the commissioners all correspondence with the White House.

The Promised Headlines ▪ The kettle really began to boil in January 1958 when Dr. Schwartz gave the subcommittee members a "confidential memorandum" accusing members of the FCC of accepting excessive favors from the industry, cheating on their expense accounts, malfeasance in office and being unfit to serve on the commission. When the congressmen did not react exactly as the doctor thought they should, he "leaked" his sensational charges to favored members of the news media.

In a stormy and heated executive session of the subcommittee, the general counsel denied that he had leaked the document. He, in fact, demanded that each member of the subcommittee swear that he was not the guilty one. The congressmen did just that, which led one member to comment that it was "the damndest thing that ever happened in Washington."

Dr. Schwartz' confession came some two weeks later. The action was necessary, he claimed, to keep the subcommittee from burying the "facts" he had compiled. Also, Dr. Schwartz said, he had his reputation to think about as one of the "foremost authorities on regulatory agencies. I have written more on the subject than any man in this country . . . Anyone who knows anything about this subject would place me among the first five leading authorities in the country" (BROADCASTING, Feb. 17, 1958).

The general counsel told the subcommittee members to their face that he had nothing but contempt for a majority of them. He was particularly bitter in attacking Rep. Harris after it was disclosed that Dr. Schwartz had collected $400.73 in expenses from the government for four trips to New York. During these trips, it was pointed out, he stayed in his own apartment while drawing per diem and also conducted business with New York U. He unsuccessfully demanded a public apology from Rep. Harris.

Supplying reams of sensational copy for the newspapers, Dr. Schwartz charged that he had met only obstructions from the congressmen in attempts to expose the improper activities of members of the FCC. Also, he maintained, several of the subcommittee staffers were put there for the express purpose of spying on him.

After much washing of dirty linen in public, which led Rep. Wolverton to observe "we are not giving too much evidence of the competency of this committee," Dr. Schwartz finally was fired as chief counsel on Feb. 10, 1958. The night before, in the company of two reporters, he had delivered much of the subcommittee's files to Sen. Wayne Morse (D-Ore.) in anticipation of his being fired. The documents were later returned to the House subcommittee.

A Chairman Goes, Too ▪ Just hours after Dr. Schwartz was fired, Rep. Moulder "resigned" as chairman of the subcommittee. Actually, Rep. Moulder was fired also by Rep. Harris who let the Missourian announce his "resignation." In fact, Rep. Moulder actually pleaded with the Commerce chairman to let him stay as a member of the subcommittee in return for giving up the chairmanship. Rep. Harris agreed to do this and assumed the chairmanship of Oversight himself.

Contributing, too, to Rep. Moulder's exit was the admission that he had given a St. Louis newspaper secret subcommittee documents on a top Republican for publication.

A member of the committee said that the next morning when the subcommittee assembled for its meeting, Rep. Moulder was sitting in the chairman's seat when Rep. Harris walked into the room. The new chairman nudged Rep. Moulder and stated: "You're in the wrong seat, Morgan, move over."

Before Dr. Schwartz was fired, he was permitted to grill Commissioner John Doerfer for three days on his (Schwartz') charges that the chairman was unfit to serve on the FCC. All work and normal duties at the commission ground to a halt for several weeks while the commissioners battled for their professional lives in emotion-packed hearings and behind the scenes. While Mr. Doerfer was on the stand, Commissioners Hyde and Bartley repeatedly demanded an opportunity to answer the charges against them in voices near the breaking point.

Chairman Doerfer weathered that storm but the groundwork was laid for his forced resignation two years later when he accepted additional favors from multiple-station owner George B. Storer.

Immediately after Dr. Schwartz was fired, he returned as a subpoenaed witness before the subcommittee to

Outstanding Values in Broadcast Properties

A steadily growing successful daytimer, operating in the black in a top 100 market. Engineering is completed to go fulltime. 20% down and a liberal payout.

SOUTH CENTRAL
$150,000

This daytimer is located adjacent to an excellent metropolitan market. Compact physical assets with ample real estate. Station has good potential. 29% down and liberal terms.

CAROLINAS
$125,000

This is a fulltime AM-FM operation that needs an owner-operator. Has excellent facilities and is in a single-station market. $25,000 down and liberal terms.

SOUTHWEST
$125,000

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



Two of the three staffers who were with Oversight during its entire history —Herman Beasley (l), clerk, and Oliver Eastland (c), investigator, discuss their future plans with Beverly Coleman, principal attorney.

testify against Commissioner Richard A. Mack's participation in the Miami ch. 10 case. This led to Mr. Mack's resignation from the commission a month later and his indictment by the Justice Dept. for allegedly conspiring with Miami attorney Thurman Whiteside to award the channel to National Airlines.

The Story Unfolds ▪ From there, the subcommittee spent much of the spring and summer of 1958 with public hearings on allegations of *ex parte* contacts and improper pressures in numerous tv grants. These led to court remands in several cases and prompted the FCC to reopen the record on its own motion in others. All told, 58 days of tv hearings were held over a space of several months.

In addition, 1958 heard testimony on trafficking in licenses, mergers and payoffs. The subcommittee detoured from the FCC in the summer long enough to accuse Presidential Assistant Sherman Adams of applying improper pressures with the SEC and FTC on behalf of Boston industrialist Bernard Goldfine. As a consequence, Mr. Adams was forced to resign from the White House staff.

Most of the latter hearings were conducted by Robert Lishman, who was appointed in April 1958 to replace Dr. Schwartz as chief counsel. Mr. Lishman, a Washington lawyer, is the exact opposite of his predecessor and, according to his fellow workers, seemed to resent the publicity which came his way as a result of his job. Mr. Lishman is quiet and unassuming, always puffing on his ever-present pipe.

The subcommittee was reorganized with the convening of the 86th Congress in January 1959. Two of the 11 members were dropped—Rep. Moulder on the Democratic side, while Reps. Wolverton, Hazelton and O'Hara retired and Rep. Hale was defeated. Of the original Republican members, only Rep. Bennett remained. Joining him on the minority side were Reps. William L. Springer (Ill.), Steven B. Derounian (N. Y.), and Samuel L. Devine (Ohio).

Quiz Shows Quizzed ▪ Principal 1959 headlines were made with two months of hearings into the rigging of tv quiz shows. The five principal programs investigated were *Twenty-One, Tic Tac Dough, $64,000 Question, $64,000 Challenge* and *Dotto*. Contestant after contestant appeared and admitted that they had received questions and answers in advance with *Twenty-One* hero Charles Van Doren being the principal hero or villain, depending on whose side you were on.

The subcommittee remained in the news in early 1960 with investigations into payola and hidden plugs.

Now the subcommmittee, which lived in confusion and controversy, is scheduled to go out of business. Mr. Lishman and his staff, however, have proposed that a new subcommittee be

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Midwest FM station in one of nation's top markets. Has low operating costs. Price and terms open to some negotiation. Asking $90,000.00.

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Daytimer non-directional. Good facility, good market. Good physical plant and plenty of business in the market. Grossing $15,000.00 per month. Operating expenses between $7,000.00 and $8,000.00 per month. 29% down, terms open to negotiations, asking $290,000.00.

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1511 BRYAN STREET
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Profitable Pacific Northwest regional fulltime radio station.
Grossing $10,000.00 monthly and capable of doing better. Heavy fixed assets. Total price is $160,000.00 on basis of 29% down and long terms to responsible buyer.

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formed to continue congressional surveillance over the "Big 6" agencies—FCC, Federal Trade Commission, Civil Aeronautics Board, Federal Power Commission, Securities & Exchange Commission and Interstate Commerce Commission.

The staff said that they were able only to "scratch the surface" in the agency investigations. "The record is replete with facts indicating bottlenecks in the administrative process . . ." which need to be cleared up, the final staff report maintained. Consequently, formation of a new subcommittee not to exceed five members was recommended.

Of oversight's 25-man staff, only three members were with the subcommittee from beginning to end. They are Herman Beasley, clerk, Oliver Eastland, investigator, and Mary Ramsey, attorney. Most of the present staff was hired in 1959 when the subcommittee was reorganized.

The censor's pencil at the Budget Bureau

Congress should prohibit the practice of the Budget Bureau of deleting, altering and censoring the budget requests of the FCC and other agencies, a staff report of the House Legislative Oversight Subcommittee recommended last week.

Agency requests for appropriations now must be cleared by the Budget Bureau and the subcommittee charged that language and justifications for monies often are altered before they reach Congress. The oversight staff proposed legislation which would require that all original agency language be transmitted to Congress.

Under the recommendation, any changes by the Budget Bureau must be clearly identified and the reasons set forth. The report pointed out that the following language was deleted from the FCC's budget presentation for fiscal 1961: "The commission feels that the budgetary policy of saving a few thousand dollars in budgets and appropriations to the FCC has cost our economy many times that amount." Also, ". . . but the simple fact is that we do not have the staff needed to cope with these problems and workloads."

In place of the latter statement, the report said, the Budget Bureau substituted: "The commission is finding it increasingly difficult to keep up with these workloads and lacks the manpower to deal with many important matters which need policy determination."

From these alterations it is evident that the final presentation to Congress does not disclose the true needs of the FCC and the public interest justification therefor, the report stated. Several similar examples of alterations in the requests of other agencies also were cited.

Lee assails present uhf-vhf tv system

Commissioner Robert E. Lee took his crusade for an all-uhf tv system to Harrisburg, Pa.,—an all-uhf preserve—last Thursday. Addressing the Kiwanis Club there, the number one exponent of uhf said that the U. S. tv situation presently is "pitiful" and will remain so in the future under the uhf-vhf system.

He charged that the failure of uhf ". . . can be blamed in substantial part on the inferior product that receiver manufacturers have been peddling to the public for the past nine years." Present tv service is inadequate with 35 of the top 100 markets limited to two stations and thereby lacking the full service of all three networks, he maintained.

There are less than 100 uhf stations operating today, in a band that will accommodate 3,500, Commissioner Lee told the Kiwanis. "Accordingly, we have what might be called one thirty-fifth of a tv system," he stated. "The uhf space assigned to tv is young and attractive. It has charm and other potential users are not blind. It is commodious."

Inadequacies ▪ It took only a year or two after the present allocations system was adopted to recognize its "dire inadequacies," Commissioner Lee said. "Since 1954 we have tinkered with it as one might a second-hand car." The claim by vhf proponents that the wide coverage of that system is desired is a "short-range viewpoint that ignores the American genius for technological advances when presented with a sufficient economic incentive," the commissioner stated.

"The grossest malarkey conceivable," was Commissioner Lee's reply to the contention that a shift to uhf would place undue financial burdens on the public. The cost of conversion to the general public is "peanuts" compared to what now is being spent on luxuries, he said. The FCC, he maintained, should work toward the "ultimate goal" of an all uhf system with "every conceivable" encouragement to uhf. A part of this should be an expanded program of deintermixture in markets containing only one vhf station, he stated.

Educational tv needs are the largest single motivating force for keeping uhf in the allocations picture, the uhf proponent stated. Two-thirds of the etv reservations are in the upper band, he pointed out, and will remain in that spectrum space.

Harrisburg's two operating tv stations —ch. 55 WHP-TV and ch. 27 WTPA (TV)—both are in the uhf band. There are no vhf allocations.

Boost for rooftoppers

The Assn. of Federal Communications Consulting Engineers last week asked the FCC to amend its rules to increase the operating power permitted by stations using roof-top antennas from 500 w to 1 kw.

The association said it mailed questionnaires to its members, asking them if, in their opinion and experience, such a power increase would result in serious cross-modulation problems. All replies said it would not, the petition states.

The request for rulemaking points out that several stations with roof-top antennas would benefit from such an increase in power because it would be "helpful in overcoming the high noise levels encountered in urban areas." Included with the plea is a list of some 40 am stations with roof-top antennas.

Del Rio am applicant accuses competitor

An applicant for an am station in Del Rio, Tex., charged fraud and collusion by a rival applicant last week and asked the FCC to enlarge issues in the hearing to include character qualifications of its rival.

Queen City Broadcasting Co. stated that the application of Val Verde Broadcasting Co. for identical facilities in Del Rio was a "strike application" designed to protect the monopoly of KDLK there. Queen City claimed the property listed as Val Verde's site belonged to Phil D. Foster and R. D. Howard, father of Don Howard, licensee of KDLK, and representative of that station. It said that KDLK, in raising objections to the application of Queen City on grounds Del Rio could not support another station (BROADCASTING, Dec. 5, 1960), had questioned the applicant's ability to obtain some 500 spot announcements per week. Yet, according to the petition, it had not objected to Val Verde's application, despite its claim that it could obtain over 1,300 spots per week, until Queen City called this discrepancy to the commission's attention.

Queen City in March 1960 requested dismissal of the Val Verde application on grounds that it was either a strike application or one of a site-to-be-determined nature. Val Verde replied with a copy of an option to lease a site for $3,750. Queen City contends that if the option existed at the time of the original filing (as it was dated) the application is fraudulent since it lists costs of acquiring a site as $400. Queen City alleges that either this statement was made deceitfully "to ease Val Verde's financial responsibility showing" or that the copy of the option is a falsification.

Examiner H. Gifford Irion scheduled a prehearing conference for Jan. 20.

Hearing delayed on Miami ch. 10

The Miami ch. 10 case has the hurry up sign from the U.S. Court of Appeals —but it looks as if the case won't be heard until the end of February at the earliest.

The appeals court in Washington ruled Dec. 23 that the parties should try to get together on issues, and that the timetable for filing briefs would run as soon as the FCC filed the record on the case.

The commission filed its record Dec. 27. Briefs from National Airlines (holder of the ch. 10 grant made in 1957) and North Dade Video Inc., one of the four applicants, are required to be filed by Jan. 21. The FCC, L. B. Wilson, Elzey Roberts and the Department of Justice are scheduled to file their briefs by Feb. 6. Reply briefs by all involved are due by Feb. 16.

Parties were unable to get together on the issues and are filing their own, individual estimates of what these should be. This resulted from a meeting last Wednesday at the FCC's offices.

The three-judge court held in abeyance all pleadings which involved questions of the FCC's right to issue its order and others asking for a stay. This followed argument two weeks ago on this subject (BROADCASTING, Dec. 26). In its July 14, 1960 order, the FCC revoked the 1957 grant to National Airlines, disqualified the other applicants except L. B. Wilson Inc. It granted the vhf channel to L. B. Wilson, which it found untainted by the off-the-record activities engaged in by the others.

KING asks FCC to review its conditional renewal

KING-AM-FM-TV Seattle last week asked the FCC to reconsider the condition it placed on renewal of the licenses of that station and of KIRO-AM-FM-TV that city. It also requested oral argument.

The condition placed by the commission was that the Pacific National Bank of Seattle divest itself of a minority trust interest in the KIRO stations. The FCC said a duopoly situation was present in that Mrs. A. Scott Bullitt, president and majority owner of the KING stations, is a minority stockholder and director of the bank. Commissioners Charles King, Robert E. Lee and T. A. M. Craven had dissented from the stipulation, with Commissioner King accusing the FCC of "bureaucratic tyranny." (BROADCASTING, Dec. 12, 1960).

In its petition KING pointed out that Washington law does not permit Mrs. Bullitt to vote on the handling of the 5% KIRO trust. It further suggests that even could she vote, her ballot

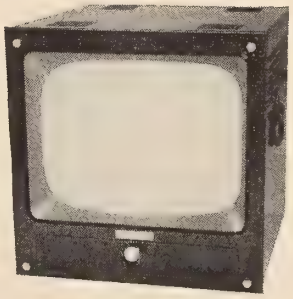


In planning the new control room for their famous Stage 6, Paramount Television specified only the best equipment manufactured. Included in this choice, naturally, were Conrac video monitors. Why Conrac? "Because of their unfailing ability to display all the information just as it is, without distortion, and do it dependably day after day after day," is the way John Silva put it. Whether you're building a new facility or expanding your present operation, it will pay you, too, to select Conrac – the finest in video monitoring equipment.

"For our new control room, CONRAC MONITORS were the natural choice..."

EVERY CONRAC MONITOR FROM 8″ THROUGH 27″ BROADCAST OR UTILITY *includes these important features:*

- ★ Video response flat to 10 megacycles
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- ★ Provision for operation from external sync – with selector switch
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Makers of Fine Fleetwood Home Television Systems

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WE'VE BEEN SAYING THIS FOR SOME TIME...

NOW YOUR BEST PROSPECTS AT THE

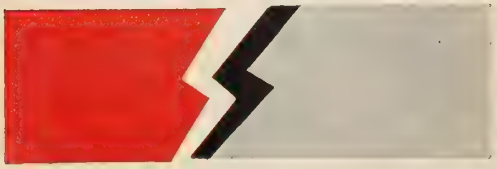
Recently the A. C. Nielsen Company, world's largest marketing research organization, conducted a study among 500 executives responsible for major market and station decisions at the 50 biggest TV and radio advertising agencies in America. Among other significant questions, they were asked:

"Which, in your opinion, constitutes a better advertising value—a publication belonging to Audit Bureau of Circulations, Inc. (predominantly paid circulation)...or one belonging to Business Publications Audit, Form A (mostly free circulation)?"

Here's what those who responded told Nielsen:

BROADCASTING — and **only** BROADCASTING of all trade publications devoted to covering the progress of TV and radio — can qualify as a member of Audit Bureau of Circulations.

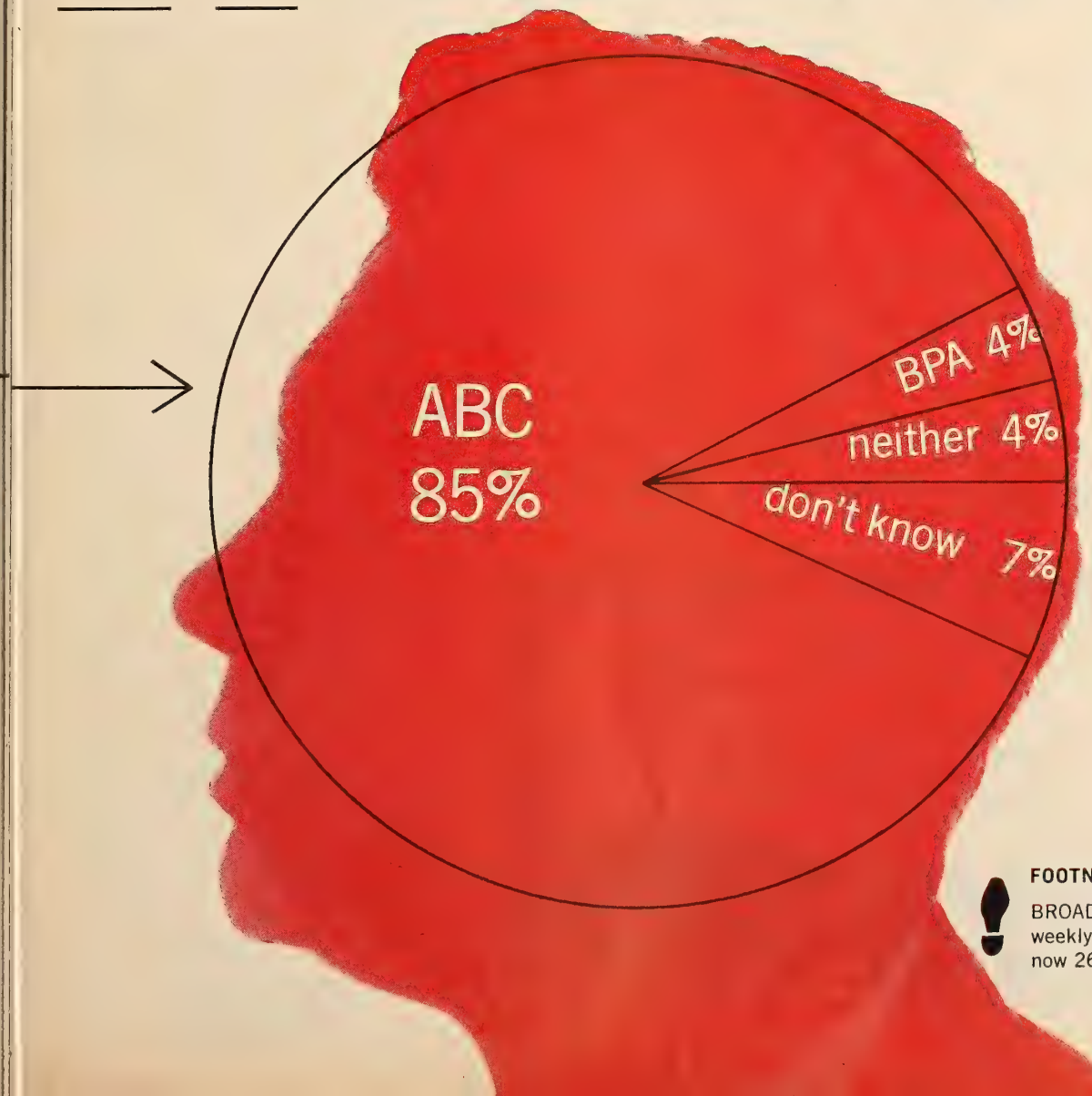
Why? Because, among the important people whose agencies spent almost 20 cents out of each advertising dollar with broadcast media last year, BROADCASTING's circulation is predominantly **PAID.** The next three journals — audited by BPA's Form A — distribute mostly free copies. Top advertising people recognize the value of **PAID** circulation. They use it as their own yardstick because they know readers pay only for something they **want.** Your message in BROADCASTING carries more validity because of this.



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.
New York—Chicago—Hollywood

TOP 50 AGENCIES CONFIRM IT!



FOOTNOTE:

BROADCASTING's **guaranteed** weekly circulation for 1961 is now 26,000 copies.

would not influence the entire board of directors. Citing FCC compliments in granting Mrs. Bullitt licenses in the past, the petition argues that she is a woman of proven character who would not violate Washington law.

Echoing Commissioner King's dissent, the plea for reconsideration states that Mrs. Bullitt's directorship does not constitute "direct or indirect control" of KIRO. It further states that neither precedent nor policy supports the commission's action.

MCA seeks amicable end to dispute with FCC

Music Corp. of America has asked the FCC to work out its differences with the talent agency and its vice president, Taft B. Schreiber, in a "reasonable manner." The petition filed last week is the latest development in a running legal battle that began at the commission's program study hearing in Los Angeles last October (BROADCASTING, Oct. 24, 1960, *et seq.*).

Mr. Schreiber refused to produce certain MCA records and documents at the hearing unless they would be kept confidential. When Chief Hearing Examiner James D. Cunningham ruled that Mr. Schreiber's attorney could not discuss the matter with the commission counsel on the record, the MCA vice president walked out.

In its latest petition, MCA reiterates its contention that the examiner's ruling is not proper and furthermore is against commission precedent and policy. In Mr. Schreiber's defense it states the discussion about the "degree of confidentiality" to be accorded the requested records was of a legal nature and that since Mr. Schreiber is no lawyer, he could not proceed without aid of counsel.

MCA said in its petition it would still be willing to produce the records if they would be kept confidential. The degree of confidentiality could be amicably decided by MCA and FCC lawyers, the firm contended. Otherwise, it said, it requests oral argument before the commission *en banc* to explain its position.

It further urged the FCC not to take the case to court, merely as a test of the extent of its powers, but instead to come to a mutually agreeable settlement.

FCC would change Conelrad

Rulemaking to permit holders of radio operator licenses other than first-class to make adjustments when a Conelrad practice alert is called, as well as in genuine emergency, is being considered by the FCC.

Current rules permit operators who have been instructed by a standard radio station's first-class operator to switch the transmitter to emergency broadcast system in the event of a real alert. The commission suggests that allowing instructed lesser-grade operators to do this in practice alerts will train them for emergencies, keep them familiar with the necessary operating procedures and permit stations at which the first-class operator is not present at the time of a practice alert to participate in the exercise.

The FCC invited interested parties to file comments by Jan. 23, with reply comments due Feb. 3.

Valley Telecasting drops vhf permit, tv application

Valley Telecasting Co. last week gave up a construction permit it held for one vhf station and had its application dismissed for a second. Both actions were taken by the FCC at the request of the applicant.

The commission's Broadcast Bureau deleted Valley's cp for ch. 8 WIRM (TV) Iron Mountain, Mich., originally granted in November 1959. Hearing Examiner James D. Cunningham granted the Valley Telecasting petition (BROADCASTING, Dec. 26, 1960) to dismiss its application for ch. 9 Wausau, Wis., which was in comparative hearing with Central Wisconsin Tv Inc.

The Wausau application was dismissed because of inability to find a tower site acceptable to aeronautics and still meeting coverage requirements, Valley President Clayton Ewing stated. Valley Telecasting Co. owns WFRV (TV) Green Bay, Wis.

PROGRAMMING

Live presidential news conferences in store

SALINGER, NETWORKS AGREE ON 'LIAISON AGENCY'

Presidential news conferences will move from recorded to live and/or recorded broadcasts when President-elect John F. Kennedy assumes office Jan. 20. The change was disclosed last week as Pierre Salinger, the President-elect's news secretary, conferred with news spokesmen for the national networks.

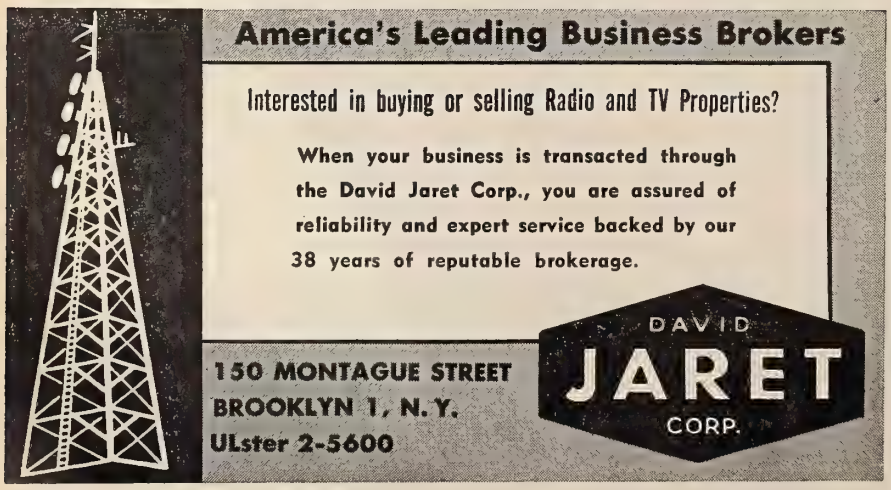
Basic ground rules for broadcast coverage of the White House were reviewed by Mr. Salinger and the network newsmen at a Dec. 27 conference held at Sen. Kennedy's Palm Beach, Fla., headquarters. A revolving network committee will act as liaison agency with Mr. Salinger, following the pattern of recent administrations. Lewis W. Shollenberger, CBS, is current chairman of the liaison group.

In announcing the revised broadcast rules, Mr. Salinger said the President will revise the scheduling of his news conferences so news will break for media in both morning and afternoon. This differs from the Eisenhower policy, under which practically all conferences were held at 10:30 a.m., generally on Wednesdays.

Mr. Salinger said the new President plans to hold an occasional unscheduled conference in prime early-evening time. These will be available to both radio and television.

In addition, live radio-tv coverage of other news conferences is expected to be permitted if broadcasters ask advance permission. Mr. Salinger made clear there would be no administration effort to induce networks to cover scheduled conferences, which will alternate between 10:30 a.m. and 4 p.m. to give afternoon and morning papers an even break.

Fireside Chats ▪ Sen. Kennedy, it was



indicated, would use broadcast media at times to reach the general public, following roughly the pattern of President Franklin D. Roosevelt's fireside chats. He plans to hold more frequent news conferences than President Eisenhower.

The new rules mean that the President may be quoted as he speaks in contrast to the Eisenhower rules. The present administration has permitted radio-tv recording at conferences, reserving but rarely employing the right to delete or edit. This safeguard will be eliminated. Sen. Kennedy is considering abandonment of the requirement that reporters identify themselves when they ask questions. This requirement has been blamed for occasional charges that reporters have used conferences for personal publicity.

Print media reporters howled Dec. 27 when Mr. Salinger later told them about the new rules. Several big-name correspondents charged that the White House was going to save its best news for conferences that would be broadcast live. Mr. Salinger said this concept was entirely inaccurate, adding, "We have never tailored the news to fit the time, and we are not going to do that." He conceded the new President might decide to make a particular announcement at one of the evening conferences.

Attending the Salinger meeting with network newsmen were William R. McAndrew, NBC vice president-news director and Elmer W. Lower, NBC Washington; Sig Mickelson, president of CBS News, and Mr. Shollenberger, CBS Washington; Joseph Keating, vice president of MBS and Stephen J. McCormick, MBS Washington; Robert H. Fleming, ABC Washington.

Writer charges Edwards' owned tv show was rigged

NBC said last week that periodic checks had turned up no supporting evidence but that it would investigate charges made by free-lance writer Al Blake that he rigged 40 episodes of NBC-TV's *It Could Be You* (weekdays, 12:30-12:55 p.m. EST). The allegation was made in a Blake-bylined story, "I Rigged 40 of Ralph Edwards' Tv Shows," appearing in the February issue of *Confidential* magazine, which was published Dec. 29. Mr. Edwards owns the Los Angeles-based show which is an audience-participation program concerned with stories about unsuspecting members of the studio audience who are later awarded merchandise prizes for their exposure.

Mr. Blake, who is 70 years old, claims in the article that he was asked in 1956 by the program's producer, Stephen Hatos, to submit scripts for the program and every story that he subsequently wrote was pure fraud. He further charged that he personally rehearsed his landlady, his newsboy and other acquaintances for appearances as "surprised" guests on the show. According to Mr. Blake, the rigging was done with the full knowledge and assistance of his immediate superiors on the program. He did not, however, implicate Mr. Edwards.

Mr. Edwards issued an immediate denial of having had any knowledge of manufactured material used on the show. He said he has affidavits from Mr. Hatos and his present staff "denying that they were in any way in collusion with Blake." While acknowledging that Mr. Blake was used as source for material, Mr. Edwards claimed that the writer was never a member of the staff and never wrote for it. In his statement, Mr. Edwards also said that Mr. Blake's material was not accepted after August 1958.

NBC was equally emphatic in declaring its lack of information concerning any wrongdoings on the program. In response to queries, NBC said in part, "*It Could Be You* has been checked periodically since late 1959 and this checking has revealed no instances of irregularities or improper procedures." The network said it would conduct a specific investigation of the allegations.

The long, long wait

On watch outside the emergency room of one of Houston's busiest hospitals, the KHOU-TV Houston mobile crew was primed and ready for anything. Its assignment: get on tape, for a special on emergency room practices, the steady flow of cases brought in on an average night. But the crew just waited. Not a single case walked in or was carried in during what turned out to be the quietest night in the history of the hospital.

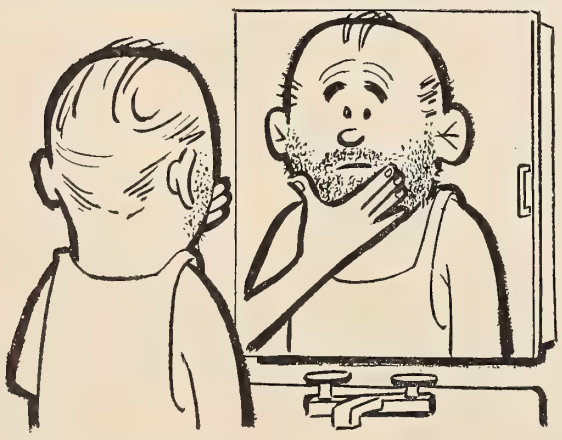
SHIPPER DIVERSIFIES

Norwegian magnate goes into production of tv adventures

Televenture Inc., a new tv film production company with a built-in international scope, has just opened offices in New York and Copenhagen, Denmark, for the production and sales of "true-life" programs.

In a diversification of his world-wide marine interests, Soren Christensen, president of Televenture, told BROADCASTING last week that the support and cooperation of his other operations around the world will enable Televenture to produce films at a considerably lower unit cost than most other U. S. or European organizations specializing in this production category.

Mr. Christensen, a blond, blue-eyed Norwegian in his mid-40's, is president



WAVE-TV viewers have 28.8% more HEAVY BEARDS

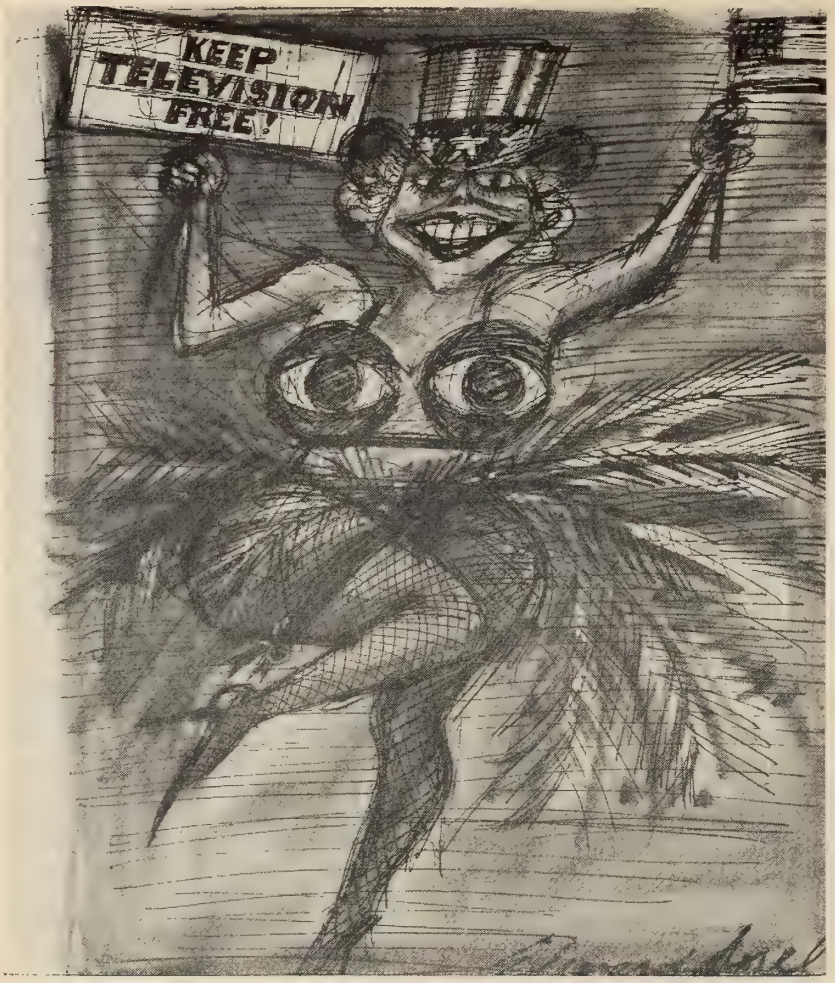
—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives



Sports Illustrated, Dec. 26, 1960. Drawn by Edward Sorel

Another Time Inc. publication belts free tv

The Dec. 26, 1960, issue of *Sports Illustrated* in a nine-page article proclaims that pay tv would be good for sports and the general public. And, the magazine concludes, it is not representatives of the public that object to pay tv—but movie exhibitors and "the morally virtuous attitude" of broadcasters of commercial network television.

Time Inc.'s *Sports Illustrated* modestly declares that its findings ". . . should help both the government and the public . . ." decide if pay tv should be authorized. The article is illustrated with drawings which take stereotyped digs at commercial tv.

Titled "The $6,000,000,000 Question," the article says that the NAB ". . . has put every obstacle it could think of in the way of its [pay tv] further development." Thomas O' Neil, RKO General and its Hartford Phonevision Co. and Zenith are pictured as saviours of the public interest for their efforts to test pay tv in Hartford, Conn. Congressional hearings and the FCC Hartford hearing are explained as legalisms and delaying tactics by broadcasters.

Special attention is given to CBS and its president, Frank Stanton. The article states that just before 1958 House hearings on subscription tv, CBS gave a party in Washington for 1,300 featuring ". . . CBS affiliates from all over the country, earnestly briefing their local congressmen on the pernicious perils of pay tv. It was Dr. Stanton . . . who during the hearings most eloquently informed the congressmen of the horrors that would follow in pay tv's wake."

This is the way the magazine paraphrased the CBS head's testimony on annual expenditures for pay tv by the average family, based on current free viewing:

"Certainly it was not a pretty prospect, this: the family huddled in the dark around its pay tv set, shoving the half dollars in the slot to get their daily ration of Perry Como, baseball and the other stuff they crave, while every day they grow more snaggle-toothed, their shoes wear thin, father doesn't shave, mother gets skin blemishes and the children decline into fatal cases of pneumonia."

The magazine concedes what opponents always have claimed and propenents denied—that advertising will find its way into homes via pay tv. It also predicts that "1961 will find O'Neil making the country's first really large-scale long-term test of over-the-air pay tv."

of Thor Dahl Inc., a shipping agency for numerous ship lines, and associated also with whaling operations and a sealing fleet operating out of the Scandinavian countries. This shipping magnate is convinced Televenture production costs can be trimmed through his network of shipping agents with whom he maintains regular contact via cable, telephone and correspondence. Located in practically every port city, Mr. Christensen's "port captains" will assist Televenture's camera crews in the routine, but time-consuming, arrangements of "setting up" for filming. It's expected that the inevitable rad tape of getting equipment ashore and going through customs can be reduced. Their assistance will be valuable also in locating suitable (and economical) housing as compared to "luxury" (and costly) hotels, in handling travel arrangements and in getting around language restrictions. Film crews consequently will begin work immediately on their arrival.



MORE LISTENERS PER DOLLAR ON KRLA

THE NEW LEADER IN LOS ANGELES RADIO

DIAL 1110 • 50,000 WATTS

REPRESENTED NATIONALLY BY DONALD COOKE INC.

This man is talking transmitters. He's a Collins broadcast sales engineer. His knowledge of the broadcast business makes him an important man at Collins because broadcast equipment is an important part of Collins business.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



The speed-up in television news coverage

'EYEWITNESS' DOES LAST MINUTE SHIFT TO AIR CRASH

Network techniques of treating news in depth are improving and becoming more common as each of the television networks steps up its news and public affairs programming this season.

Yet *Eyewitness to History,* the CBS-TV, Friday, 10:30-11 p.m. weekly show that's devoted to this concept, has indicated just how much faster and further electronic journalism can go today than in past years.

The series, sponsored by Firestone Tire & Rubber Co. through Campbell-Ewald, quickly had to readjust its thinking two weeks in a row in mid-December in order to get on the air with background coverage on fast-breaking news stories.

As a result film footage and reels of video tape used in preparation for programs which never materialized are fattening the CBS News library for possible use on another day (and probably on other shows).

The instant whipping-up of half-hour shows came on Dec. 16 (the mid-air collision over New York that day of two passenger planes) and on Dec. 23 (the disastrous fire Dec. 19 on the aircraft carrier *U.S.S. Constellation* under construction in Brooklyn's naval yard).

Sequence ▪ This briefly is a reconstruction of the events leading to the programming of both these shows:

On Dec. 13 (a Tuesday and three days before that week's show was scheduled to go on the air) Charles Kuralt, CBS news correspondent, who at 26 is one of the youngest network news commentators, had decided that it would appear promising for an *Eyewitness* show on President-elect Kennedy's cabinet appointments in view of an expected flurry of announcements from Washington. But at the same time France's Charles De Gaulle had returned from Algeria and it then seemed possible that a study of the action in Algeria might be best.

By late Tuesday additional talks had been held with Kendrick Shoenbrun, the CBS correspondent in France. By 10 that night he was told to drop the story on Algeria. It then looked as if the cabinet-appointment story was certain.

Filming and taping proceeded in Washington with the climactic point expected on Friday (Dec. 16) the same day as the show's air date and the date when President-elect Kennedy was expected to appoint "some big ones." From a mobile unit at the Kennedy home in Georgetown, video-tape recording was underway. The story, said the program's producers last week in recalling the events, had "fallen into our laps. They were working out perfectly." In effect, the taping of Mr. Kennedy's announcements and statements on his cabinet formation was continuing without a hitch.

At perhaps mid-way through the taping, a bulletin on the crash was received that indicated it might be the biggest air disaster of all time. A few minutes later, Les Midgely, the program's executive producer, met with John Day of CBS News and after conferring on latest crash developments, the decision was made to switch program plans from the cabinet to the crash.

The recording had been closed circuit to CBS in New York. The program's producers had been monitoring the taping and thus had a two-way communication set up between New York and Washington. Once the decision had been made in New York, Mr. Kuralt was contacted and told to complete the taping but then get on an airplane and return to New York immediately. (Two hours later Mr. Kuralt was on his way to New York to do the program on the air crash that had occurred only that morning).

The Fire Story ▪ Monday (Dec. 19) a meeting was held in New York on tentative plans for the Friday program. The fire on the aircraft carrier had started that day with most of the staff dispersed to help the network's news operation—"it was too chaotic to make a decision about Friday's show." In the plans at that time also: a possible story on the arrival of bad weather in most parts of the U. S. and the effect of this on both Christmas and the economy, and still a probable depth study of the Algerian situation ("it was then very much alive").

By Tuesday, Dec. 20, two shows were being considered, one on the weather and the other on the aircraft carrier. The Algerian situation again was dropped. As explained by the show's producers, "During this time the *Constellation* [aircraft carrier] story kept intruding and forcing itself on our thinking." By Tuesday afternoon, the weather story—then in outline form—was scrapped and the unit "went all out for the *Constellation's* coverage."

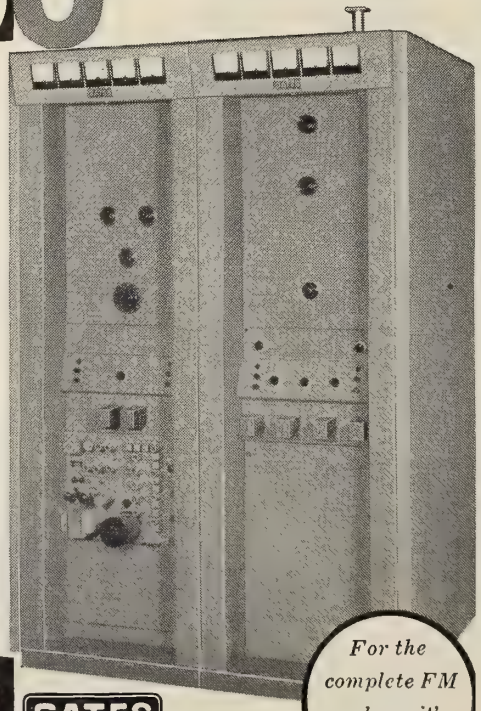
Fast Footwork ▪ Immediately the program producers scoured film for footage on historic disasters of the *Constellation*-type as well as gathering reports on the burning of the *Constellation* itself.

By program time on Dec. 23, "Wake

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of the *Constellation*" was ready: A full background report including a visit to the gutted ship.

These quick adjustments two weeks in a row were unusual but the change of horses in midstream has happened a few times before in the current season. One of the more notable: A program probing the nation of Japan with emphasis on previewing elections then coming up in the country was scrapped less than 48 hours before air time when New Orleans rioting (over integration of schools) reached a point where it had become a dramatic story of top national interest. An on-the-spot program was originated at New Orleans.

'Face the Nation' change

Face of CBS-TV public affairs program *Face the Nation* definitely will be lifted next month. Show's format will change from current emphasis on interviews into possibly series of debates involving personalities in news. Currently in Monday 10:30-11 p.m. period, program will switch Jan. 12 to Thursday, alternating with *CBS Reports* (10-11 p.m., with every second show half-hour to allow local fill for other period).

COLORCASTING

Jan. 3-6, 9-11 (6-630 a.m.) **Continental Classroom** (modern chemistry), sust.
Jan. 3-6, 9-11 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.
Jan. 2-6, 9-11 (10:30-11 a.m.) **Play Your Hunch,** part.
Jan. 2-6, 9-11 (11-11:30 a.m.) **The Price Is Right,** part.
Jan. 2 (11:45 a.m.-1:45 p.m.) **Tournament of Roses Parade,** Minute Maid through Ted Bates.
Jan. 2 (1:45-Conclusion) **Sugar Bowl Football Game,** part.
Jan. 3-6, 9-11 (12:30-12:55 p.m.) **It Could Be You,** part.
Jan. 3-5, 9-11 (2-2:30 p.m.) **The Jan Murray Show,** part.
Jan. 3-5, 9-11 (11:15-1 a.m.) **The Jack Paar Show,** part.
Jan. 4, 11 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.
Jan. 4, 11 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.
Jan. 5 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.
Jan. 6 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.
Jan. 7 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
Jan. 7 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
Jan. 7 (3:15-conclusion) **The Senior Bowl Football Game,** part.
Jan. 7 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.
Jan. 8 (6-6:30 p.m.) **Meet the Press,** sust.
Jan. 8 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.
Jan. 8 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

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Monitor South—'a labor of love' to be reckoned with

"We're tired of seeing network programs that portray all white southerners as ignorant, degenerate and villainous and all Negroes as straight out of Oxford," the head of a carefully-formed, three-year-old-organization, "Monitor South," explained last week in describing how his organization plans to encourage economic sanctions against the sponsors of network programs distasteful to southerners.

Ned Touchstone, executive director of Monitor South and owner of Bossier City Printing Co., Bossier City, La., a Shreveport suburb, said the organization plans to make tapes of radio and tv network programs, study them for evidence of "deliberate distortion" and make the results known to some 2,700 patriotic and civic groups which have requested them throughout the 13 southern states.

Mr. Touchstone quickly cited an instance. On last season's Garry Moore show, he said, some of the material was "sociologically offensive" to southern viewers. Although Monitor South had not become active and had no part in it, he said, "merchants in this part of the South took Kellogg's (cereal products) off their shelves. Kellogg's said: 'We have no control over the program.' We said: 'You do. You paid for it. And we have control over our children.' "

A Kellogg's representative hurried to Shreveport to patch things up, he said, and had difficulty finding a restaurant which would serve him his product. The result: Kellogg's and Pittsburgh Plate Glass, co-sponsors of the Moore show, failed to renew. Another result: "The show is not offensive now. Everybody's happy."

Head Beaters ▪ Mr. Touchstone also was quick to deny that Monitor South's function is to boycott advertisers. Its object, he said, is to improve relations between the networks and the southern states. Millions of dollars in advertising budgets are being used, "with or without the consent of the sponsors of major network shows," to promote slanted, leftist views instead of for legitimate advertising. "They take an advertising budget and beat us over the head with it," he said.

As an example, he cited the NBC-TV program, *White Paper,* which ran on the network Dec. 20. It pictured the people of the South as "backward," he said. WDSU-TV New Orleans, which previewed the program by closed circuit, refused to carry it on grounds it was "non-objective" and amounted to a "school for crime," Mr. Touchstone said.

NBC-TV sources confirmed the report that WDSU-TV New Orleans did not carry the Dec. 20th *White Paper,* but said they seriously doubted it was for the reasons ascribed by Mr. Touchstone. They said four other southern stations also did not carry the program, but did not indicate the reasons: WALA-TV Mobile, WAPI-TV Birmingham, KTBS-TV Shreveport and WMCT (TV) Memphis.

Most southern stations do likewise with such programs when they have a chance to view them first, Mr. Touchstone said. One of Monitor South's functions is to secure a tape of a controversial program in an area where it is carried on a station so a report on it may be made available in an area where the local station rejects it in advance. Thus, its sanctions can be applied on a southwide basis, even though the program and its commercials may not be carried in all southern cities.

Monitor South, he said, is not interested in integration or segregation of the races, but in "preserving property values—keeping things in perspective." Asked for an explanation of this, Mr. Touchstone said the businessmen who make up membership are "patriotic people who believe in the U. S. as it was founded; who don't want to see the communications media used for brainwashing or to perpetuate false images." Monitor South, which operates from contributions by businessmen, will not knowingly accept a contribution from a competitor of one of the sponsors the organization directs its sanctions against, he said.

Men of Means ▪ Monitor South, Mr. Touchstone said, was formed in 1957, but has waited until this time before becoming active because it wanted to move from a position of economic strength across the entire South. Many of the businessmen contributors perform tape monitoring, he said. Monitor South pays for the tapes when necessary, but most persons acting as monitors are people of "means," well able to pay the costs. And, he said, it's a "labor of love."

The organization, he said, isn't interested in simple differences in opinions or in liberal viewpoints that a person might have learned in college. "We may have a lot of things on tape we don't like," he said, but Monitor South waits until it has established a "deliberate pattern of distortion" before moving.

"Our interests are in dedicated leftists, those who consistently smear the institutions of this country," he said. Besides its businessmen members, Monitor South also boasts a number of people in "high places," Mr. Touchstone said. He indicated these are members of Congress and other public officials who joined Monitor South "clandestinely" after being subjected to "insulting interviews" which "burned them up." But such interviews did not occur on network news panel shows, he said. These elected officials belong secretly because in their position they must keep "good press and good radio and tv" relations, Mr. Touchstone said.

Broadcast station people have not been invited to join Monitor South because it might get them into trouble at the FCC, which is subjected to political pressure, he said. But he said "a number of television people have said privately that they appreciate what we're doing."

Here are some of Monitor South's future projects:

- It plans to disclose soon a list of several "highly placed" individuals, all of whom served in the "Lincoln Brigade" in the Spanish Civil War of the 1930's. Some of these are employed by southern broadcast stations and are being "watched closely," Mr. Touchstone said.
- Monitor South is asking the Texas Co. to "clean up" one of its television shows. (Texaco sponsors the Huntley-Brinkley news show on NBC-TV five nights a week at 6:45-7 p.m. Agency is Cunningham & Walsh.)
- Monitor South is considering ways it can move against "one, if not two" national general circulation magazines which the organization feels have distorted southern positions and people.

Mr. Touchstone declined to comment on whether Monitor South feels a specific network is more offensive to its viewpoint than others. He also refused to comment on the number of members in the group, but said membership is widespread enough to monitor network-affiliated tv stations in all southern cities.

He said he wants to stress that his organization is "very conservative" and will use all caution to keep "innocent parties" from being hurt.

BROADCASTING ENDING BANNER YEAR

NAB Policy Committee happy about '60, hopeful for '61

The year 1960 was unexpectedly bright for broadcasting—after a slow start—and 1961 promises to be better.

This evaluation of the industry's position at the yearend was made by the NAB Policy Committee, headed by Clair R. McCollough, Steinman Stations. Other members are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and G. Richard Shafto, WIS-AM-TV Columbia, S. C.

Looking back over the 12-month period, the committee recalled the investigations and scandal charges of the early weeks and then reviewed the forward progress as broadcasters coped with these problems.

The new year opens with a new president—Gov. LeRoy Collins of Florida—taking over the top NAB administrative post (story page 48). He succeeds Harold E. Fellows, who died in March. The Policy Committee has been directing association affairs since his death.

Citing specific signs of progress, the committee listed the following:

- Total number of radio-tv stations on the air increased 220 to more than 4,800 (3,537 am, 806 fm and 496 tv).
- Impartial handling of presidential debates under suspension of Sec. 315.
- Progress in winning acceptance of the NAB view that broadcasters should determine community needs and plan programming to meet them.
- Improved self-regulatory system through radio and tv codes.

"Broadcasting has emerged from its blackest days of 1959 and early 1960 to be accorded a higher degree of faith and freedom by the legislative and regulatory agencies of government," Mr. McCollough said. "With initiative and vigor the industry can now continue to move forward, to grow in influence, both economic and social, and to work for the public interest less hampered than ever before by archaic and unnecessary legislative and regulatory controls. The broadcast year of 1960, although replete at times with bad headlines for our medium, will be recorded as the year in which the industry reached the threshold of freedom and influence which it has sought throughout its history."

NAB membership reached an all-time record in 1960, 2,623 radio and tv stations, plus all national networks, a gain of 260 stations. The annual convention drew an official registration of 2,810 and 1,925 registered for the eight fall conferences. These, too, are records.

The Radio Code was extended in mid-1960 to non-members and put on a paid subscription basis. As of Dec. 1 there were 1,093 radio subscribers. The tv code had 384 subscribers. A new tv code office was opened in New York.

Mr. McCollough laid down these goals for the coming year: Determined effort to bolster the nation's economy through ethical advertising; dedication to the cause of better education; understanding of the public interest so it can be met in a climate of decision freely made; concerted attempt to portray the industry to the public for what it is and aspires to become.

KVUE (TV) asks creditors not to press for payment

KVUE (TV) Sacramento, Calif., which went off the air because of financial difficulties March 21, 1960, has sent a letter to its creditors asking them not to press payment. It explains that the current owners wish to re-capitalize and go back on the air rather than declare the station bankrupt.

Melvyn E. Lucas and Henry P. Deane currently hold stock proxies for the station. In their letter they attribute the deficit-record of KVUE to its being a uhf competing against two vhfs. They claim the FCC is still considering assigning ch. 12, now in Chico, Calif., to Sacramento, deintermixing Sacramento and giving them a competitive opportunity. They say KVUE has "spent thousands of dollars in legal and other fees to accomplish this objective."

In asking creditors to wait, the KVUE interests say that if the station is declared bankrupt, creditors will re-

PGW's new 'colonels'

For the 12th year in a row, Peters, Griffin, Woodward Inc., station representative, has announced its so-called "Colonels of the Year." The honors go to a person each in radio and tv at PGW for their personal growth within the company and for contributions to stations represented and to advertisers. Winners for 1960 announced today (Jan. 2): Thomas A. Taylor in the Chicago office (in radio) and William G. Walters in the New York office (in television). Along with the awards go financial considerations.



The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

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Collins takes over NAB leadership

FLORIDA GOVERNOR BRINGS EXPERIENCE, SPIRIT TO NEW ROLE

A new leader, Gov. LeRoy Collins of Florida, assumes the NAB presidency this week.

With a background of six years as head of a state and a quarter-century in public life, he moves into the association's Washington headquarters as its fourth paid president, succeeding the late Harold E. Fellows.

Gov. Collins takes over the association's helm from a 3-man regency that has guided its administration since Mr. Fellows' death last March. Clair R. McCollough, Steinman Stations, is chairman of this policy group, flanked by G. Richard Shafto, WIS-AM-TV Columbia, S. C., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill.

John L. Perry, administrative assistant to Gov. Collins, moves with him to Washington as assistant to the president. Mr. Perry has commuted between Tallahassee, Fla., and NAB headquarters since Dec. 1, when he went on the association payroll.

Busy Calendar ▪ Several engagements are on Gov. Collins' calendar as he takes office. He will make his first industry appearance Jan. 13 at the annual dinner of the Federal Communications Bar Assn., where he will make a formal address.

Among association events are the Am Radio Committee meeting in Washington, Jan. 11; Radio Code Board, Jan. 12-13 in Washington; Tv Code Board in Hollywood, Feb. 2-3 and the NAB Board winter meeting, Feb. 6-10, in Palm Springs, Calif.

The new president sat in briefly at the Oct. 10 meetings of the Radio and Tv Boards, immediately after his election to the presidency (BROADCASTING, Oct. 17, 1960). Since that time he has been studying documentary material supplied by association headquarters, familiarizing himself with both association and industry problems.

Last week he indicated he hoped to be at his Washington desk Thursday or Friday, depending on the windup of his gubernatorial functions in Tallahassee and the mechanics of moving out of the governor's mansion to "The Grove," his Tallahassee home, and then to Washington.

With Mrs. Collins and their youngest daughter, Darby, aged 11, he will live in a Sheraton Park Hotel apartment for the time being. Later he may undertake the task of house hunting.

The Collins office at NAB headquarters, 1771 N St., will be that occupied by his predecessors, Judge Justin Miller (1944-51) and Mr. Fellows (1951-60). A file storage room is being eliminated at the entrance to make space for Mr. Perry. Gov. Collins' secretary will be Betty Ellenberger, who served Thad Brown, former tv vice president, and his successor, Charles H. Tower. Florence Mitchell, Mr. Fellows' secretary, was named secretary to Howard H. Bell, industry affairs vice president, last autumn after completing the job of sorting files and handling personal effects.

Invitations Declined ▪ Gov. Collins has declined "a raft of invitations" to speak and to attend industry and social affairs during the first few weeks of his administration. He has declined to comment specifically on industry problems until he takes office and becomes more familiar with them.

As he enters the job he will find the 87th Congress getting under way. On Capitol Hill he faces the prospect of new legislation directed at the industry. This is expected to include restrictive network regulations, possible curtailing of station transfers and proposals to provide permanent relief from the equal-time clause (Sec. 315) of the Communications Act.

Then, too, he faces possible legislative inquiries on a number of phases of broadcasting including the way stations met public service responsibilities during the election.

But he'll be at home in this legislative atmosphere after six years in the Florida gubernatorial chair. Prior to that he served as a state legislator and also has extensive legal experience representing public utilities before state bodies. Furthermore, he enjoys personal acquaintance with most of the leading figures in official Washington as a result of his activities in public life and his role last July as permanent chairman of the Democratic convention in Los Angeles.

Enthusiastic President ▪ NAB's new president enters the position bubbling with enthusiasm. "I am as excited about this new assignment as I was when I took office as Governor of Florida," he told BROADCASTING. "Both pose grave responsibilities which offer great opportunities for public service.

"To me broadcasting is more than an industry. I look upon it as a vital and indispensable part of America and its culture. Like America itself, broadcasting is relatively young but nonetheless rich in accomplishments. Great progress has been made in broadcasting as in America and of this we can be justly proud.

"There are sound principles which undergird both and which must be preserved and strengthened. But in broadcasting as in America there

ceive nothing and that they will lose their license. They state the station billed $8,000 in 4½ months of operations, while a total of $120,000 in operating capital was expended, incurring a large deficit.

Media reports...

Scholarship fund ▪ WLOL Minneapolis-St. Paul has established a scholarship to encourage and assist students going into broadcasting as a profession. Resident students will become eligible upon completion of two years at the U. of Minnesota if they are taking courses which will prepare them for a career in radio-tv or allied fields. The first award will be made to a student entering junior classes in the fall of 1961.

For foreign visitors ▪ WCAU-TV Philadelphia has recorded the Liberty Bell story in five foreign languages and presented the tapes to the Independence National Historical Park, in that city. The taped message, in Spanish, French, German, Italian and Russian, will enable virtually all of the more than 50,000 foreigners who visit the birthplace of American liberty each year to hear the Liberty Bell story in their native tongue.

Stations ring bell ▪ KREX-TV Grand Junction and KLZ Denver, both Colorado, were awarded School Bell Awards by the Colorado Education Assn. for "distinguished service" in their coverage and interpretation of educational news. The awards, initiated this year by the CEA, went also to representatives of print media.

always will be the impelling need to continue to make more and more progress and it is our responsibility to make both broadcasting and our nation ever better.

"I intend to devote all my mind and strength toward that end. There is a tremendous job to be done, a job we can accomplish if we can agree on basic common goals and work together to attain them."

The governor has a 3-year contract with NAB at $75,000 a year plus about $12,500 for expenses, close to the salary paid Mr. Fellows at the time of his death. The Collins contract will be reviewed at the end of the second year, with the possibility that a 5-year extension will be considered should the new president meet the expectations of the special selection committee that selected him last autumn. C. Howard Lane, KOIN-AM-TV Portland, Ore., was chairman of the selection committee.



Gov. Collins—officially at the helm

Impressive Record ▪ The gubernatorial attainments during six exciting years in Florida include record highway construction; promotion of tourism and new industries (Florida drew 11 million visitors during the year and led all other states in new plant locations); creation of state merit system; prison reform; highway safety; expansion of mental health facilities; creation of new state university and plans for another; establishment of state educational tv program, nuclear development research, aggressive law enforcement, higher teacher pay and increased unemployment compensation.

The "quickie divorce" law was abolished, freedom of information replaced previous official secrecy and the criminal justice code was reformed. Gov. Collins was aggressive in maintaining a climate of moderation on racial issues and defeated attempts to close public schools. He started but was unable to accomplish reapportionment of the state legislature and rewriting of the state constitution.

In public life Gov. Collins learned to like the role of leadership. He readily accepted the violent criticism his firm stand on such tricky matters as race relations and education drew from the state and nation. In a talk last autumn he made this pointed statement, "Leaders cannot stand still. They must take sides, stand up and be counted and keep moving forward."

He elaborated this way, "It is one thing to stand up and speak out clearly on behalf of some cause when there is no longer any uncertainty about its triumph. It is something else to stick your neck out when the cause is unpopular and keep it out there while even your friends may be disapproving and others jeering."

In a similar vein he spoke these words at the conclusion of his address to the Democratic convention, "Ours is the generation in which great decisions can no longer be passed to the next. The hour grows late, and you and I have work to do."

On Industry Morality ▪ As to the duties of executives in a regulated industry, he said they "are not exempt from moral considerations when they see an opportunity to increase their stockholders' profits by exerting their political influence to corrupt and sway a regulatory agency charged with the responsibility of protecting the public interest."

On the subject of free communications, he said, "It is quite one thing to praise the free press in a campaign—but it is quite another thing to retain a strong conviction of the importance of a free press when its critical guns are trained on you and your blood pressure surges upward."

After his Democratic convention performance Gov. Collins was widely mentioned as Cabinet or diplomatic material. Instead he has accepted one of the most responsible posts in American industry—head of the broadcasters' trade association at a critical time in history.

Changes at WARL ▪ WARL-AM-FM Arlington, Va., is now known as WAVA-AM-FM and has begun formal operation of its 20 kw fm transmitter, installed recently.

Fourth etv station for Alabama Network ▪ The Alabama Educational Tv Commission has announced a fourth educational station will be added to the AETC network. The station will be established at Montgomery, Ala., and will be the fourth link in a tv cable system that is available to the Tri-city area. AETC has expressed interest in establishing a fifth outlet in Mobile when funds are available.

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week, subject to FCC approval:*

▪ KRKD-AM-FM Los Angeles: Sold by Trans-American Broadcasting Corp. to International Church of Four Square Gospel, that city, for $1.5 million. Four Square Gospel, owns KFSG, that city, which shares time with KRKD-AM. Entire cash financing is being handled through Bank of America. Principals of Trans-American include Jack D. Feldman, president; estate of Robert Yakel; Al Zugsmith and Frank Oxarart. Dr. Rolf K. McPherson is president of Four Square Gospel and Dr. M. D. Buchen is general manager of the broadcast division. KRKD operates on 1150 kc, with 5 kw D and 1 kw N. KRKD-FM is on 96.3 mc. with 54 kw.

COLOR TV'S ROSY HUE

Gen. Sarnoff reports RCA profit from color set sales will top $1 million for year just ended

The most encouraging status report color television has yet received was issued last week by RCA.

Brig. Gen. David Sarnoff, RCA board chairman, said the company's 1960 profit from color television receiver sales "was measured in seven figures." This indication that profits had reached at least $1 million came just a year after Gen. Sarnoff reported that in 1959 RCA's color tv operation was in the black for the first time.

RCA is by long odds the chief developer, manufacturer and promoter of color tv.

Gen. Sarnoff's disclosures were contained in a yearend statement which also noted: "In 1960, when industry sales of consumer durables eased off and black-and-white tv dropped 7%, color television showed the sharpest rise of any major consumer product on the market—up 30% over 1959. Scarcely six years away from the test tubes, color television achieved the status of a more than $100 million-a-year business."

Other RCA sources meanwhile summed up some of the reasons behind color tv's advances in 1960, aside from the heavy schedule of color programming on NBC-TV. For one thing, they said, more and more dealers were persuaded to display color sets in operation; the number of so-called "key dealers," those dsplaying at least four color tv models, tripled during the year.

The Average Buyer ▪ In addition, these sources said, most of the color set sales were in the "middle of the line" models—those retailing in the $600-750 price range—rather than those at the low end of the price scale which starts at $495. Especially encouraging, they said, were research findings that more and more middle-income people are buying color sets. The average color buyer, it was found, is now in the $8,000-$9,000 income group.

Most RCA distributors showed gains of 25% to 75% in color sales during the year and some reported gains of 100% or more, according to RCA authorities.

Gen. Sarnoff's review of 1960 said that although the year did not live up to most economists' predictions, it was "in many ways the most significant and the most promising of the many years in which I have worked in electronics." Investments and developments in research and innovation, advances made in the exploration of space, and the stepped-up pace of new-product development were factors cited as insuring "that the decade ahead will soar even higher than the optimists of 1959 claimed and the pessimists of 1960 now disclaim."

He said four out of every five dollars of RCA's record 1960 sales came from products that were researched and developed after World War II. Moreover, he said, "I believe that the products of research—those in being now and those yet to come—will double RCA's sales volume before the 60s end."

Fantasy Becomes Reality ▪ Gen. Sarnoff said advances made in 1960 provide "the technical capability of achieving goals previously regarded as fantasy." As an example he said that "satellite systems for world-wide communications, including television and radio, will be ready for experimental use by 1965, and for extensive national and international commercial application by 1970. They will add speed, capacity, versatility and reliability to both domestic and intercontinental service, and will eventually reduce the cost of these services for the consumer."

He noted that research develops offshoots of established products as well as creates new ones: "Radio, for example, written off three years ago by some as a "saturated market," was reinvigorated by the development of pocket-size transistor portables, and by 1960 the radio market had almost doubled."

Gen. Sarnoff also reported that RCA has put into use the RCA 501 computers it makes and which were used on election night to forecast the outcome of the presidential vote. "Less than a month after the election, RCA was using these new computer techniques to forecast its own television receiver sales for 1961," he stated.

Technical topics...

New offices ▪ John H. Battison Assoc., Washington consulting engineering firm, has moved to 1917 Eye St., N.W., Washington 6, D. C. New telephone number is Federal 3-3813. Associated with Mr. Battison is William Zeeveld and Miss Ann Thompson.

Varactor diode ▪ RCA last week announced the development of a tiny solid-state electronic device—a "varactor" diode. Dr. Alan M. Glover, vice president and general manager of RCA Semiconductor & Materials Div., listed three contributions the new diode can make in the field of communications because of its size, weight and sensitivity: 1. development of military and commercial microwave communications systems that would be virtually invulnerable to enemy jamming techniques; 2. extend military and commercial communications into higher frequency radio bands, and 3. make possible low-cost efficient long-lived and compact microwave signal receivers that can be used in variety of applications.

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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

First live pay tv feature show set

First live feature show on TransCanada Telemeter pay-television circuit will be Thursday, Jan. 5, when Bob Newhart will entertain the 6,000 subscribers in Toronto's suburban Etobicoke area. The show will be seen starting 8:30 p.m. for more than an hour, dependent on material Mr. Newhart has arranged. The program will be recorded on video tape for showing Friday and Saturday evenings on the same pay-tv circuit. Subscribers will pay $1.25 to see the show. Mr. Newhart plans to do some of his previously televised routines as well as entirely new productions for his first live Canadian appearance.

TransCanada Telemeter is already receiving many requests for tickets to the studio performance, but the studio seats less than 100 people.

Bob Newhart is being brought to Toronto one day ahead of his live show to meet local radio and press personalities. He turned down an offer to autograph records in person at a Toronto department store.

TransCanada Telemeter is promoting the show through its *Telemeter Guide* which goes free to all pay-tv subscribers. Regular releases have been sent to all Toronto papers, radio-tv columnists and disc jockeys, some of whom have already announced the program.

Financial results will not be known for some weeks, William O. Crampton, TransCanada Telemeter manager stated. There are three full time collectors working five days each week making the rounds of the 6,000 subscribers in this test pay-tv operation. Coin boxes are collected every sixty days, Dependent on weather at this time of year, it is hoped to have some idea of the show's popularity when 500 boxes have been collected.

VOA building program proceeds on schedule

The $38 million construction of two major Voice of America relay stations —at Greenville, N. C., and Monrovia, Liberia—is on schedule for expected completion by the end of 1962 and 1963, respectively, Henry Loomis, VOA director, said in a year-end report last week.

The report to Abbott Washburn, acting director of the parent U. S. Information Agency, said the total power output of the Greenville and Liberian shortwave plants will exceed 4.8 megawatts. The Voice plans to put 18 superpower and highpower shortwave transmitters into operation at Greenville and eight in Liberia (BROADCASTING, April 25, 1960). The Greenville construction will cost $25.3 million, the Liberia facilities, $12.6 million.

Contracts let in 1960 include one Nov. 16 to RCA for design and construction of switch gear connecting transmitters and antennas at Greenville; Nov. 10, to Alpha of Texas Inc., Richardson, Tex., and Continental Electronics Manufacturing Co., Dallas, for constructing and building transmitter and receiver facilities at Greenville; Sept. 22, Gates Radio Co., Quincy, Ill., for two 50-kw transmitters in Liberia; Sept. 14, General Electric Co., Syracuse, for six 250-kw transmitters in Liberia; Aug. 30, Page Communications Engineers Inc., Washington, for architectural and engineering design of the Liberian station; June 24, RCA for 19 single sideband dual diversity receiving systems; April 11, Smith Electronics, Brecksville, Ohio, for research and development of multiple and steerable antennas.

CKOY head attacks BBG action

Duncan K. MacTavish, vice-president of CKOY Ottawa, Ont., attacked the ruling of the Board of Broadcast Governors at its December meeting at Ottawa in refusing CKOY a power increase from 5 kw to 50 kw. He pointed out that "CKOY has done what the BBG asked it to do on programs. It hardly seems fair or right for the BBG to punish CKOY by keeping its signal weak because the BBG may not like the station's programs."

He felt the BBG had not considered "the serious problem CKOY faces due to the combined factors of its position on the crowded part of the dial (1310 kc) and its present weak signal."

BOOK NOTE

▪ *"Rural Television in Japan"; Unesco, Place de Fontenoy, Paris 7e, France; $3.50.*

This volume relates in detail, with charts and illustrations, the impact of television viewing clubs in rural Japan, an educational experiment conducted there in 1956-57 and similar in pattern to that in France in 1953-54. The book is part of the Unesco series of studies on "Press, Film and Radio in the World Today." The Japanese experiment did bring about a favorable change of attitude on the part of the provincial viewers, the study found, noting that the farmers were awakened to such problems as excessive labor, the need for working together and for making an effort to better themselves.

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BROADCAST ADVERTISING


Mr. Gilley

Jerry Gilley, assistant media director of Cunningham & Walsh, San Francisco, for past three years, named media director of agency's Los Angeles office. Before joining C&W he was agency representative for International Broadcasting Co., Vancouver, B. C.

Frank J. Fucito, account executive at Kenyon & Eckhardt, N. Y., elected vp.

Harmon O. Nelson, formerly radio-tv vp of Fuller & Smith & Ross, Los Angeles, joins McManus, John & Adams, that city, as broadcasting director for western division.

David Nathan, director of radio-tv at Curtis Adv., New York, promoted to vp.

John J. Hackett returns to Knox Reeves Adv., Minneapolis, as associate media director, after two years as media director for Erwin Wasey, Ruthrauff & Ryan, St. Louis.


Mr. Templeton

William B. Templeton resigns as vp and director of radio-tv at Cunningham & Walsh, N. Y., effective end of February 1961. Mr. Templeton has been at C&W since November 1959. Prior to joining C&W, he had been vp and director of radio-tv at former Bryan Houston Inc. (now merged with Fletcher Richards, Calkins & Holden). He held top radio-tv post for eight years at Houston and before that was tv production manager for the Kudner agency.

James Quest, formerly of Procter & Gamble, N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as account executive on Calorid.

Ted Shields, formerly with Burns W. Lee Assoc., joins West Assoc., Los Angeles agency, as senior associate for pr.

Jerry Bell joins pr staff of Ackerman Assoc., Oklahoma City.

John K. Ferree, formerly with George H. Hartman Co. and Campbell-Mithun, Chicago, to copy department of John W. Shaw Adv., that city.

Dawes Walter named advertising and pr manager, and **Richard S. Lee,** assistant advertising manager, of Pennsalt Chemicals Corp., Philadelphia. Mr. Walter had been with Atlantic Refining Co.; Mr. Lee, with Industrial Chemicals Div. of Pennsalt.


Mr. Engelke

Robert P. Engelke, assistant vp at Ted Bates & Co., N. Y., elected vp and associate media director of agency. Mr. Engelke joined Bates in 1959 as media supervisor. Prior to that he was manager of sales development for ABC-TV.

Herb B. Shor, formerly with J. Walter Thompson, N. Y., joins Rose-Martin, that city, as creative director.

John F. Devine, administrator of J. Walter Thompson Co. tv-radio department, appointed general counsel of firm. Joining Thompson's legal department in 1946, Mr. Devine was elected vp in 1954. From 1954-58 he served as chairman of radio-tv administration committee of American Assn. of Advertising Agencies. Besides his new duties, Mr. Devine will continue as administrator of tv-radio.

THE MEDIA

C. P. Pearsons Jr. elected executive vp of WKRG-TV Mobile, Ala. **William Hearin** elected vp.


Mr. McGee

Norman S. McGee, WQXR station sales vp, named acting chief executive of station during Elliott M. Sanger's six-month Paris tour as head of *New York Times* international edition. **Robert L. Krieger,** assistant commercial manager, takes on additional sales responsibilities, and **Walter Neiman** becomes acting program director in absence of Eleanor N. Sanger, who is accompanying her husband.

John A. Dobson, sales manager of WCAX-TV Burlington, Vt., since its inception in 1954, promoted to vp.

Charles R. Parker, program manager of WDRC-AM-FM Hartford, Conn., promoted to assistant general manager.

Gerald Maloney, commercial manager at WTRC Elkhart, Ind., promoted to station manager.

Floyd Bartlett, formerly with KQAQ Austin, Minn., to KDLS Perry, Iowa, as chief engineer. He will supervise station's upcoming construction.


Mr. Zahrt

Walt Zahrt, member of San Francisco office of George P. Hollingbery Co., transfers to Chicago office and will concentrate on radio sales. He is 23-year veteran of broadcasting, previously serving with WOAI San Antonio.

Hank Henry, formerly account executive at KPOJ Portland, Ore., to KURL Billings, Mont., as station manager.

George Burton, formerly account executive at WDAK Columbus, to WDAX McRae, both Georgia, as station manager.

Charles W. Loufek, formerly manager of KOME Tulsa, Okla., appointed vp and general manager of WEW St. Louis. He previously was manager of KRIB Mason City, Iowa. All are Franklin Broadcasting Co. stations. **Gordon H. Lund,** sales manager of KOME, succeeds Mr. Loufek as station manager.

Ivan Wrablik, previously supervisor of transmitter operations at WENR-FM Chicago, to management engineering staff as engineer in charge of transmitters and planning at WBKB (TV) Chicago.

Leo Durocher, formerly major league baseball manager and NBC executive joins Mutual as host of sports show.

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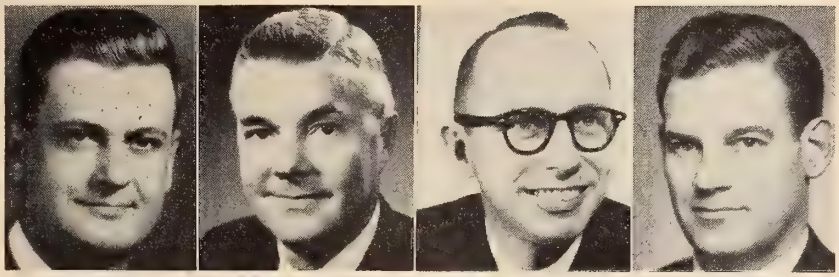
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BBDO appoints four new vps



Mr. Alarik | Mr. Mullen | Mr. Proctor | Mr. Rowe

George H. Alarik, Harold C. Mullen, Dean W. Proctor and **Donald M. Rowe** elected vps of BBDO. Mr. Alarik, account group supervisor in Minneapolis office, joined agency in 1955. He had previously been advertising manager of Minnesota & Ontario Paper Co. Mr. Mullen, group supervisor in Boston, began with BBDO's marketing department in N. Y., in 1955. He was transferred to Chicago next year in account-handling capacity and returned to N. Y. in 1958. He moved to Boston last year. Mr. Proctor, who joined agency 10 years ago as account executive in N. Y., was transferred to Chicago last year as group supervisor. Mr. Rowe joined BBDO in 1950 as tv commercial producer. He has remained in N. Y. office except for 18 months as head of production in agency's Hollywood office.

Gene Linder, formerly production manager of KWTV (TV) Oklahoma City, to KFDA-TV Amarillo, Tex., as program manager.



Mr. Atwood

Jack S. Atwood, formerly station manager of WCSH-TV Portland, Me., promoted to general manager of Maine Broadcasting System stations (WCSH-AM-TV Portland, WLBZ-AM-TV Bangor and WRDO Augusta, all Maine). **Donald R. Powers** succeeds Mr. Atwood at WCSH-TV. **Bruce C. McGorrill** named sales manager of WCSH-TV.

Jack G. Carnegie, formerly program director KABL San Francisco, joins KBKC Kansas City as assistant general manager in charge of programming.

Mrs. Elizabeth B. Harris, formerly in media research department of Kenyon & Eckhardt, N. Y., appointed manager of research for ABC Radio Network. Previously she was with NBC as supervisor in audience measurement division.

Joe C. Friedman, copywriter in program promotion and merchandising department, CBS Radio, named assistant manager of that department.

James McQuade, formerly supervisor at CBS Radio Network program clearances, joins WCBS New York, as sales service manager.

Alan Sloan and **William Miller** join New York office of CBS-TV Spot Sales. Mr. Sloan transfers from WCBS-TV New York, Mr. Miller from KMOX-TV St. Louis.

Pat O'Reilly, on news staff of KNXT (TV) Los Angeles, appointed public affairs producer.

Edward F. Ryan, general manager of WTOP-AM-FM-TV Washington news department, appointed arrangements chairman of 16th annual convention of Radio Television News Directors Assn. to be held in Washington Sept. 27-30.

Bill Kimbrough, formerly with WTOC-TV Savannah, Ga., joins WJXT (TV) Jacksonville, Fla., as member of news and public affairs department.

Robert Rehg, publicity director of KMOX St. Louis, appointed director of public affairs.

Bill Jorgensen, WERE Cleveland newsman, named news director. He succeeds **Art Schreiber,** resigned.

Victor Best joins WNAC-TV Boston as newsman.

Frank Arney named associate farm director of WOW-AM-TV Omaha, Neb.

Jim Stasko, formerly with WHDH-TV Boston, to WLUK-TV Green Bay, Wis., as continuity director.

Irv Kaze, formerly with CBS-TV New York, appointed publicity director of Los Angeles Angels.

John T. Rutledge, WHOO Orlando, Fla., named director, Florida Civil Defense Emergency Communications Service. This is third broadcaster appointed to head up statewide civil defense communications; others are **Robert J. Leder,**

CLEAR CHANNEL

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650 KC

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WOR New York, New York state chief, and **Harry C. Weaver,** WOKE Charleston, S. C., South Carolina chief.

T. Eugene Malone, formerly account executive at WGN-AM-TV Chicago, named senior account executive at H-R Television Inc., N. Y.

Keith G. Dare appointed sales manager of WNBF-TV Binghamton, N. Y. He had been with WHCT (TV) Hartford, Conn.

Bryant W. Sandburg, formerly of WPDM Potsdam, N. Y., appointed sales manager and program manager of WSLB Odgensburg, N. Y.

Sidney P. Allen appointed national sales manager of CKLW Windsor, Ont.-Detroit. He formerly was sales executive for NBC and was vp of sales for Mutual for 23 years. He will headquarter in N. Y.

Howard A. Payne, formerly advertising and sales promotion manager of Sweda Cash Register Inc., division of Litton Industries, appointed sales promotion manager of WBBM Chicago.

Dave DeArmond joins local sales staff of WLOS-TV Asheville, N. C.

Dick Howard, 1960 Olympic bronze medal winner (400-meter hurdles), joins sales staff of KGFJ Los Angeles.

Joe Gentile rejoins CKLW-TV Windsor, Ont.-Detroit as sportscaster.

Ray Scott appointed news director of WERC Erie, Pa.

George W. Wilson, formerly announcer-personality at WSYR-AM-TV Syracuse, N. Y., to WTTG (TV) Washington as member of announcing staff.

John J. O'Connell, editor of *American Weekly* magazine, joins Mutual as week-end personality.

PROGRAMMING

Lee Traver, associate casting director for Walt Disney Productions, promoted to studio casting director. He succeeds **Jack Baur,** who returns to Universal-International.

Richard Gessell, radio news editor in Baltimore bureau of Associated Press, transferred to AP broadcast desk, New York.

Samuel P. Norton named president of newly created National Amusement division of National Theatres & Television, Beverly Hills, Calif.

Leith Stevens reelected president of Composers & Lyricists Guild of America. Eastern section of guild's executive board elected **Elie Siegmeister,** first vp; **John Gart,** third vp; **David Terry,** assistant secretary - treasurer. Western section elected **David Raksin,** second vp; **Jerry Livingston,** secretary-treasurer.

Stuart H. Woodruff, west coast operations manager for Warner Bros. Records, promoted to divisional sales manager, eastern district. Succeeding him on west coast is **Gene Benson.**

Renville McMann, formerly eastern sales and merchandising director of radio and tv at Westinghouse Electric Co., joins Trans-Lux Corp., N. Y., to direct company's expansion in closed-circuit tv for industrial and commercial firms, schools and hospitals.

EQUIPMENT & ENGINEERING

John B. Tuthill elected vp, finance, and **W. W. Roodhouse,** vp, administration, of Collins Radio Co., Cedar Rapids, Iowa. Mr. Tuthill moves up from assistant vp, Mr. Roodhouse from director of marketing.

Stewart Phannstiehl elected vp, marketing, of Oak Manufacturing Co., Chicago, manufacturer of electronic and

William S. Hedges, longtime NBC vp, retires

William S. Hedges, vp of NBC for more than 23 years, was honored by network officials twice last week as he prepared to retire after 38 years in broadcasting, most of them with NBC. He was guest of honor at a cocktail party attended by some 200 colleagues on Wednesday and at a luncheon given Friday by NBC president Robert E. Kintner.


Mr. Hedges

Mr. Hedges, 65, retired as of yesterday (Jan. 1). In almost four decades as a broadcaster he became one of the best known and most popular figures in the radio-tv business. He was a founder of the NAB, was its president in 1928 and 1929 and also is a past president of Broadcast Pioneers and The Radio & Television Executives Society. He is the only person who has attended all conventions of the NAB, starting with the first in 1923 (but he expects to miss the 1961 session because of conflict with the Rotary International convention in Tokyo, which he plans to attend).

Mr. Hedges plans to remain close to broadcasting by offering his services as a consultant to a limited number of stations. He is opening temporary offices at his home, 24 Ross Road, Scarsdale, N. Y.

Except for a 10-month lapse in 1937 when he was manager of WLW and WSAI, both Cincinnati, Mr. Hedges has been with NBC continuously since 1931. He joined the network that year as manager of WMAQ Chicago. Two years later he became manager of KDKA Pittsburgh, then operated by NBC under lease, and in 1934 moved to New York as manager of owned-and-operated stations. After his WLW-WSAI tenure he returned to NBC as vp in charge of station relations and traffic.

He was named vp in charge of the newly formed stations department in 1939, and vp in charge of the planning and development department established in 1945. He became vp in charge of general services in 1950. During the 1960 political campaign Mr. Hedges was vp in charge of the network's political broadcasting unit, the title he held at the time of his retirement.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

electrical components. Previously, Mr. Phannstiehl was vp, sales, for Cinch Manufacturing Co., division of United-Carr Fastener Corp.

Palmer M. Craig appointed director of operations of Philco Corp.'s Western Development Laboratories, Palo Alto, Calif. Previously he directed activities of Electronic Engineering Dept. of Consumer Products Div.

Frank M. Hickey named to new post of manager of industrial products sales for CBS Electronics, Danvers, Mass. Previously he was division's merchandising manager of industrial products.

Robert B. Callahan, district sales manager for General Electric, appointed sales manager for industrial electronic components in distributor sales. He succeeds **Charles A. Richardson,** now manager of sales group's East-Central region.

Jack S. Beldon, former president of RCA Sales Corp., named marketing manager of TV-Radio-Phonograph Div. of Magnavox Co., Fort Wayne, Ind. Other Magnavox appointments: **James A. Egan,** zone manager, promoted to field sales manager; **A. Robert Baggs,** formerly with RCA, named manager of radio products and marketing development; **Paul A. Wagner,** formerly with Bell & Howell, Chicago, appointed pr director; and **William H. Boedeker Jr.,** formerly with General Electric, named manager of special products and accounts.

Lt. Col. John A. Hancock, USAF (Ret.), appointed manager of field offices of CBS Laboratories, Stamford, Conn., division of CBS Inc.

Joseph J. Gershon, director of DeVry Technical Institute's resident school, Chicago, elected president of National Electronics Conference, succeeding **Dr. Lawrence Von Tersch.** Other officers: **James H. Kogen,** GPE Controls Inc., vp; **Dr. Thomas F. Jones Jr.,** Purdue U., secretary; **Robert J. Parent,** U. of Wisconsin, treasurer, and **Dr. James S. Aagaard,** Northwestern U., assistant treasurer.

F. H. Bower, engineering administrator for Sylvania's Semiconductor Div., Woburn, Mass., named manager of research and development contracts.

ALLIED FIELDS

Ralph A. Bergsten, executive vp of Don McNeill Enterprises Inc. for past 10 years, appointed managing director of Chicago International Trade Fair. He also has served as general manager of Mr. McNeill's *Breakfast Club* on ABC Radio.

J. Ralph Crutchfield, southern regional manager for American Research Bureau, promoted to new position of assistant station sales manager. **Jim Rupp** succeeds Mr. Crutchfield in southern region.

INTERNATIONAL

Paul Coucke, formerly of *Montreal La Patrie,* French-language daily, appointed chief of news department of CJMS Montreal.

Alex Stewart, formerly manager of tv division of Joseph A. Hardy & Co. Ltd., Toronto, to Stovin-Byles Ltd., that city, station representative.

Robert A. Whelan, editor of employe magazine *Radio* of Canadian Broadcasting Corp., Ottawa, elected president of Canadian Industrial Editors' Assn.

Jean Marion, formerly of CKAC Montreal, named advertising and pr manager of CFTM-TV there.

John A. Pearce joins Canadian Div., Salada-Shirriff-Horsey, as assistant advertising manager.

Gilles Dussault joins Montreal tv office of Joseph A. Hardy & Co. Ltd., station representative firm.

Hugh A. Ingraham, creative director of CJOB Winnipeg, Man., to manager of CJOB-FM, that city, which recently was licensed to program separately.

George A. Brown, production manager of CFAC Calgary, Alta., to retail sales manager of CHCT-TV there. **D. H. Hartford,** assistant production manager of CFAC Calgary, to production manager.

Alan Shalleck, formerly assistant director for CBS-TV's *I've Got A Secret* and *To Tell the Truth,* joins CFTO Toronto, as director.

DEATHS

Tracy S. McCraken, 66, who with his family had holdings in KFBC-AM-TV Cheyenne and KVRS Rock Springs, both Wyoming, and KSTS (TV) Scottsbluff, Neb., died Dec. 26 after two-day illness.

Col. T. H. Barton, 79, president of KARK-AM-TV Little Rock, Ark., famed philanthropist and oil pioneer, died Dec. 24 of heart attack. He had been in ill health.

Latham C. Ovens, 50, vp at Donahue & Coe, N. Y., died Dec. 26 in White Plains, N. Y., hospital.

William R. Vallee, 39, television account representative at Doherty, Clifford, Steers & Shenfield, N. Y., died Dec. 22 of heart attack at wheel of his car.

Charles S. Monroe, 52, manager of administrative services at CBS-TV advertising and sales promotion department, and writer of radio and tv programs, died suddenly Dec. 24 at his home in Forest Hills, N. Y.

Paul M. Breining, 49, regional membership executive for Associated Press in Pennsylvania, Delaware and New Jersey, died Dec. 20 of heart attack at his home near Philadelphia.

Burns fatal to Fred Knorr, radio executive


Mr. Knorr

Radio executive **Fred A. Knorr,** 47, died Monday night (Dec. 26) of injuries suffered in a fall Dec. 9 in a scalding-hot bathtub in a Fort Lauderdale, Fla., hotel room.

Mr. Knorr, who had suffered second and third degree burns on his back and feet after being knocked unconscious in the fall, had made progress toward recovery before lapsing into a critical condition shortly before his death.

Mr. Knorr, who had entered broadcasting in 1937 as a WJBK Detroit announcer, was president and principal stockholder in three broadcasting corporations: Knorr Broadcasting (WKMH - AM - FM Dearborn - Detroit, WKMF Flint, WSAM-AM-FM Saginaw, all Michigan), Jackson Broadcasting and Television (WKHM Jackson, Mich.), and Southern Michigan Broadcasting (WELL Battle Creek). He also was part owner of the Detroit Tigers baseball team. He was a past director at large of the NAB and a past president of the Michigan Assn. of Broadcasters.

A graduate of Hillsdale (Mich.) College, he served a number of Michigan stations in a variety of capacities from 1937 to 1945, when, with two associates, William H. McCoy and Harvey R. Hansen, he founded WKMH to begin the accumulation of his broadcasting interests. About a year ago, Mr. Knorr purchased the stock owned by his original partners in the three corporations.

Mr. Knorr's many civic activities included director of the Boys Committee of Detroit, director of the Dearborn Boys Club, president and trustee of Oakwood Hospital, trustee of Hillsdale College and a member of the advisory council of the Committee on Michigan's Economic Future. In 1949, he was recipient of the Ernie Pyle Award.

STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 21 through Dec. 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Springfield, Ill.—Springfield Telecasting Co.—Uhf ch. 26 (542-548 mc); ERP 17.38 kw visual, 9.77 kw aur.; ant. height above average terrain 148 ft., above ground 146 ft. Estimated construction cost $31,000, first year operating cost $72,000, revenue $84,000. P. O. address 2515 Kemper, Shaker Heights, Ohio. Studio and trans. location 3004 S. 4th St., Springfield. Geographic coordinates 39° 45' 37" N. Lat., 89° 39' 1" W. Long. Transmitter Continental Electronics 714, antenna RCA TFU24DL. **Richard S. Cole,** sole owner, has interest in KVOR Colorado Springs, Colo. and KTUR Turlock, Calif. Ann. Dec. 21.

New am stations

ACTIONS BY FCC

Fairhope, Ala.—Price Bcstg. Corp. Granted 1220 kc, 1 kw D. P.O. address Box 1317. Estimated construction cost $35,450, first year operating cost $43,000, revenue $52,000. Owners are **George K. Noland** (19.6%), bottler; **John Dixon** (19.6%), recording and publishing; **Sam Price Jr.** (17.8%), salesman, WBMK West Point, Ga.; **Charles L. Thompson** (17.8%) recording and publishing, and others. Ann. Dec. 22.

Zephyrhills, Fla. — Zephyr Bcstg. Corp. Granted 1400 kc, 250 w unl. P.O. address 517 First Nat'l Bank Bldg., Tampa, Fla. Estimated construction cost $7,800, first year operating cost $24,000, revenue $31,000. Owners: **John C. Dent** (40%), retired government employe; **Ralph C. Wasdon** (30%); **Edward I. Cutler** (20%), attorney, and **Donald R. Herndon** (10%). Ann. Dec. 22.

Port Lavaca, Tex.—E. J. & W. J. Harpole d/b as Uvalde Bcstrs. Granted 1560 kc, 500 w daytime. P. O. address c/o Edward J. Harpole, Box 758, Uvalde, Tex. Estimated construction cost $17,000, first year operating cost $25,000, revenue $30,000. Principals include **Edward J. Harpole** (50%), general manager-50% owner KVOU Uvalde, Tex., and president-50% owner KVOZ Laredo, Tex., and **W. J. Harpole** (50%), 50% owner KVOU, vice president-39% owner KVOZ, 26.6% owner KVWO Cheyenne, Wyo., and president-66.6% owner KVOP Plainview, Tex. Ann. Dec. 22.

APPLICATIONS

Centre, Ala.—Radio Centre 1560 kc, 1 kw D. P.O. address Centre, Ala. Estimated construction cost $24,714, first year operation cost $28,000, revenue $34,000. **Fleeman H. Boney** is attorney. Ann. Dec. 21.

Prattville, Ala.—Prattville Bcstg. Co. 1300 kc, 1 kw D. P.O. address Box 786, Tallassee, Ala. Estimated construction cost $19,306, first year operation cost $26,000, revenue $32,000. Principals include **Ned N. Butler** and **Claude M. Gray,** equal partners. Mr. Butler owns WTLS Tallassee, Ala. Mr. Grey is consultant engineer. Ann. Dec. 21.

Maryvale Bcstg. Co. Mesa, Ariz.—Amendment to BP-13,415 (for new station) to change frequency from 1520 kc. to 1510 kc., increase power from 1 kw. to 10 kw., change from DA to NON-DA, change ant.-trans. location, operate trans. by remote control from studio location, change station location from Phoenix, Ariz. to Mesa, Ariz.

Boca Raton, Fla.—Boca Bcstrs. 740 kc, 1 kw D. P.O. address 33-54 74th St., Jackson Heights, N.Y. Estimated construction cost $105,200, first year operation cost $72,000, revenue $75,000. Fred Grunwald is physician. Ann. Dec. 21.

Port Chester, N.Y.—Port Chester Bcstg. Co. 1590 kc, 1 kw. P.O. address 50 Charles St., New Rochelle, N.Y. Estimated construction cost $77,442, first year operation cost $120,000, revenue $135,000. **Nicholas J. Zaccagnino,** sole owner, is employe of NBC. Ann. Dec. 21.

Suburban Broadcasting Corp. State College, Pennsylvania—Mod. of cp which authorized new standard broadcast station) to increase power from 500 w to 1 kw and change type trans. and specify studio location. (1390kc). Ann. Dec. 20.

Existing am stations

ACTIONS BY FCC

WCSC-AM-FM-TV Charleston, S. C. — Granted extension of waiver of sect. 4.603 of rules to install and operate second subcarrier on its tv STL station for transmission of fm programs from fm studio to fm trans. until Dec. 1, 1963, conditioned to not degrading tv video and sound channels.

KVET Austin, Tex.—Waived sec. 3.188(b) (1) of rules and granted application to change transmitter site to point 3.6 miles northeast of present site.

APPLICATIONS

KYND Tempe, Arizona—Cp to increase power from 10 kw to 50 kw and install new trans. (1580kc).

WAPF McComb, Miss.—Cp to increase power from 1 kw to 5 kw and install new trans. (980kc). Ann. Dec. 21.

KOLO Reno, Nevada—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (920kc). Ann. Dec. 21.

WCAM Camden, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sect. 3.28(c) of Rules) (1310kc). Ann. Dec. 21.

WRKM Cathage, Tenn.—Cp to increase power from 500 w to 1 kw and install new trans. (1350kc). Ann. Dec. 22.

CALL LETTERS ASSIGNED

WAAS Ashburn, Ga.—Radio Ashburn.

WMPP Chicago Heights, Ill. — Seaway Bcstg. Co.

KBEA Mission, Kan.—Radio Station KBKC Inc. Changed from KBKC.

KLYQ Hamilton, Mont.—Bitter Root Bcstg. Co.

KWRV McCook, Nebr.—Regional Bcstg Corp.

WCGR Canodaga, N.Y.—Canodaga Bcstg. Co.

WSGO Oswego, N.Y.—Clifford C. Harris.

WQSY Slovay, N.Y.—Entertainment Services Inc.

WRSC State College, Pa.—Suburban Bcstg. Corp.

WLEY Youco, P. R.—Ponce Bcstg. Corp.

WSKT Colonial Village, Tenn.—Morgan Bcstg. Co.

WKBA Vinton, Va.—Roanoke-Vinton Radio Inc. Changed from WODI.

New fm station

ACTION BY FCC

Skokie, Ill.—M. Earlene Stebbins (Mrs. Russell G.). Granted 98.3 mc, kc, 1 kw. P.O. address 9244 Avers Ave., Skokie, Ill. Estimated construction cost $14,650, first year operating cost $37,695, revenue $40,000. Applicant is secretary. Her late husband was local sales manager of WNBQ-TV Chicago. Ann. Dec. 22.

APPLICATIONS

Palm Springs, Calif.—George E. Cameron Jr. 104.7 mc, 14.8 kw. Ant. height above average terrain —1147 ft. P.O. address 1432 Beverly Estates Dr., Beverly Hills, Calif. Estimated construction cost $19,945, first year operation cost $34,000, revenue $36,000. Fm applicant will duplicate KDES Palm Springs, Calif. Ann. Dec. 21.

Naples, Fla.—Radio Naples Inc. 94.5 mc, 1 kw. Ant. height above average terrain 116 ft. P.O. address Box 1026. Estimated construction cost $11,821, first year operation cost $10,000, revenue $12,500. Fm applicant will duplicate WNOG Naples, Fla. Ann. Dec. 21.

Tallahassee, Fla.—J. Kenneth Ballinger. 98.9 mc, 26.46 kw. Ant. height above average terrain 394 ft. P.O. address Box 1027. Estimated construction cost $28,298, first year operation cost $25,000, revenue $30,000. **Mr. Ballinger** is attorney. Ann. Dec. 20.

Kenosha, Wis.—Lake Zurich Bcstg. Co. 95.1 mc, 2.5 kw. Ant. height above average terrain 380 ft. P.O. address 111 W. Monroe St., Chicago, Ill. Estimated construction cost $21,017, first year operating cost $73,595, revenue $86,392. Principals include **Margaret Rahmel,** 50%, **John C. Daly, Norris C. Froelich, Paul W. Biegl, John Rossdeutcher, William Emery,** 10% each. Mr. Daly is in finance. Mr. Froelich is sheriff. Mr. Biehl is employe of paper goods company. Mr. Rossdeutcher is owner of paper goods company. Mr. Emery is attorney. Ann. Nov. 28.

Existing fm stations

APPLICATION

KNFP (FM) Arlington, Calif.—Mod. of license to change studio and station location from Arlington, Calif. to La Sierra, Calif. Ann. Dec. 22.

CALL LETTERS ASSIGNED

KALH (FM) Denver, Colo.—Multi-Casting Inc.

WEFA (FM) Waukegan, Ill.—Edward C. Fritz Jr.

WFME (FM) Detroit, Mich.—Jacob Wilson Henock.

KMOX-FM St. Louis, Mo.—Columbia Bcstg. System Inc.

WTFM (FM) Babylon, N.Y.—WGLI Inc. Changed from WGLI-FM.

WXUR-FM Media, Pa.—Brandywine Bcstg. Corp.

WFQM (FM) San Juan, P.R.—Supreme Bcstg. Co. of Puerto Rico. .

Ownership changes

ACTIONS BY FCC

KPON Anderson, Calif.—Granted assignment of license to **Frederick Van Dyke, Ted E. Randal, Cleon William Enis** and **Raymond B. Golden,** d/b as **Big Four Broadcasting;** consideration $55,000 subject to certain adjustments. Ann. Dec. 22.

WFEC Miami, Fla.—Granted transfer of control from **Harry Trenner** to **Consolidated Communications Corp. (Alexander S. Klein Jr.,** president); consideration $240,000. Ann. Dec. 22.

KJUE Corp. (KQEO Albuquerque, N. M. KLEO Wichita, Kans.—Granted (1) transfer of **KQUE Corp.** from **Dandy Bcstg. Corp.** (New Mexico corporation) to Delaware corporation of same name and of **Radio Active Inc.,** from **Merritt Owens, Kenneth R. Greenwood** and **Lee Vaughan** to **Dandy Bcstg. Corp.,** and (2) acquisition of negative control of **Dandy Bcstg. Corp.** by **J. E. Tobin** through purchase of 9.5% stock from **Una O. Vaughan,** executrix of estate of **Lee**

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Vaughan, for $23,000 and 21.5% from Owens for $79,910 to give Tobin 50% interest. Ann. Dec. 22.

WHAI-AM-FM Greenfield, Mass.—Granted transfer of control from **Franklin County Trust Company**, executors of estate of John W. Haigis Sr., deceased, to **John W. Haigis Jr.**; settlement of estate. Ann. Dec. 22.

WHTN-TV (ch. 13) Huntington, W. Va.—Granted assignment of licenses to **Reeves Bcstg. & Development Corp.** (WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif.); consideration $1,925,000. Comr. Bartley dissented. Ann. Dec. 22.

APPLICATIONS

KUDE-AM-FM Oceanside, Calif.—Seeks assignment of license from **Dolph-Pettey Bcstg. Co.**, Delaware corporation, to **Dolph-Pettey Bcstg. Co.**, Virginia corporation. Merger of two companies with dissolution of Delaware corporation. Ann. Dec. 21.

KMET Paradise, Calif.—Seeks assignment of cp from **Douglas Mariska** and **Howard T. Churchill**, equal partners, d/b as **Paradise Bcstrs.** to **Douglas F. Mariska**, sole owner. Transfer of 49% interest from Mr. Churchill to Mr. Mariska for $2,500. Ann. Dec. 21.

WAPE Jacksonville, Fla.—Seeks assignment of license from **William J. Brennan, Cyril G. Brennan**, and **Daniel M. Brennan**, partnership, to **Brennan Bcstg. Co.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

WLBA Gainesville, Ga.—Seeks transfer of control of **Hall Co. Bcstg. Co.** Transfer of 50% interest from **D. T. Pethel Jr.**, 25%, and **Bob P. Gordon**, 25%, to **Ernest H. Reynolds Jr.**, sole owner (presently owns 50%), for $1,000. Ann. Dec. 21.

WBYG Savannah, Ga.—Seeks assignment of license from **Carter C. Peterson** d/b as **Dixie Bcstg. Co.** to **Space Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Mr. Peterson remains sole owner. Ann. Dec. 22.

KEFW (FM) Honolulu, Hawaii—Seeks assignment of cp from **E. F. Weerts** to **Multicasting Corp.** for $3,984. Change to corporate form of ownership. Ann. Dec. 21.

KDVR Sioux City, Iowa—Seeks assignment of cp from **Edwin C. Wolff**, sole owner, to **Wolff Bcstg. Corp.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

WACE Chicopee, Mass.—Seeks transfer of control of **Regional Bcstg. Co.** from **Paul Smallen, Lazar Emanuel** and **Blair Walliser** to **Communications Industries Corp.** Merger to single corporate form of business. Ann. Dec. 21.

WGMR Greenwood, Miss.—Seeks involuntary assignment of license from **Mrs. P. K. Ewing**, executrix of estate of P. K. Ewing, to **Mrs. Fayette C. Ewing**, executrix of estate of Mrs. P. K. Ewing, deceased. Ann. Dec. 21.

WMGM New York, N. Y.—Seeks assignment of license from **Loew's Theatres Bcstg. Corp.** to **Crowell-Collier Bcstg. Corp.** for $10,950,000. Crowell-Collier is parent corporation of KFWB Bcstg. Corp., licensee of KFWB Los Angeles, KEWB Bcstg. Corp., licensee of KEWB Oakland, Calif., and KDWB Bcstg. Corp., licensee of KDWB St. Paul, Minn. Ann. Dec. 19.

WEOK Pughkeepsie, N. Y.—Seeks transfer of control of **Hudson Valley Bcstg. Corp.** from **Paul Smallen, Lazar Emanuel** and **Blair Walliser**, to **Communications Industries Corp.** Merger to single corporate form of business. Ann. Dec. 21.

KRNR Roseburg, Ore.—Seeks transfer of control of **News-Review Co.** Transfer of approximately 2% interest from **Edwin L. Knapp** to **Anna J. Gilstrap**, 50% (presently owns apprx. 49%) and **Frank** and **Paul Jenkins**, 50% (presently own apprx. 49%), for $12,900. It is then proposed to transfer 50% interest from **Anna J. Gilstrap** to **Frank** and **Paul Jenkins**, giving them sole ownership, for $400,000. Ann. Dec. 21.

KLYN-FM Lynden, Wash.—Seeks assignment of license from **Sidney Baron** to **KLYN-FM Inc.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

KALE Pasco, Wash.—Seeks transfer of control of **D & D Bcstg. Corp.** from **L. G. Dix** and **Harold K. Deutsch**, equal partners, to **L. G. Dix**, 33⅓%, and **Harold K. Deutsch**, 66⅔%, for $100 and extension of note. Ann. Dec. 21.

WMKE Milwaukee, Wis.—Seeks assignment of license from **Beacon Electronics Inc.** to **Morman H. Quale**, receiver for Beacon Electronics in insolvency proceedings. Ann. Dec. 21.

Hearing cases

FINAL DECISIONS

■ By report and order, commission finalized rulemaking in docket 13767 and amended tv table of assignments to substitute ch. 13 for ch. 9 in Alturas, Calif., and adding ch. 9 to Redding. It denied conflicting proposal of James E. McKahan and Shasta Telecasting Corp. to assign ch. 9 to Susanville. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 9 initial decision and granted applications of Voice of New South Inc. (WNSL) Laurel, Miss., with engineering condition, and Mid-America Bcstg. Co., (WGVM) Greenville, Miss., to increase power of their stations from 1 kw to 5 kw, continued operation on 1260 kc, D. Comr. King dissented with statement. Ann. Dec. 22.

■ By memorandum opinion and order, commission dismissed as moot petition for temporary relief by Reese Bcstg. Corp. (WCBG) Chambersburg, Pa., and dismissed its companion petition for hearing directed against commission's Dec. 2 notification that, because of undue interference to WAKR Akron, Ohio, WCBG's pre-sunrise operation must be terminated; granted WCBG authority to operate during pre-sunrise hours through Jan. 4, 1961 to permit orderly termination of such operations. Chmn. Ford dissented with statement. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 8 initial decision and denied, for failure to prosecute, application of Bunkie Bcstg. Co. for new am station to operate on 1540 kc, 250 w, D, in Bunkie, La. Comr. King dissented with statement. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 15 initial decision and granted application of Mark Twain Bcstg. Co. renewal of license of KHMO, Hannibal, Mo. Comr. Bartley voted for one year renewal; Comr. King dissented with statement. Ann. Dec. 22.

■ By order, commission made effective Oct. 20 initial decision and granted applications of Zephyr Bcstg. Corp. for new am station to operate on 1400 kc, 250 w, unl. with condition, in Zephyrhills, Fla., and Myron A. Reck to increase daytime power of WTRR Sanford, Fla., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N. Ann. Dec. 22.

■ By memorandum opinion and order, commission granted joint petition by WHFC Inc., and Gale Bcstg. Co., both Chicago, Ill., removed from consolidated hearing in dockets 13627 et al and granted their respective applications to change ERP of WEHS (FM) from 21 kw to 110.4 kw and ant. height from 200 ft. to 197 ft., continued operation on 97.9 mc, and change ERP of WFMT (FM) from 29.5 kw to 197 kw and ant. height from 550 ft. to 537.2 ft., continued operation on 98.7 mc, both conditioned to accepting any objectionable interference which may be caused to their operations as result of grant of application of M. Earlene Stebbins for new class A fm station to operate on 98.3 mc in Skokie, Ill. Ann. Dec. 22.

■ By separate memorandum opinion and order, commission granted petition for reconsideration by M. Earlene Stebbins and granted her application for new class A fm station to operate on 98.3 mc, ERP 1 kw; ant. height 131 ft., in Skokie, Ill., conditioned to accepting such interference as may be imposed upon her operation as result of above-mentioned grants. Ann. Dec. 22.

■ By order, commission granted joint petition by applicants and made effective immediately Nov. 7 initial decision, as amended by commission, and granted applications of Hub City Bcstg. Co., (WHSY) Hattiesburg, Miss., Veterans Bcstg. Co. (KNUZ) Houston, Tex., and Radio New Orleans Inc. (WJBW) New Orleans, La., to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, engineering conditions, and Price Bcstg. Corp., for new station to operate on 1220 kc, 1 kw, DA, D, in Fairhope, Ala. Ann. Dec. 22.

■ By order, commission granted petition by Lewis O. Seibert, reopened record to admit into evidence his affidavit of no consideration in connection with dismissal of two formerly competing applications and closed record, and made effective immediately Nov. 8 initial decision and granted his application for new am station to operate on 1560 kc, 500 w, D, in Port Lavaca, Tex. Ann. Dec. 22.

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D. Ann. Dec. 21.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Ohio Music Corp. for new class B fm station to operate on 93.1 mc, ERP 20 kw, ant. height 622.6 ft., in Cleveland, Ohio, and denying application

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 28

	ON AIR LIC.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,498	41	119	836
FM	750	65	206	93
TV	480	17[2]	113	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 28

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING Oct. 31

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

of Paul J. Molnar for similar facilities with ERP 24.66 kw and ant. height 403 ft. Ann. Dec. 23.

OTHER ACTIONS

■ Granted request by New Orleans Tv Corp. for mod. of STA for period of 90 days from March 20, 1961, to install separate visual ant. for WVUE (TV) (ch. 13, Biloxi assignment), New Orleans, La., with increased visual ant. height from 240 ft. to 330 ft., radius of predicted principal city contour from 17 to 21 miles, grade A contour from 24 to 28 miles, and grade B contour from 43 to 47 miles, and continued previous conditions attached to temporary authority. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Forward Tv Inc. (WMTV, ch. 33), Madison, Wis., to add ch. 15 to Madison and delete ch. 33 there, and delete ch. 15 from Richland Center and substitute ch. 40. If proposed changes are adopted, commission will then determine what further steps it should take with respect to Forward's request for show cause order to modify its license of WMTV to specify ch. 15 instead of ch. 33 in Madison. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Newark Public Schools to assign ch. *28 to Newark, Ohio, for noncommercial educational use by substituting ch. 68 for ch. 28 in Lancaster, Ohio. Petitioner stated that to provide educational service to its public schools, to Licking County and to portions of other counties, it plans to file application for a uhf translator in Newark to rebroadcast programs of Ohio State U. station WOSU-TV (ch. 34) in Columbus, and later to provide locally produced educational programs using its own station. Ann. Dec. 22.

■ Commission invites comments to notice of proposed rulemaking looking toward reserving for educational use ch. 18 (now commercial), deleting ch. *70 (educational), and adding ch. 67 to Austin, Tex., and substituting ch. 75 for ch. 53 in San Marcos. Texas-Longhorn Bcstg. Corp., prospective applicant for tv station in Austin, petitioned for rulemaking to substitute ch. 67 for ch. 70 in Austin and reserve ch. 18 for educational use, substitute ch. 70 for ch. 52 in Brenham, and substitute ch. 80 for ch. 53 in San Marcos. Commission feels its proposal would accomplish objective of petitioner, but requests comments on both proposals. Petition by John R. Powley and Frank J. Hedrick to add ch. 67 to Austin by making other assignment changes was dismissed at their request. Chmn. Ford and Comr. Cross dissented. Ann. Dec. 22.

■ Commission invites comments to notice of proposed rulemaking looking toward assigning ch. 37 to Lexington, Ky., and deleting ch. 70 from that city, and substituting latter channel for ch. 37 in Winchester, Ky. Bluegrass Bcstg. Co., petitioned for changes to enable it to apply for ch. 37 at Lexington. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Palmetto Radio Corp. (WNOK-TV, ch. 67), Columbia, S. C., to assign ch. 14 to that city. It would delete chs. *19 and 67 and add chs. 14 and *31 in Columbia, substitute ch. 19 for ch. 14 in Camden, and substitute ch. 67 for ch. 31 in Lancaster, all South Carolina. Ann. Dec. 22.

■ By memorandum opinion and order, commission denied petitions by Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., for enlargement of issues in am consolidated proceeding in dockets 13649 et al., and for reconsideration of Motions commissioner's denial of extension of time to file reply to opposition. Comr. Hyde not participating. Ann. Dec. 22.

■ Commission on December 20 granted petition by Coastal Bcstg. Co., (WDEA) Ellsworth, Maine, and extended time to file comments from Dec. 23 to Jan. 20, 1961, and for reply comments from Jan. 9 to Feb. 3, 1961, in tv rulemaking proceeding involving Augusta, Bangor, Calais and Presque Isle, all Maine. Ann. Dec. 23.

■ Granted petition by Transcontinent Tv Corp. (WROC-TV) Rochester, N. Y., and extended from Jan. 6, 1961 to Feb. 15, 1961 time to file comments and from Jan. 17 to Feb. 27, 1961 for replies in Syracuse and Rochester, N. Y., tv rulemaking proceedings. Ann. Dec. 27.

■ Commission on December 21 granted request by National Association of Broadcasters and extended from Dec. 26, 1960 to March 13, 1961 time to file comments and from Jan. 6 to March 23, 1961 for replies in matter of amendment of part 3 of rules governing tv broadcast stations concerning requirements for frequency monitors. Ann. Dec. 27.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to Dec. 23 time within which parties may submit their briefs in proceeding on application of International Good Music Inc., for new fm station in San Diego, Calif. Action Dec. 19.

■ Granted petition by WLOX Bcstg. Co. and extended to Feb. 1, 1961, to file exceptions to supplemental initial decision in Biloxi, Miss., tv ch. 13 remand proceeding. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended to Dec. 23 time to respond to petition by First Presbyterian Church of Seattle, Seattle, Wash., for dismissal of application of Washington State U, Pullman, Wash., for modification of license of KWSC, and extended to Jan. 6, 1961, time for petitioner to reply to all oppositions. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended to Dec. 22 time to reply to petition by New Bcstg. Co., New York, N. Y., for reconsideration or to delete issues in proceeding on its fm application, et al. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended time to respond to petition by Metropolitan Tv Co. (KOA) Denver, Colo., to enlarge issues in proceeding on am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al., until ten days after final action on KOA's petition to intervene. Action Dec. 20.

By Chief Hearing Examiner James D. Cunningham

Scheduled resumption of oral argument for Jan. 4, 1961, on joint petition of Cumberland Valley Bcstg. Corp., Westernport, Md., and Windber Community Bcstg. System, Windber, Pa., for approval of agreement to withdraw application of Cumberland Valley Bcstg. Corp.; and scheduled resumption of oral argument on same date on joint petition by Gosco Bcstrs., Windber, Pa., and Windber Community Bcstg. System, Windber, for approval of agreement to withdraw application of Gosco; applications are consolidated for hearing in dockets 13712 et al. Action Dec. 20.

■ Scheduled resumption of oral argument for Jan. 9, 1961, on joint petition of Donald M. Donze and Robert D. and Martha M. Rapp, Festus, Mo., for approval of agreement to withdraw application of Rapp; applications are consolidated for hearing in dockets 13694 et al. Action Dec. 20.

■ Granted petition by Henry Perozzo (KAYE) Puyallup, Wash., and accepted his written appearance filed late in proceeding on his am application which is consolidated for hearing in dockets 13771 et al. Action Dec. 16.

■ Granted petition by Air Transport Association of America for leave to intervene in proceeding on application of Maine Radio and Tv Co. (WCSH-TV) Portland, Maine. Action Dec. 19.

■ Granted petition by Voice of Dowagiac for dismissal without prejudice of its application for new am station in Dowagiac, Mich. Action Dec. 19.

■ Scheduled for hearing on Feb. 23, 1961, applications of Dixie Radio Inc., and Harry Llewellyn Bowyer Jr., for new am stations in Brunswick, Ga. Action Dec. 19.

■ Granted petition by Chester Bcstg. Co. for dismissal without prejudice of its application for new am station in Chester, Ill.; application was consolidated for hearing in dockets 13010 et al. Action Dec. 21.

■ Scheduled hearing for March 7, 1961, in matter of order to Atlanta OK Bcstg. Co., (WAOK) Atlanta, Ga., and WRMA Bcstg. Co., (WRMA) Montgomery, Ala., in cease and desist and show cause proceeding. Action Dec. 21.

By Hearing Examiner Thomas H. Donahue

■ Dismissed as moot motion by Air Transport Association of America for continuance of Dec. 21 prehearing conference in proceeding on application of Maine Radio and Tv Co. (WCSH-TV) Portland, Maine. Action Dec. 21.

By Hearing Examiner Isadore A. Honig

■ On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of hearing is corrected in various respects in proceeding on am application of Associated Bcstg. Inc. (WHYS) Ocala, Fla. Action Dec. 22.

Continued on page 63

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VELOCITY MICROPHONE
only $125.00

All the advantages of the famous 44BX and Junior Velocity Microphones are here combined with the latest developments in ribbon microphone design for full fidelity performance. Wide-range frequency response makes it ideal for music pickup. Bidirectional figure-eight pattern permits placing of performers on both sides of the microphone.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Splendid opportunity for manager first class ticket, capable of announcing, producing personal sales and working with salesmen. Salary and profit sharing arrangement. Small east coast radio station. Send photo, tape and resume to: Box 347D, BROADCASTING.

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Sales manager who can manage and sell personally in a California metropolitan market, for a multi-station group. Excellent opportunity for qualified man. Send full details and references to Box 394D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Salesman—excellent opportunity for good producer. Top St. Louis independent multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume. Box 977C, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

$400 guarantee to experienced young salesman for radio in upstate New York. Commission makes it possible to earn over $1,000 per month. If you can't close, don't write. Box 444D, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Salesman KTRI, Sioux City, Iowa. Young ideas, hard worker, salary plus commission.

Good opening for experienced salesman with 1000 watt daytime station. Must write own copy, car needed. Will give 13-week guarantee. References required. Write Station WGHQ, Box 165, Uptown Post Office, Kingston, New York.

Help Wanted—(Cont'd)

Sales

Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ. Box 663, Kalamazoo.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Chicago suburban—responsible, reliable announcer-program director—full charge. Handle morning shift. Good salary—opportunity with progressive FM organization Box 436D, BROADCASTING.

Air personality . . . with production ability . . . for morning show in major midwestern market. Salary commensurate with ability. Send tape and resume. Box 439D, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Announcer with first class ticket for thirty-five year old five thousand watt. Easy listening, quality music NBC station. Send tape, references, resume, salary requirements Hugh Barclay, WCOA, Pensacola, Florida.

Aggressive announcer wanted mainly for mobile news, interviews and also some board work. Minimum salary $100. Send tape, resume and photo to Jack Hurst, Program Director, WGST, Atlanta, Georgia.

Announcer with first ticket for evening shift. Good opportunity for young man to complete education at beautiful local college. WGTC Radio, Greenville, N. C.

Straight staff announcer network station, some experience necessary. Send tape, picture, resume. None returned. WLDB, Atlantic City, New Jersey.

WNLC, New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Les Morson, Program Director.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Help Wanted—(Cont'd)

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

North Indiana station wants man 1st phone ticket, interested in announcing, news or sales. Can pay for quality, if we get it. Box 404D, BROADCASTING.

Combination engineer-announcer. 1 kilowatt daytime—Atlanta market—send tape, photo, resume, minimum salary requirements to Box 456D, BROADCASTING.

Need chief engineer for television-radio combination. Must know maintenance and construction. Salary commensurate with ability. Rush details to KRSD, Rapid City, South Dakota.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability. WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Production-Programming, Others

Immediate opening. Radio-tv sports director. Two tv shows per day, radio play-by-play. Good salary and outstanding opportunity for advancement in midwest multiple station operation. Box 449D, BROADCASTING.

Experienced farm director needed. Must have strong program and commercial appeal. An opportunity for the right man. Send full details first letter to Manager, KQAQ, Box 481, Austin, Minnesota.

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

RADIO

Situations Wanted—Management

Tenn.-Kentucky. Young man, family, first phone. Ideal manager for single market. Employed as such. Box 408D, BROADCASTING.

14 years successful radio, tv experience-manager, salesmanager. Excellent references; family man; active in civic, fraternal organizations; loyal, hardworking. Midwest preferred. Box 421D, BROADCASTING.

Desire relocate, re-enter radio. Resigned radio managerial position year ago become managing director Chamber of Commerce. Tripled membership, originated business development corporation. Have profitably managed two stations, commercial manager three others. Accept challenge make your station profitable operation with stock purchase privilege through profit participation. Prefer southeast state, small, medium market. Age 47, married, two children. Replies confidential. Box 443D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Change of ownership makes available manager or sales manager. Metropolitan and small market experience. Prefer incentive plan. Box 446D, BROADCASTING.

Employed manager available due to ownership transfer. 18 years experience all phases radio. Sober, dependable, excellent references. Go anywhere for right offer with ownership potential. Replies confidential. Write P. O. Box 6278, Augusta, Georgia.

Sales

Desire sales management salary and percentage. Know sales, production, have first phone. Box 447D, BROADCASTING.

Gettin' out and ready to go! Completing 2 years Army service January 30, 1961, 1/Lt. Battalion Adjutant, Ft. Riley, Kansas. B.S. Business, Indiana University. Foundation experience in radio and tv sales and producduction. Married, 24 years old. Eager for sales opportunity in progressive organization. Location unimportant, only the job counts. Expect to work for a living and be paid for accomplishments. Let's get together! John G. Enoch, 1927 College Heights, Manhattan, Kansas.

Announcers

Basketball play-by-play seven years experience. finest of references. Box 747C BROADCASTING.

Announcer-dj. 8 years same station. Prefer all-night. Box 322D, BROADCASTING.

Announcer-salesman, married. Bright sound. Tight format. Will settle. DE 3-5027, Jersey City, Box 399D, BROADCASTING.

Announcer, experienced. No floater. Married. Will settle. Run own board. Box 400D, BROADCASTING.

Sports-PD. 8 years, play-by-play, news and dj college graduate, 27, family. Excellent character and references. Employed. Seeking station demanding mature, permanent and respectable personnel. South, southwest, midwest. Box 402D, BROADCASTING.

Announcer. N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of popular music, terrific. Audience pleaser. Box 416D, BROADCASTING.

Announcer, beginner, college degree in broadcasting. Managed armed forces radio station. Good background for sports and news. Mature, no prima donna. Box 419D, BROADCASTING.

Salesmanager 31, first phone. Top references. 10 years radio, want management. Box 423D, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful adult music, news style. Tape. Box 425D, BROADCASTING.

Nationally known country music personality. Over 20 years radio and television experience. Wants d.j. situation. Would like station with tv outlet for live music and show group with A.R.B. of 24.5 on last sponsored show. A-1 references. Personal interview possible. Address Box 428D, BROADCASTING.

Sportscaster, experienced. Collegiate type. Swinging d.j. vet. Seeking permanent spot. Married. Box 429D, BROADCASTING.

New York City area. Announcer, adult deejay. Good background radio, tv, show biz. No prima donna. Mature, family, reliable. Bayside 5-7039. Box 432D, BROADCASTING.

Announcer, will travel, handles news, commercials, dj and own board. Audition tape available. Box 433D, BROADCASTING.

Announcer. Top man present medium market station. 5 years experience. Seeks to relocate. Prefer midwest. Box 434D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer experienced: Want to settle down, not a floater, bright sound, tight production, not a prima donna. Box 437D, BROADCASTING.

Combo man, good engineer fair announcer/dj, married, references, constructed one station, will send tape. Best conditions, salary takes. Box 438D, BROADCASTING.

Attention northwestern South Carolina stations! Experienced, dependable announcer-newscaster desires announcing position. References. Box 452D, BROADCASTING.

9 years background—large market tv and radio news and staff man. Seeking good eastern metro radio, no top 40. Top references as lively newsman and strong on selling commercials. Box 453D, BROADCASTING.

Chief engineer-announcer. Prefer southeast. Experienced maintenance production. Available immediately. Box 454D, BROADCASTING.

Morning man. with good morning sound, bright personality, deep voice. Professional, married, anywhere, telephone 3129-J, 206 South Marion, Lake City, Florida.

Paul Guaraglia: Great voice, experience. BA-Broadcasting. Restricted ticket. 381 Santa Barbara, Daly City, California. Plaza 5-2674.

Young married announcer first phone. Experience modern radio. Don Jones, 845 North Harvard, Los Angeles, California.

Experienced 1st phone. Announcer personality dj available immediately. Fred Lane, 15 No. Ferndale, St. Paul, Minn. Telephone SP 9-0041.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Bob Stone experienced first phone. Tight board, smooth sound. 51 Woodrow St., Daly City, California, PL 5-5346.

California returnee announcer-engineer first phone operate own board any pace. 31, veteran, married, available now. Ansel Weathers, 16 Reed St., Sumter, South Carolina.

Technical

Experienced chief engineer. Directional and remote control. Seven years radio; one year control room and transmitter duty in tv Prefer south. Box 338D, BROADCASTING.

Graduate technical institute with first phone wants trainee program as studio/transmitter engineer. Box 409D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

1st phone, 4 years experience, likes people, enjoys work. Prefer night shift will consider all. Past and present employer best references. Ken Riker, 67 Katherine St., Hornell, New York, phone 2229.

Experienced combo engineer-announcer-bookkeeper-traffic director desires a permanent job in southeast. Engineering priority, announcing secondary. Contact James W. Spires, WGSW Radio, Greenwood, S. C. Telephone OR 9-3144.

Production-Programing, Others

Three years experience. Top ratings. Now program and music director in metropolitan market. College, veteran, married. Available February. Box 415D, BROADCASTING.

Why? Why hire me? Because I'm a sales promotion writer with over seven years experience in radio and tv. I'm 31, have BA and MA. I'm skilled in all facets of promotional writing and have printing, editing and layout background. I'll quickly adapt to your specific sales endeavors. I'm not greedy regarding salary. Let's hear from you. Box 417D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Wanted, news job. International relations and government degree. Some experience. Also, 1st phone. Box 420D, BROADCASTING.

Executive secretary with complete accounting knowledge and 10 years radio and television experience hopes to relocate in right position after January 15th. Experience includes (1) all phases of general office including secretarial; (2) accounting from daily detail to balance sheet and P & L with analysis and budget controls; (3) F.C.C. applications, reports, etc.; (4) office organization, systems and procedures; (5) handling of corporate records such as minutes, stock books, etc.; (6) personnel interviewing and training; (7) creating job description manuals; (8) radio and tv traffic; (9) Research, sales presentations and assistance to salesmen in preparing material and planning calls; (10) Limited continuity. Preference: secretary to busy broadcast executive who needs assistance in organization of his office to save valuable time, interruptions, etc. Shorthand and typing excellent. Age, 29. Most experience with one organization. Not afraid of hard work. Interesting position more important than salary. Please write Box 422D, BROADCASTING.

Can promote your station to number one. Major market disc jockey desires p.d. experience. Creative! Cheap! Available immediately. Box 424D, BROADCASTING.

Over 3 years experience announcing. Would like to relocate in traffic, copywriting, some announcing. Married, sincere, want permanent position. Box 435D, BROADCASTING.

Program director now available. 15 years broadcast veteran. Professional voice, know music and good production. No top 40. Best references. Box 445D, BROADCASTING.

Will work for peanuts to learn more radio. 2 years of part time experience. Contact Darrell Denstedt, 683 N. Gordina, Burns, Ore., PH 4261.

TELEVISION

Help Wanted—Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Opportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Film sales representatives, most major US markets, new series color tv commercials especially hot for sale January, February, March. Advise qualifications and territory desired: Box 374D, BROADCASTING.

Leading NBC-TV affiliate in wealthy Iowa market has excellent opportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph Box 388D, BROADCASTING.

Sales director—to take full charge of sales department, supervising local sales and promotion and personally handling national. Wide-coverage full-power vhf in southwestern metropolitan market. Box 430D, BROADCASTING.

Announcers

Due to station expansion, need mature on-camera announcer. Ability to sell on the air, ad-lib and read prompter a "must". Permanent position and exceptional salary for the right man chosen for a leading midwest station. Send audio tape and picture, references or 16 MM SOF. Box 373D, BROADCASTING.

Announcer: For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Iowa.

Think you can become a tv weathercaster? Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

Help Wanted—(Cont'd)

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Chief engineer 1 kw uhf. WXTV, Youngstown, Ohio.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Vacancies exist on staff for television coverage of Adolph Eichmann trial in Jerusalem beginning in February and running several months. Well experienced remote supervisor, vidotape and television film recording personnel may mail complete resumes to Milton Fruchtman, Executive Producer, Capital Cities Broadcasting Corporation, 24 East 51 Street, New York 22, N.Y. (Please do not telephone.)

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, P.O. Box 840, Corpus Christi, Texas.

Production—Programming, Others

West Texas television station desires a fully experienced continuity writer. Reply with full details and picture with first correspondence. Box 440D, BROADCASTING.

Experienced director switcher-producer. Immediate opening for permanent addition midwest tv station. Must be artistic and know lighting. New and modern operation. Write including complete experience, references and recent photo. Box 395D, BROADCASTING.

Program director—metropolitan vhf in sizeable southern market seeks thoroughly qualified, experienced man to head up entire Program operations. Box 431D, BROADCASTING.

Wanted, fully versatile and experienced television art director for west Texas television station market. Picture and complete details with first correspondence. Box 441D, BROADCASTING.

Excellent position open for male or female continuity writer. Ability to write, selling commercials for local accounts a must. Excellent salary, position is now open in the midwest. Send sample copy, photograph and references. If you can write, this is your opportunity. Box 451D, BROADCASTING.

TV top director (drama, documentary, musical credits). Fluent French, relocate, salary hi, no fee, resumes 1st. Box 455D, BROADCASTING.

Immediate opening for tv director. Midwest CBS affiliate in medium market. Rush full details and salary desired to Gene Milsteen, KFEQ-TV, St. Joseph, Mo.

Our sports director is leaving to take a major market assignment. We must replace him immediately with an aggressive sports man able to do weekly live bowling and live wrestling show on tv plus regular tv and radio play-by-play sports. Good salary and excellent future for right man. Reply by collect wire stating years experience, availability date and starting salary. Sports, KWWL Radio and TV, Waterloo, Iowa.

TELEVISION

Situation Wanted—Management

Have you been unemployed at Christmas? Experienced salesmanager. National, regional, local. Finest industry references. I love sales, results, progress! Must have 10-12 guaranteed. Don't generalize, be specific! Box 385D, BROADCASTING.

Announcers

Radio-tv announcer 29, personable and telegenic. Write or phone for tape and or 16mm kine. Harry McVeety, 434 Park Place, Brooklyn 38, N. Y. STerling 9-0110.

Situations Wanted—(Cont'd)

Technical

Experienced tv man available, prefer transmitter operation and maintenance. Box 442D, BROADCASTING.

Experienced studio/transmitter engineer, 3 years, mid-twenties, first phone, ham seven years, also production experience. Julian N. Judell, 400½ Broaddus Avenue, Clarksburg, West Virginia.

Production-Programming, Others

Director, 5 years experienec wants affiliation with progressive production dept. Will consider tv-radio combination. Box 418D, BROADCASTING.

Do you need a director with 9 years in all phases of TV, strong on camera work, who has ambition that can furnish best references, plus network experience? Box 426D, BROADCASTING.

I am young, energetic, have character; February graduate with A.B. in tv. Want responsible job in production or management. Mr. Jerry Patrinos, 145 North 79, Milwaukee 13, Wisconsin.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

One 4 bay FM Andrews antenna in good condition. KAYL, Storm Lake, Iowa.

Gates Nitewatch, one year old. Used very little—like new. Make offer. Contact Russell George, WOIC, Columbia, S. C.

Gates (ST-101) spot tape. Make offer. No reasonable figure refused. Two Gates CB-10 turntables. Manager, WONW, Defiance, Ohio.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—444′ galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

One GE BT-1-B 250 watt, FM transmitter in good condition, $1,250.00. Wayne Marcy, 4007 Bellaire Blvd. #8, Houston 25, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Equipment

Pulse transformer used in Dumont studio sync generator—Dumont part #20B4919 180 cycle counter. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Would like to lease Kentucky or other southeastern one kilowatt daytimer single market station. Am responsible party with current ownership. Box 406D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Must find Frank Paul Cagemi. Air name Frank Carroll and Frank Condon. Contact Mrs. Ruthie Mae Taylor, 401 Stuart Avenue, Marianna, Fla., HuD 2-2889.

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Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Announcers

Think You Can Become A TV WEATHERCASTER???

Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

FOR SALE

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In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

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Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.

356 W. 40th STREET, NEW YORK 18, N.Y.

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

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P.O. Box 3192 Santa Barbara, Calif.

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ALL MAJOR U.S. MARKETS
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Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

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New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency Financial Groups
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Check with order. Delivery within 3 days.
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HAWAIIAN PARADISE

Beat the cold. Live and invest in America's 50th state. Fulltime 5 kilowatt facility well equipped and beautifully appointed. Doing good gross now with excellent potential for future. $200,000 on terms.

Box 450D, BROADCASTING.

FOR SALE

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S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N W	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY

1182 W Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

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Dollar for Dollar

you can't
beat a
classified ad
for getting
top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 59

By Hearing Examiner H. Gifford Irion

■ Scheduled Jan. 25, 1961 for further hearing in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Co., (WQXR) New York, N. Y. Action Dec. 21.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., to reflect change in proposed transmitter site, supply related financial data and delete option agreement; application is in consolidated hearing with Town Radio Inc., Shippensburg, Pa., in dockets 13624-5. Action Dec. 21.

By Hearing Examiner Jay A. Kyle

■ Upon request by WBUD Inc., extended from Dec. 21 to Dec. 28 time to file proposed findings in proceeding on its application and that of Concert Network Inc., for new fm stations in Trenton, N. J. Action Dec. 19.

By Hearing Examiner Forest L. McClenning

■ Scheduled hearing conference for Dec. 29 in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co., for new am stations in West Memphis, Ark., to determine what action shall be taken relative to depositions taken on Oct. 26, 27 and 28, transcripts of which have not been received in offices of commission. Ann. Dec. 22.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau, extended from Dec. 22 to Jan. 20, 1961, time to file proposed findings and from Jan. 5 to Feb. 3, 1961, for replies in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan Jr., and Pier San Inc., for new am stations in Pratt, and Larned, both Kansas. Action Dec. 19.

■ Dismissed request of Cosmopolitan Bcstg. Co., New Orleans, La., to take official notice (1) that on Nov. 14 WHHT was licensed to operate at Lucedale, Miss., on 1440 kc, 10 kw, D, and (2) area included within the 0.5 mv/m contour of WHHT, as shown in engineering report on file as part of its application, without prejudice, however, to tendering and possible receipt of engineering statement attached to this request at further hearing. Action Dec. 22.

■ Scheduled further hearing for Jan. 10 to consider matters mentioned in examiner's Nov. 28 and Dec. 22 orders and cancelled dates set in order of Nov. 17 for filing of proposed findings and new dates will be set at further hearing in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Dec. 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Muskingum Bcstg. Co., Zanesville, Ohio, for leave to amend its am application to show substitution for figure I which was originally incorrectly plotted; application is in group 2 of consolidated am proceeding. Action Dec. 19.

■ Pursuant to agreement of counsel at Dec. 21 prehearing conference, scheduled hearing for Feb. 28, 1961 in San Angelo, Tex., tv ch. 3 proceeding. Action Dec. 21.

Petitions for rulemaking

Vincennes U., Vincennes, Ind.—Requests amendment of rules so as to allocate uhf ch. 52 to Vincennes, Ind., and uhf ch. 44 to Princeton, Ind. Ann. Dec. 27.

Ogden City Board of Education Ogden, Utah—Requests amendment of rules so as to reserve ch. 24 in Ogden, Utah for educational tv use. Ann. Dec. 27.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 kc

New Corner Brook, Nfld.—1 DA-N unl.

570 kc

CFCB Corner Brook, Nfld.—1 ND unl.

610 kc

CKKL Thompson Townsite, Manitoba—1 ND unl.

1230 kc

CKVD Val D'Or, P.Q.—1kwD/ND unl. (PO: 1230kc 0.25kw ND) O.25kwN.

New Kamloops, B. C.—1kwD/ND unl. 0.25kwN.

1250 kc

New Dartmouth, N.S.—5 DA-1 unl.



Fewer calories same nutrients for woman 65 years

For the maintenance of health and well-being the recommended daily dietary allowances for "Women, 65 years," is lower in calories, yet is the same in essential nutrients as for younger age groups. A moderate reduction in dietary fat reduces the total calories. For those advising women in this age group about their diet, *a basic cereal and milk breakfast* as shown in the chart below merits consideration. Its fat content of 10.9 gm. provides 20 per cent of the total calories. *Thus it is a moderate low-fat breakfast.* As shown in the chart below, it provides for "Women, 65 years," and for younger age groups about one-fourth of the recommended daily dietary allowances of protein, important B vitamins, and essential minerals. The Iowa Breakfast Studies demonstrated that *a well-balanced, moderate low-fat basic cereal and milk breakfast was nutritionally efficient for the young and old alike.*

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Women, 65 Years (58 kg.—128 lb.)	1800	58 gm.	0.8 gm.	12 mg.	5000 I.U.	1.0 mg.	1.5 mg.	17 mg.	70 mg.
Percentage Contributed by Basic Breakfast	27.9%	36.0%	66.5%	22.5%	11.8%	46.0%	53.3%	43.3%	93.6%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.
Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to Robert Jay Leder, vp-director, WOR-AM-TV & KHJ-TV

His 'only ability' turns stations into gushers

At 29, Bob Leder was vice president and general manager of WINS New York and colleagues used to refer to him impishly as the "grandfather of rock 'n' roll."

It is a measure of his adaptability that Mr. Leder has made the transition gracefully to a station operation that may be fairly described as the antithesis of the WINS of the 1950s. In 1956 he was appointed vice president and general manager of WOR New York, known as a "talk" station because of its emphasis on news, public service and "chatter" programs. Today Mr. Leder is vice president and division director of WOR-AM-TV, and of another RKO General outlet, KHJ-TV Los Angeles.

He appreciates his tenure at WINS because his record of accomplishment there won him his initial recognition in the station management field. He recalls that he imported disc jockey Alan Freed to conduct what was then called a "rhythm and blues" program in 1954 under the title of *The Moondog Show*. The title of the program was challenged by another entertainer and, Mr. Leder remembers, the name "rock 'n' roll" was coined jointly by Bob Smith, then WINS program manager, and himself.

WINS' growth during Mr. Leder's stewardship can be illustrated by these statistics: Elroy McCaw bought the station for approximately $450,000 and two years later, in 1956, he was offered a reported $2.5 million for the property. Mr. Leder's achievements at WINS came to the attention of Thomas F. O'Neill, RKO General chairman-president, and Mr. Leder's rock 'n' roll interlude was ended.

Vintage Leder ▪ It comes as a surprise to many of his industry friends that Mr. Leder today is only 35. They reason that he has been involved with radio-television for more than 15 years and has been an executive for more than 10 years: *ipso facto,* he must be older. Then, too, he is self-assured and business-like, and reveals a balding pate and a ruggedly handsome face that is heavily-bearded.

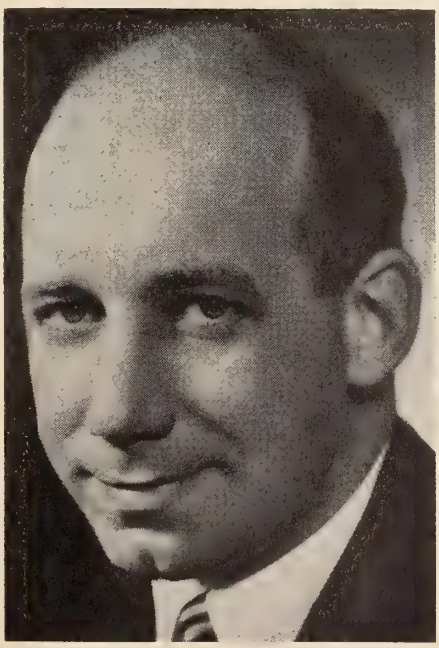
Colleagues attribute his success to his well-rounded experience in advertising, production and sales and to a capacity for delegating authority. Tom O'Neil, his superior, is quoted as having told Mr. Leder jestingly: "The only ability you have is to hire the right people." Mr. Leder himself recognizes that this characterization is an oblique but meaningful compliment: it indicates that he is a "team man" and can select and direct high-quality personnel.

Mr. Leder relates that he was always interested in "communications" and recalls pridefully that as a youngster growing up in his native Brooklyn, he was high school correspondent for the now defunct *Brooklyn Eagle*. Robert Jay Leder was born on July 26, 1925, and attended Brooklyn Technical High School. He enlisted in the U. S. Coast Guard upon graduation in 1942, and served for more than a year as a petty officer attached to a chemical warfare unit. A serious infection resulting from his exposure to chemicals ended Mr. Leder's military career in 1943.

He thereupon enrolled at the Columbia U. extension school to study radio and television broadcasting for two years, and remembers that his first industry acquaintance was Sydney Eiges, now NBC vice president for public information and then an instructor at the school. In 1945, Mr. Leder started his career as a junior account executive at Elliot Adv., New York, and two years later joined Booth-Vicery-Schwinn Adv., New York.

Leder Header ▪ His experience widened the next few years. He worked at WVNJ Newark as a salesman for almost a year in 1948; formed his own tv production company and operated it between 1948-49 and abandoned it, he concedes frankly, because "tv just wasn't profitable for a producer at that time." He joined NBC Spot Sales in late 1949 as an account executive.

He acknowledges he was "dead broke" at the time and remembers warmly that it was the friendly gesture of six industry executives that helped him land the NBC Spot Sales post. He had called "cold" on Henry I. Christal, who suggested he seek out Lloyd George Venard. The chain then extended to George Shupert, Ren Kraft, Tom McFadden and, finally to Jim McConnel, then head of NBC Spot Sales. Mr. Leder refers to them glowingly as "my six-horse parlay."



RKO's Leder
A 'grandfather' at 29

In 1950, Mr. Leder was promoted to eastern sales manager for radio for the unit and in 1951 was appointed national sales manager for radio. In 1952, he shifted to the network's WNBC New York as director of sales and remained there until he joined WINS.

Leder Legerdemain ▪ Mr. Leder points with pride to the fiscal picture at both WOR and WOR-TV. He reports that the radio station will gross more than $6.5 million this year and "earn the largest net profit of any radio station," and claims WOR-TV will net more money than any independent tv outlet in the country. Mr. Leder articulates what Mr. O'Neil indicated when he says: "The success of our stations rests largely with the team I have built up here; some of the people have been with me at other stations. I cannot give enough credit to people like Bob Smith, who is program manager of both WOR and WOR-TV; Burt Lambert, sales manager of WOR-TV; Jacques Biraben, sales manager of WOR, and Martin Fliesler, advertising-promotion director of both stations."

Since early this year, Mr. Leder also has been delegated with overall responsibility for KHJ-TV, and works closely with Malcolm Klein, the station's general manager.

Mr. Leder is a "joiner" and finds this proclivity compatible with WOR's interest in community services. He is chairman of the New York state Conelrad advisory committee to the FCC; deputy director for civilian defense, New York State; a director of the Boys Club of New York and of the WOR Christmas fund; a trustee of Camp Loyalton (for underprivileged boys); on the board of governors of the Radio & Television Executives Society, and former president of the New York State Broadcasters Assn. He is a member of the High Ridge Country Club in Stamford, Conn.; the Mount Mansfield Ski Club and the Lambs Club.

Mr. Leder married the former Diana Betty Oggins in 1947. They live in Stamford with their two daughters—Robin 5 and Beth 2.

Race track jargon comes easily to Mr. Leder. He owns Hunter Farms in upstate New York where he breeds harness horses for eastern tracks.

Breakthrough

ONE of the most significant victories won by broadcast journalism in its long struggle for equality of recognition with the press occurred last week when it was announced that John Kennedy will permit live broadcasting of his Presidential news conferences.

The victory was won by the magnificent performance of television and radio in covering the 1960 political campaigns. Before then it had been clearly established that broadcasting could exert vast influence in the presentation of news. But the 1960 campaign coverage proved it could also command respect for producing responsible journalism, with fairness that was lacking in some members of the press.

It is inevitable that other gains in broadcasting's fight for status will flow from Mr. Kennedy's recognition of the worth of tv and radio. For one thing it now is all but certain that he will be willing to appear in televised debates with his opponent if he runs for re-election in 1964. The trick will be to persuade the opponent to match himself against a President who has had four years of practice in give-and-take before live cameras and microphones.

But meanwhile we foresee benefits to be derived throughout broadcast journalism. If the President of the United States is willing to be questioned regularly before a national television audience, he will be setting an example that lesser officials will find it hard to ignore. The resistance that many politicians and political bodies have shown to live coverage ought to be considerably weakened.

There remains one progressive step to be taken by Mr. Kennedy and his official family. The title of his press secretary ought to be changed to news secretary and his press conferences officially renamed news conferences.

The Landis blast

THE FCC, along with other independent agencies, is headed for reorganization either through legislative action or by executive branch reorientation that will amount to the same thing. This is the inevitable conclusion that must be drawn from the atomic report detonated last week by Dean Landis and promptly blessed by President-elect Kennedy.

Even if Congress, jealous of its jurisdiction over its independent agency "creatures," doesn't accede to legislative reorganization, the new President can achieve executive control through implementation of the Landis proposal that a "czar" in the person of an assistant to the president be named with "oversight" of the regulatory agencies. This appointment the President can make as a matter of right. No chairman or member of an independent agency would deign to ignore his authority, as a practical matter. And that man most likely will be Dean Landis.

There were few real surprises in the report. Dean Landis had telegraphed most of his views in previous writings and in testimony before Congress. His qualifications for the White House "oversight" post would be hard to challenge. He has served on three of the independent agencies and has been dean of the Harvard Law School. The job is tailored for him.

The report, despite certain conflicts and contradictions, is a masterful concoction of good ideas and justified criticisms, along with exaggerated and overplayed conclusions and dangerous recommendations. It would expand rather than contract bureaucracy by superimposing new levels of regulators at the White House over existing regulatory agencies. The agencies would be caught between the conflicting jurisdictions of the legislative and the executive branches and the burden would be borne by the already over-regulated private entities.

The FCC, as it has for several years, again takes it on the chin. It is true, for example, that the FCC has been too subservient to the mouthings of subcommittees of Congress and of individual congressmen. Because of this, an FCC majority is plunging head-long into program control, expressly forbidden in the law.

On the other hand, it isn't true, as Dean Landis charges, that the FCC has "drifted, vacillated and stalled in almost every major area." This is lilting rhetoric, but it lacks substance and, like other passages dealing with the FCC and the FTC, is loaded with generalities. The FCC's big job in 1952 was to get television under way. It provided a competitive nationwide tv system—the first in the world and the best.

The most glaring contradiction in the report is the criticism of White House influence over independent agency actions. One of the prime objectives of the House Legislative Oversight Committee investigations was to ferret out instances of executive branch control of these agencies. Yet the Landis report proposes, formally, two additional layers of White House supervision over these same agencies.

The suggestions for strong leadership, advance planning, longer tenures to attract dedicated public servants and entertainment allowances for administrative heads are all laudable. The difficulty is that better men won't be attracted if the jobs are made even more tenuous because of conflicts of jurisdiction between the legislative and the executive branches.

When the smoke clears there should be some rationalization of the Landis report. Congress won't easily relinquish its controls over the independent agencies. But for the first time in years the Democrats are in control up town and down town.

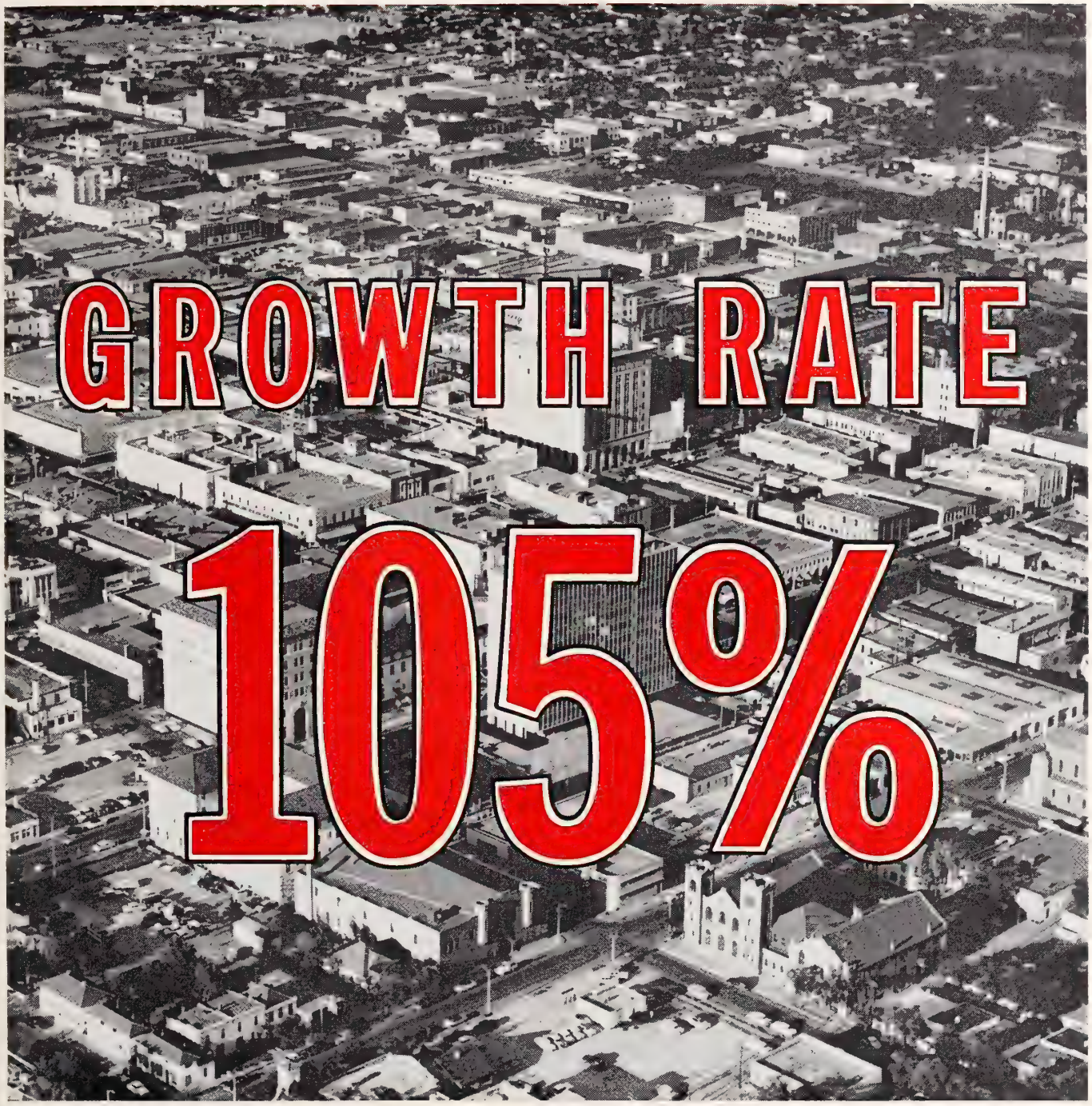
The solution may be found in the appointment of members of the reorganized agencies on a lifetime basis, as are federal judges. If that is done the President will be as careful in his selections as he is of judicial appointments. And the appropriate committees of Congress will exercise utmost caution in considering nominees in confirmation proceedings.



Drawn for BROADCASTING by Sid Hix

"Well, I'll be damned. Orange juice!"

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Ten years ago, Albuquerque, New Mexico, was not included among the nation's top 100 cities in population.

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And these people also know that KOB-TV dominates the exploding Albuquerque market—in ratings and in homes delivered. It's your *best* buy in atomic Albuquerque.

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Albuquerque, N.M.
4

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THESE STATIONS ACTED FAST...

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WDSM-TV	Duluth
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WTVY	Dothan
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KFDX-TV	Wichita Falls
WNEM-TV	Saginaw-Bay City
KID-TV	Idaho Falls
XETV	San Diego
WLW-A	Atlanta
KFYR-TV	Bismarck
KTSM-TV	El Paso
WBRE-TV	Wilkes-Barre
WCTV	Tallahassee
KVOS-TV	Bellingham
KABC-TV	Los Angeles
WKBW-TV	Buffalo
WNEW-TV	New York
WCCO-TV	Mnpls.-St. Paul
WLBW-TV	Miami
WFBC-TV	Greenville
KERO-TV	Bakersfield
WAVY-TV	Norfolk-Portsmouth
KGO-TV	San Francisco
KETV	Omaha
WLW-C	Columbus
KTVK	Phoenix
KOA-TV	Denver
WLW-I	Indianapolis
WFLA-TV	Tampa
KPRC-TV	Houston
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WKRC-TV	Cincinnati
KKTV	Colo. Spgs.-Pueblo
KSL-TV	Salt Lake City
WALA-TV	Mobile

and many more.

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starring

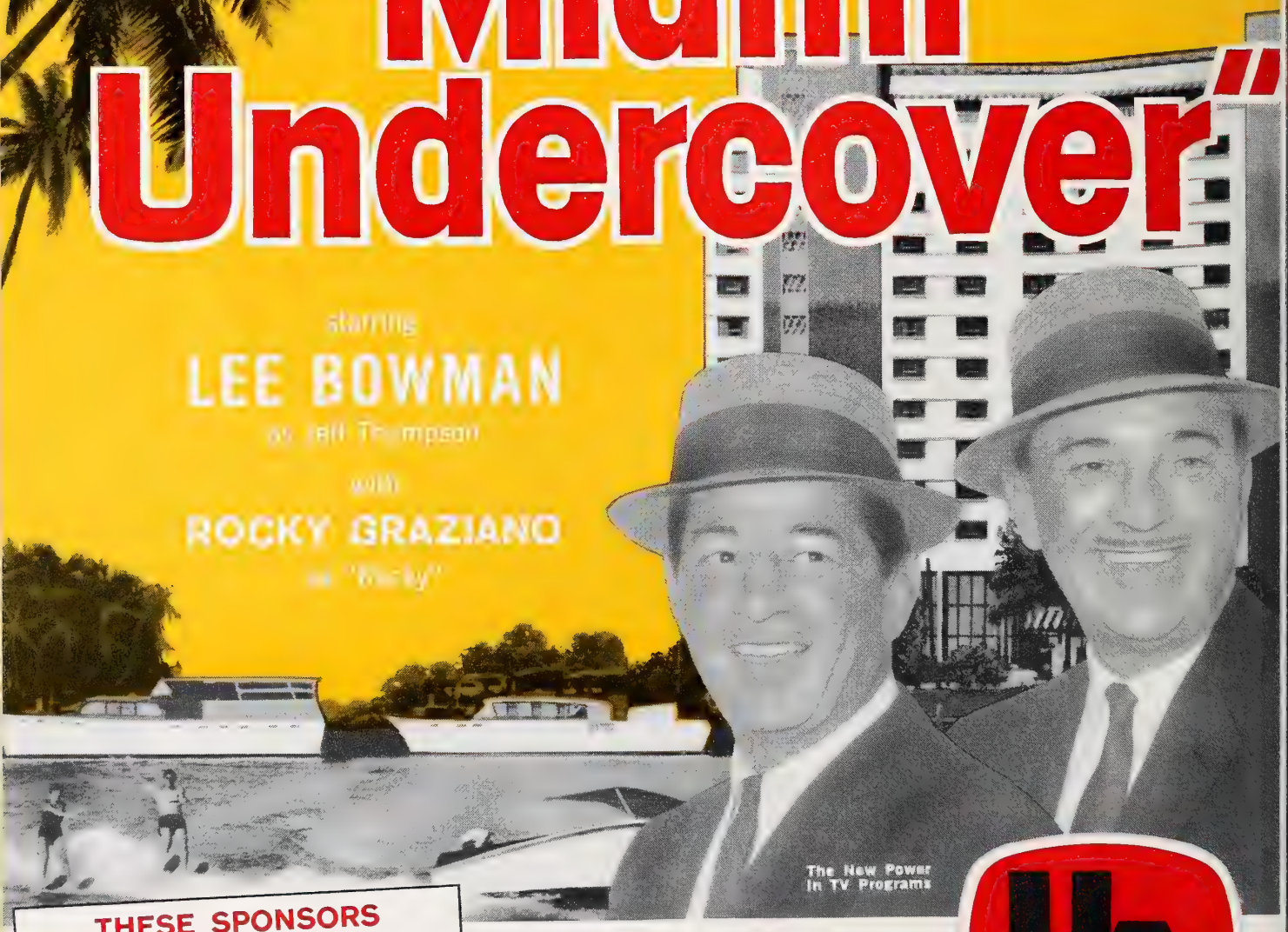
LEE BOWMAN

as Bill Thompson

with

ROCKY GRAZIANO

as "Rocky"



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- WIEDEMANN'S BEER
- SAFEWAY STORES
- INSTANT FELS-NAPTHA
- PEPSI-COLA
- TEXAS STATE OPTICAL
- FOOD TOWN in Baton Rouge
- MIAMI STONE in Indianapolis
- RODENBERG'S SUPER MARKET in Charleston
- TINCH FURNITURE in Las Vegas
- CHEERFUL CHARLEY'S PEOPLE FURNITURE in Davenport

and many more.

FILMED ON LOCATION IN MIAMI!

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SCHENCK-KOCH
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35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 9, 1961

N.Y. prestige as production center gets boost with CBS-TV's building plans 27

DuPont planning for 1960-61 season may bring about program changes 28

Metrecal sells lower weight with a low, low pressure tv sales message 30

There may be changes made at the FCC—if Congress gives green light 42

COMPLETE INDEX PAGE 7

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the best faces watch KPRC-TV Channel 2





Courtesy of KING'S MEN

Fresh up yourself and your day with KPRC-TV–known everywhere as the world's finest television. It's a habit you'll enjoy.

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



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New York's Most Important Markets!

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- **Spanish Speaking**
- **Italian**
- **Negro**

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WOKY Milwaukee
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KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba

buy St. Louis `a la card*

KTVI *rate card *your lowest*

cost per thousand TV buy in St. Louis



Rated first, too, in creative design by St. Louis Art Directors' Club, KTVI's rate card poses with its creator, Don B. Curran, KTVI Sales Promotion Director

BLAIR-TV

KTVI CHANNEL 2 abc ST. LOUIS



" YOUR BEST BUY FOR '61

. . . . . CHANNEL FOUR IN THE DALLAS-FT. WORTH MARKET

The November 20, 1960, Nielsen Station Index shows KRLD-TV's average of Homes Reached from 6 a.m. to Midnight, Sunday through Saturday, **37.6%** greater than Station B, **43.3%** greater than Station C and **164.6%** greater than Station D.

Reach the Dallas-Ft. Worth Market **EFFECTIVELY** with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Pay-TV outlook

With approval of RKO General-Zenith pay tv experiment in Hartford imminent (probably within next couple of weeks since deadline on pleadings was Dec. 30) thought is being given at FCC to kind of limitations that *might* be placed on pay tv if service eventually is authorized. There has been no formal consideration and there can't be until tests on RKO General's ch. 18 WHCT (TV) prove feasibility of system.

But here are some of thoughts being brainstormed by FCC members: (1) Limit all pay tv operations to uhf where room for competitive service is available; (2) bar all advertising on pay tv, just as it is barred on police, citizens radio, industrial and other non-broadcast band services; (3) bar "free" tv broadcasters from engaging in pay tv operations (and vice versa) as means of preventing monopoly in same markets.

Power to daytimers

There's good news for 267 daytimers operating on Mexican clear channels. They'll soon be able to seek power boost from present 1 kw limit to 5 kw. Mexico last week notified State Department (and FCC) that standard broadcasting agreement, ratified by our Senate last February, had been approved by Mexican President. Formal exchange of ratification instruments expected in next fortnight, after which FCC will modify rules opening way for power boosts.

Unclear clears

FCC again has deferred consideration of 15-year-old clear-channel case, probably for several weeks, to enable engineering staff to come up with "new ideas." FCC has been deadlocked for several weeks (with Commissioner King not voting) on two proposals—one to duplicate 12 of 24 clears, and other providing for selective breakdown of all 24 clears. What are new ideas? So far engineers haven't evolved them.

Oversight again—Rating next?

It won't be called Legislative Oversight Subcommittee, but odds are 10-1 in favor of new unit to ride herd on independent agencies during 87th Congress. New Commerce subcommittee will be smaller than 9-man Oversight body (maybe 5) and probably will again be chaired by Rep. Oren Harris (D-Ark.). Rep. Harris, also chairman of parent committee, met last Wednesday with Speaker Rayburn to develop strategy, with mild floor fight expected, because it will have permanent staff and appropriation. High on investigatory agenda will be airing of charge that program ratings have caused downgrading in radio-tv quality.

Genesis' exodus?

Some network officials are quietly pointing up importance of unions in future planning for additional live programming originations in New York. For example, CBS-TV is relating its estimated cost of newly-proposed studio facility (see story, page 27) to live tv's operating cost. Thus, unions are involved as to "whether or not they wish to maintain and advance live tv in New York" as one network official expresses it.

Ordinarily so-so statement, official's remark takes on significance because of its timing. It comes on eve of several negotiations: ABC-TV and NBC-TV with NABET today (Jan. 9); CBS-TV with IBEW (Jan. 16); all three networks with Local 1 of IATSE next month, and still pending network-Directors Guild of America negotiations.

Bottleneck breaker

Plan to break bottleneck at FCC submitted last week to Chairman Magnuson of Senate Commerce Committee, would create office of administrator who would handle all non-contested matters which constitute about 80% of FCC's business. Leonard Marks, Washington attorney who served as treasurer of Lyndon B. Johnson campaign, both for presidential nomination and for vice presidency, suggested legislation that would interpose administrator between staff and FCC. Only matters requiring policy judgments would reach FCC. Proposal comes in wake of Landis Report which was highly critical of log-jams at administrative agencies and failure to delegate non-policy matters.

New money for radio?

Mutual is seeking to lure new type of advertisers—those in heavy industry which supply parts for consumer products and/or those which are making at least some products for consumer markets as part of diversification moves. Mutual's theory is these companies, which advertise largely in business publications, can benefit by "semi-institutional" radio campaigns containing some elements of "hard-sell." Network is concentrating on group of such companies in Midwest and hopes to make some sales announcements shortly.

Consultants for life

Unique transaction involving sale of two Iowa radio stations whereby husband-wife owners, in addition to net purchase price of approximately $400,000, will also receive consulting fee for life of $10,000 annually, was consummated last week, subject to customary FCC approval. KBUR Burlington (250 w, 1490 kc) and KMCD Fairfield (250 w-D, 1570 kc) both ABC affiliates, owned by Mr. and Mrs. G. B. McDermott, age 63 and 60 respectively were sold to group headed by Jack Harris, newspaper publisher and owner of KIUL Garden City, Kan., and minority owner in KTVH (TV) Hutchinson-Wichita (5.25%) who acquires 56%.

Overall deal is for $450,000 for two stations, plus cash but minus obligations, or net of approximately $400,000. McDermotts will be paid $20,000 per year in instalments on purchase price, plus $10,000 consulting fee as long as either survives. Minority purchasers include Virginia Harris Rayl, niece of Mr. Harris, 16%; Bob Wells, manager KIUL, 8%; David Steinle, manager KBUR, 3%; William Hensen, manager KMCD, 7%, and Peter McDonald, 10%.

Pension plans 'must'

Pension and welfare funds seem to be becoming "must" for broadcast unions. Latest to seek p & w reported to be NABET for its members at ABC. NABET opens negotiations with NBC and ABC today (Jan. 9) in Cincinnati (see story, page 63). NABET members at NBC already covered under RCA pension plan. Screen Actors Guild won p & w for its members in recently-concluded negotiations and early last year Writers Guild of America pact extended coverage to members employed in live tv, radio and documentary films.

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GEARED TO A GREATER DETROIT



President-elect John F. Kennedy and Michigan's new governor, John B. Swainson, interviewed by Dr. Dempsey of WJBK-TV.

Whether it's bringing a Detroit Lions football game from California, a Detroit Tiger baseball game from Briggs Stadium, or rousing an apathetic citizenry to public concern about Civil Defense, WJBK-TV gears its programming to the interests and needs of a greater Detroit and a greater Michigan.

Typical example: Channel 2's Community Projects activities, headed by Dr. John T. Dempsey, News and Public Affairs Director for WJBK-TV and Radio. Known to us and recognized by the community as one of the most highly qualified men in television, Dr. Dempsey is an associate professor at the University of Michigan where he earned his doctorate in political science. Both he and station management continually query hundreds of Detroit leaders to determine what subjects most need airing in the interest of a better community. Result: such timely discussions and documentaries as "Detroit's Daily Dilemma" (traffic); "The Human Side of Politics"; "Detroit's Survival" (civil defense); and "The Michigan Farmer", all presented by limelight personalities on WJBK-TV's Press Conference, Detroit Speaks and Project 2 programs.

This timely localized approach, plus continuing effort in all areas of public service, have come to be expected of WJBK-TV. Providing such service is far more than an assignment or obligation. It is our pride and pleasure to take this active part in the life of the big busy 5th market we serve, where month after month in ARB and Nielsen Channel 2 is audience leader.

DETROIT'S Nº 1 STATION

WJBK-TV

a Storer Station

CHANNEL 2 CBS

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

The battle between New York and Hollywood to dominate television production has tended to favor the West Coast center in recent years. But things are looking up in New York as CBS prepares to spend $10 million on its facilities there. ABC has an expansion project in the planning stage. See . . .

TV PRODUCTION TURNS EAST? ... 27

An industrial giant, duPont, is going over its advertising program for next season. This $7 million tv advertiser is working on some new ideas. Another chemical major, Dow, also is considering some changes. See . . .

DUPONT MAY REVAMP TV ... 28

The slimming-down fad has been stimulated by the spectacular appeal of Metrecal, promoted on an ABC-TV series by commercials of the semi-institutional type. This confounds the advocates of hard-selling copy. See . . .

METRECAL'S EASY APPROACH ... 30

A new look at the FCC seems in store when the Kennedy administration takes over Jan. 20. Expansion of membership to nine is considered, with more power for the chairman. But all these must clear Congress. Incidentally, there are some objections to the recent Landis report. See . . .

THERE'LL BE SOME CHANGES ... 42

The equal-time clause of the communications act, Sec. 315, is in for considerable attention during the new session of Congress, judging by developments last week. Committees explore the experiences of past election campaigns. See . . .

THE FUTURE OF SEC. 315 ... 48

The confusion in radio programming has offered an opportunity to an aggressive promoter, Peter Frank, who now has over 300 subscribers to "The Big Sound." His $500 investment five years ago has blossomed into a multi-million dollar production operation. See . . .

MAKING MILLIONS IN RADIO ... 70

The widely publicized House Oversight Subcommittee has finished its probing and has filed a final report. This recommends a permanent subcommittee to check up on the operations of federal administrative agencies. See . . .

FINAL OVERSIGHT REPORT ... 58

The air has cleared in talent contract negotiations, but there's another controversy. IATSE, stage union, and other craft groups, are now involved in negotiations with producers of theatrical and television films. See . . .

CRAFT LABOR TALKS BEGIN ... 66

What advertising medium is growing fastest? Spot tv, according to a study by Edward Petry & Co. It finds this medium is expanding twice as fast as any of the other major elements in the advertising field. See . . .

SPOT TV IS SURGING ... 34

The No. 1 advocate of color tv, Gen. David Sarnoff of RCA, gets pledges that 50,000 color sets will be sold in the current four-month period. He says there's money in color now and predicts global color by 1964. See . . .

PROFIT IN SELLING COLOR ... 76

The FCC asked for ideas on vhf dropins and it got them—over 150 comments. When deadline came for filing of replies to its "interim policy" proposal to tuck in new vhf stations in major markets, the industry responded in depth. Mostly the replies dealt with specific areas. See . . .

GETTING DOWN TO VHF CASES ... 46

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)







START WITH WINSland

(the proven path for reaching these people)

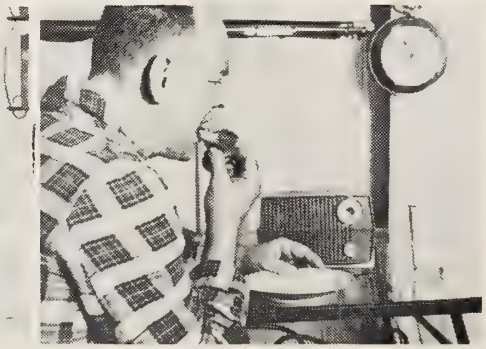




WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

Watchdog group plans hearings on election

Senate Watchdog Subcommittee Friday decided to hold week of hearings between Inauguration (Jan. 20) and end of month in its investigation of broadcaster coverage of election campaign.

Still to be determined, Chairman Ralph Yarborough (D-Tex.) said, are specific complaints to be aired and witnesses (including broadcasting industry people) to be called. Sen. Yarborough said staff will choose for hearings complaints that are "illustrative" of thousands received during committee's running investigation. (See story page 48).

He also announced subcommittee will publish complete record of all broadcast material dealing with presidential campaign, including "Great Debates" and all other radio and tv speeches, remarks, press conferences, etc., by Vice President Nixon and President-elect Kennedy, plus all 15-minute network newscasts during campaign. Also to be included are recorded remarks adlibbed by candidates and never before published.

Record, which Sen. Yarborough believes will be first of its kind, is expected to run to six or seven volumes and will be published without subcommittee comment. Sen. Yarborough said record will be invaluable to Congress, in deliberating future of Sec. 315, as well as to political scientists, historians, broadcasters themselves and general public.

King policy adopted

FCC Commissioner Charles H. King won six-month-long procedural campaign when FCC on Friday announced it no longer would review initial decisions to which no one has objected and which would become effective at end of specified period of time without commission decision. (CLOSED CIRCUIT, Dec. 19, 1960). Only exception, FCC said, is in cases where license revocation is involved. Purpose is to improve efficiency of commission, it said.

Seattle renewals cleared

FCC last week removed all restrictions on its Dec. 7, 1960, license renewals to KING-AM-FM-TV Seattle and KIRO-AM-FM-TV, that city (BROADCASTING, Dec. 14, 1960). Renewal was conditioned on disposal of minor trust in KIRO stations held by Pacific National Bank of Seattle. Majority of commissioners originally raised duopoly question insofar as Mrs. A. Scott Bullitt, majority owner of KING stations, is also on board of directors of that bank. Two weeks ago KING asked reconsideration of conditions of renewal (BROADCASTING, Jan. 2). Chairman Frederick W. Ford dissented to last week's action.

Live Olympics

1964 Olympics in Japan will be seen live in U. S. via tv space communication satellites. This is prediction of Dr. Hugh L. Dryden, assistant director of federal government's National Aeronautics & Space Administration. His bet is that active relay satellite system will be operating at 3,000-6,000 mile orbits by then with capability of one tv channel (4.5 mc). Dr. Dryden's estimate was made at White House when presidential policy favoring privately owned space communications systems was announced (AT DEADLINE, Jan. 2).

Management survey of FCC

Chicago-based consultant firm of Booz, Allen & Hamilton has been commissioned by Budget Bureau to make independent management survey of FCC, it was learned Friday (Jan. 6). Final contract will be signed shortly and such studies usually take three to six months, it was reported. Commission had asked for survey in effort to improve its efficiency (BROADCASTING, Dec. 5, 1960). BA&H also has Washington office from which survey will be conducted.

3M gift to tv center

For second time in little over year Minnesota Mining & Mfg. Co., St. Paul, parent company of Mutual Broadcasting System, will supplement Ford Foundation grant to National Educational Television & Radio Center with additional gift of its own. Non-commercial "network" will receive from 3M $250,000 worth of video-tape for use by new educational tv stations in addition to an almost $2 million contribution given center by Ford Foundation last month (BROADCASTING, Dec. 26, 1959). Previously 3M gave center $10,000 worth of vtr which accompanied earlier foundation grant of $2,706,000.

Sec. 315 deletion asked by Magnuson

Sen. Warren Magnuson (D-Wash.), Senate Commerce Committee chairman, on Friday introduced expected bill (S 204) to make permanent 1960 temporary suspension of Sec. 315 affecting presidential and vice presidential candidates (story page 48).

He told Senate last fall's "Great Debates," made possible by one-shot lifting of equal-time clause, should become fixture of national campaigns.

Scheduled for introduction today (Monday) is bill by Senate Majority Leader Mike Mansfield (D-Mont.) providing for government reimbursement to major parties (those receiving over 10% of vote) up to $1 million, and minor parties (those receiving between 1 and 10% of vote) up to $100,000, for radio-tv time bought in behalf of presidential candidates.

Sarnoff names three to executive vp posts

Election of William R. McAndrew, William K. McDaniel and Aaron Rubin to executive vice president posts at NBC and of Julian Goodman to vice president is being announced today (Jan. 9) by NBC Board Chairman Robert W. Sarnoff.

Mr. McAndrew has headed NBC News since 1954 and was named vice president in 1958. Mr. McDaniel has been vice president, NBC Radio network, since 1960 and earlier had been vice president in charge of sales for radio network. Mr. Rubin has served as vice president and treasurer of NBC since last May. They will continue to function in same areas as executive vice presidents. Mr. Goodman, director of news and public affairs for NBC since 1949, has been with NBC News since 1945.

Farm Bureau chides CBS

American Farm Bureau board of directors Friday castigated CBS for Nov. 25 "Harvest of Shame," Murrow-Friendly documentary on migratory labor. Farm Bureau called show "highly colored propaganda" containing "errors of fact and omission." Referring to it as "rigged documentary," Farm Bureau sent copies of resolution to CBS, FCC, Philip Morris and congressional committees.

WEEK'S HEADLINERS


Mr. Woods

Mark Woods, onetime president of ABC, named vp and general manager of WSPB Sarasota, Fla. Appointment was announced by John Morgan Davis, lieutenant governor of Pennsylvania and chairman of Community Broadcasting Co., which owns WSPB and WALL Middletown, N. Y. Mr. Woods resigned from ABC 10 years ago to work in real estate, joining Don Boomhower Inc., Sarasota realty firm, in 1951. For past five years, he has been board chairman. Mr. Woods entered broadcasting in early 1920s as office manager of AT&T broadcast properties and later became vp and treasurer of NBC. At NBC he worked with Roger Clipp, one of WSPB's owners and now vp of Triangle Stations. When NBC's Red and Blue Networks were separated in 1941, Red Network became present NBC and Blue became wholly owned subsidiary of RCA with Mr. Woods as president. Blue was purchased in 1943 and reorganized as American Broadcasting Co. with Mr. Woods retaining his title. He later served as board vice chairman and was part-owner of ABC until it was bought by AB-PT, current owner. Mr. Woods resigned from that network in 1951 to enter real estate business. Mr. Woods was first president of Broadcast Pioneers.


Mr. Trenner

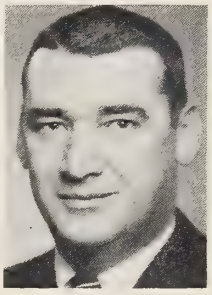
Harry Trenner appointed director of western sales development for RKO General Inc. Mr. Trenner, who will be based in Los Angeles, has responsibility for west coast sales development for all RKO General stations. He disposed of ownership interests in WFEC Miami, WRVM Rochester and WBNY Buffalo in order to take his new job. Previously, Mr. Trenner was vp in charge of sales for MBS and vp and partner in old William Weintraub agency.

Thomas Carroll, vp of Radio-T.V. Representatives Inc., N.Y., appointed to new post of executive vp, and **Fred L. Bernstein,** formerly vp in charge of sales at International Good Music & Heritage Stations Inc., N. Y., named vp

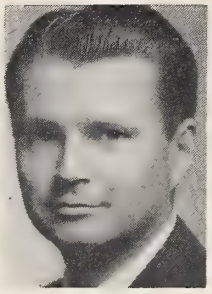

Mr. Bernstein


Mr. Carroll

in charge of new business. Mr. Carroll, who joined station representation company six years ago as sales executive, will head sales department in company's New York office. Mr. Bernstein's background includes positions of general manager at WTTM Trenton, N. J. (1948-1955) and WSAI Cincinnati (1955-59). Also announced: **Jack Garland,** formerly in sales at Devney-O'Connell Inc., N. Y., to account executive, and **Robert Horen,** who has been selling nationally for *Look* magazine in Chicago area, to sales executive in Chicago office.


Mr. Walters


Mr. Kinney


Mr. Roberts

Charles R. Kinney, eastern sales manager, Peters, Griffin, Woodward (station rep), promoted to assistant vp and administrative assistant. At same time **William G. Walters,** New York account executive, made sales manager for east, while **W. Donald Roberts,** Chicago account executive, named sales manager for midwest territory. Mr. Walters, with firm for five years, formerly served four years on sales staff of WABD-TV New York. Both Mr. Kinney and Mr. Roberts have been with PGW for six years.

Irv Lichtenstein, general manager of WNTA Newark-New York, resigns to join Mutual in newly-created post of director of advertising, sales development and promotion. Mr. Lichtenstein's appointment was said to be part of MBS' plan to obtain more widespread use of network radio as advertising medium in 1961. Mr. Lichtenstein joined National Telefilm Assoc., parent company of WNTA, three years ago as promotion and merchandising director and last year was named to station post. Earlier he had been promotion and exploitation director for ABC Radio and vp for publicity, promotion and sales promotion for WWDC Washington.


Mr. Lichtenstein

John B. Burns, general sales manager of MGM-TV, elected vp in charge of tv sales for Metro-Goldwyn-Mayer Inc. Mr. Burns joined MGM-TV as director of national sales in 1959 after serving five years as vp and director of national sales for ABC Films Inc. He was appointed MGM-TV general sales manager in November, 1960.


Mr. Burns

William W. Mulvey, senior executive vp of Cunningham & Walsh, N. Y., resigned from agency staff last week because of "basic differences" over management policy. Mr. Mulvey was on Cunningham & Walsh executive committee, board of directors and chairman of management committee. He joined agency in 1953 and was supervisor of Texaco account from 1954 until his resignation. He formerly worked for Maxon Inc. and Kenyon & Eckhardt.


Mr. Mulvey

For other personnel changes of the week see FATES & FORTUNES

THERE'S NO MYSTERY ABOUT WHO'S



NO.1* IN NASHVILLE . . .

WSIX·TV 8

located in the NATION'S 47th TV MARKET**

*** BOTH NIELSEN & ARB REPORT**

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**** TELEVISION MAGAZINE DEC. 1960**

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

NOW . . . 2 VIDEO TAPE MACHINES

WSIX-TV uses two 1001-A Videotape Recorders with intersync, complete telechrome special effects generator with joystick positioner, Universal Zoomar lens with close-up and distant converters for maximum efficiency and high quality production.



Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

abc WSIX TV 8 NASHVILLE

HOME OF THE GODS: RENT-$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds . . . stands historic Mt. Olympus. It is the modern "home of the gods" . . . of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.



the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

W
L
W
Radio

Crosley Broadcasting
Corporation a
division of Avco

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. **Our pride and our privilege.**

What they see on WJAC-TV



THEY BUY!



If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

And no wonder! Both ARB and Nielrate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV.

For Complete Details, Contact:

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New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 9—**Eastern Regional Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, Tv Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Hotel Shoreham, Washington, D. C.

Jan. 10—Joint reception and luncheon meeting of **Headliners' Club** and **Chicago Council of Foreign Relations.** Terrace Gardens, Morrison Hotel, Chicago. Guest speakers include CBS commentators Edward R. Murrow, Howard K. Smith and Alexander Kendrick.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

*Jan. 10—**American Marketing Assn.,** New York chapter, marketing workshop: survey design in marketing research. Robert Lindsey, director of research, BBDO, moderator. Speakers: Vernon A. Stromberg, Lever Bros.; Sim A. Kolliner, McGraw-Hill Publishing Co.; Jerome Greene, Alfred Politz Research Inc. Lever House auditorium, New York, 4-6 p.m.

*Jan. 10—**Radio & Television Executive Society's** timebuying and selling luncheon-seminar. Arthur Godfrey will talk about selling in the Sixties. Hawaiian Room, Hotel Lexington, New York. 12:15 p.m.

Jan. 11—**NAB Am Radio Committee** meets. Statler-Hilton Hotel, Washington.

*Jan. 11—**Western States Advertising Agencies Assn.** monthly dinner meeting at Nikabob Restaurant, Los Angeles. Panel discussion of the advertising agency's most pressing responsibility to the client will be presented by Hugh McKellar, director of advertising and sales, The Squirt Co.; Tom O'Connell, director of advertising, Title Insurance & Trust Co.; Richard J. Pearson, marketing director, Avery Label Co.; Robert Suttle, vice president, Arrowhead-Puritas Waters. Bob Lovett, vice president, Boylehart, Lovett & Dean, will be moderator.

Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

Jan. 13—Annual banquet of **Federal Communications Bar Assn.** Featured speaker will be Gov. LeRoy Collins, NAB president-designate. Statler-Hilton Hotel, Washington.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

*Jan. 13—**Television Bureau of Advertising** midwest showing of "The Progress of Discontent," presentation on advertising's economic significance. Prudential Plaza auditorium, continuously beginning at 9:25 a.m.

Jan. 13—**Chicago Executives Club** luncheon. Sherman Hotel, Chicago. Guest speakers: NBC commentators Chet Huntley and David Brinkley.

Jan. 16.—Comments due of **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 18—Hearing into **FCC** license revocation proceedings against KWK St. Louis to be held in that city.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

*Jan. 24—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

*Jan. 31—**American Marketing Assn.,** New York chapter, marketing workshop: questionnaire design in marketing research.

NOW... from

filmaster

"THE BEACHCOMBER"

Starring

CAMERON MITCHELL

A most exotic South Sea Islands adventure series
for television—filmed on romantic locations



... for major regional
and multi-market
programming

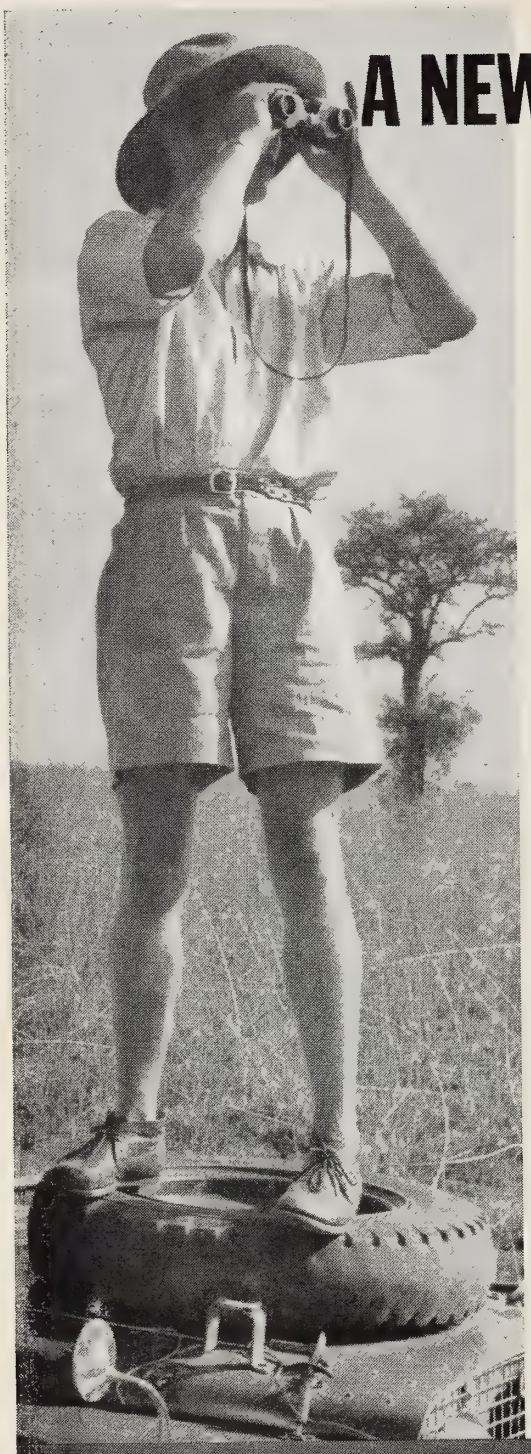
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A NEW PROGRAM RESOURCE

Sense of adventure...

Essential curiosity...

Willingness to explore...

Enjoyment...

...of peoples places things

Televenture Reports

For further information contact Art Foley—VP Sales and Promotion, Televenture Inc., 285 Madison Avenue, N.Y.C., MU 5-5357

Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

*Feb. 2—**Minnesota AP Broadcasters Assn.** Radisson Hotel, Minneapolis.

*Feb. 2-3—**NAB Television Code Review Board.** Beverly Hills Hotel, Hollywood.

*Feb. 4—**United Press International Broadcasters of Minnesota,** winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—1961 Advertising Week.

*Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—**Michigan Assn. of Broadcasters** annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—**Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

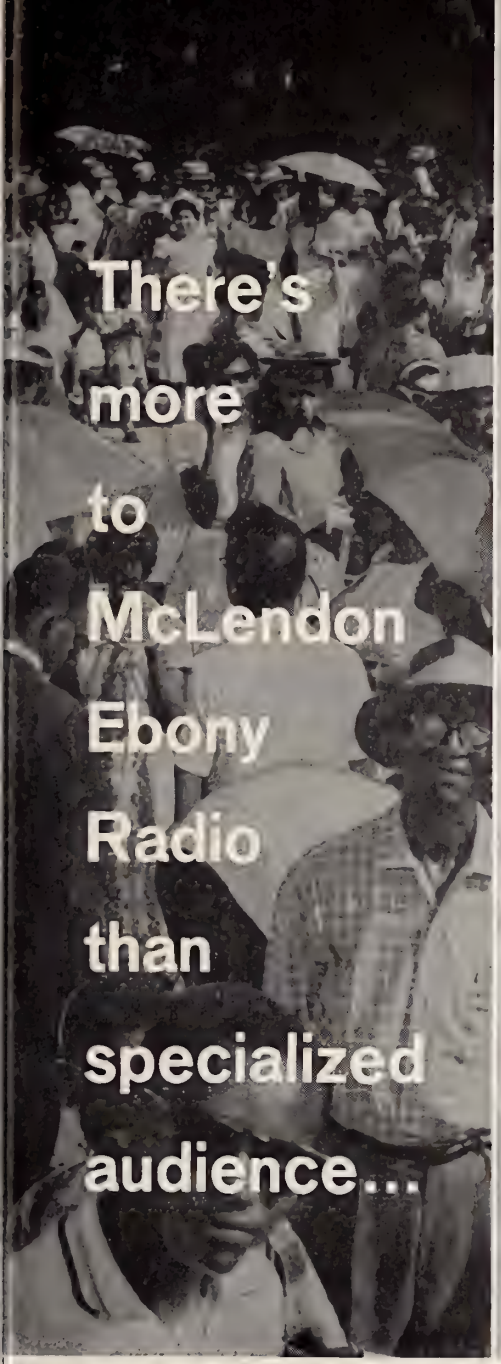
Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

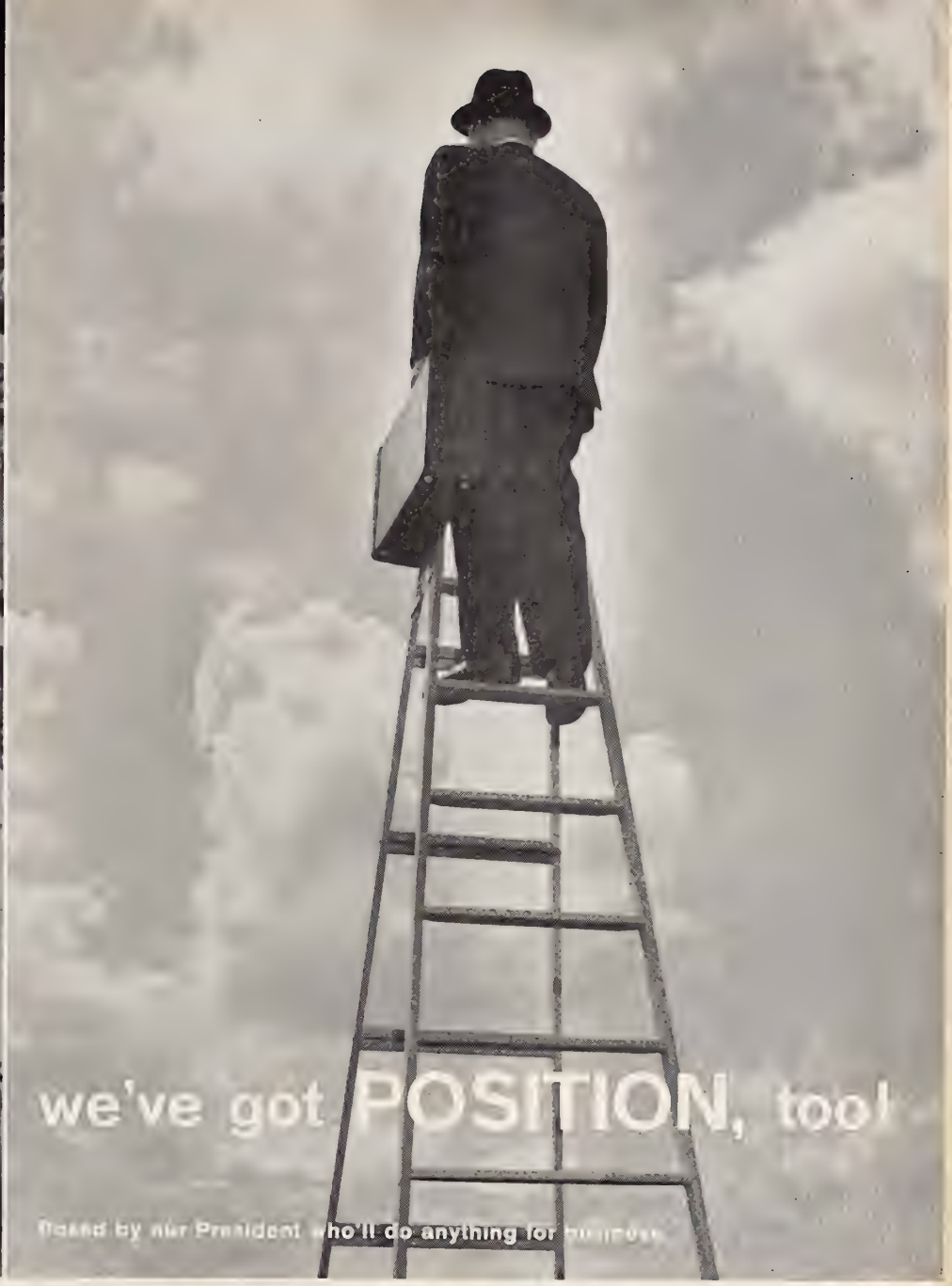
April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.





WENN — **BIRMINGHAM**

No. 1 among 11 stations, latest General Audience Survey. Pulse, Oct., 1960 — Hooper, Sept.-Nov., 1960

KOKY — **LITTLE ROCK**

No. 1 among 8 stations, latest General Audience Survey. Hooper, Sept.-Nov., 1960

KOKA — **SHREVEPORT**

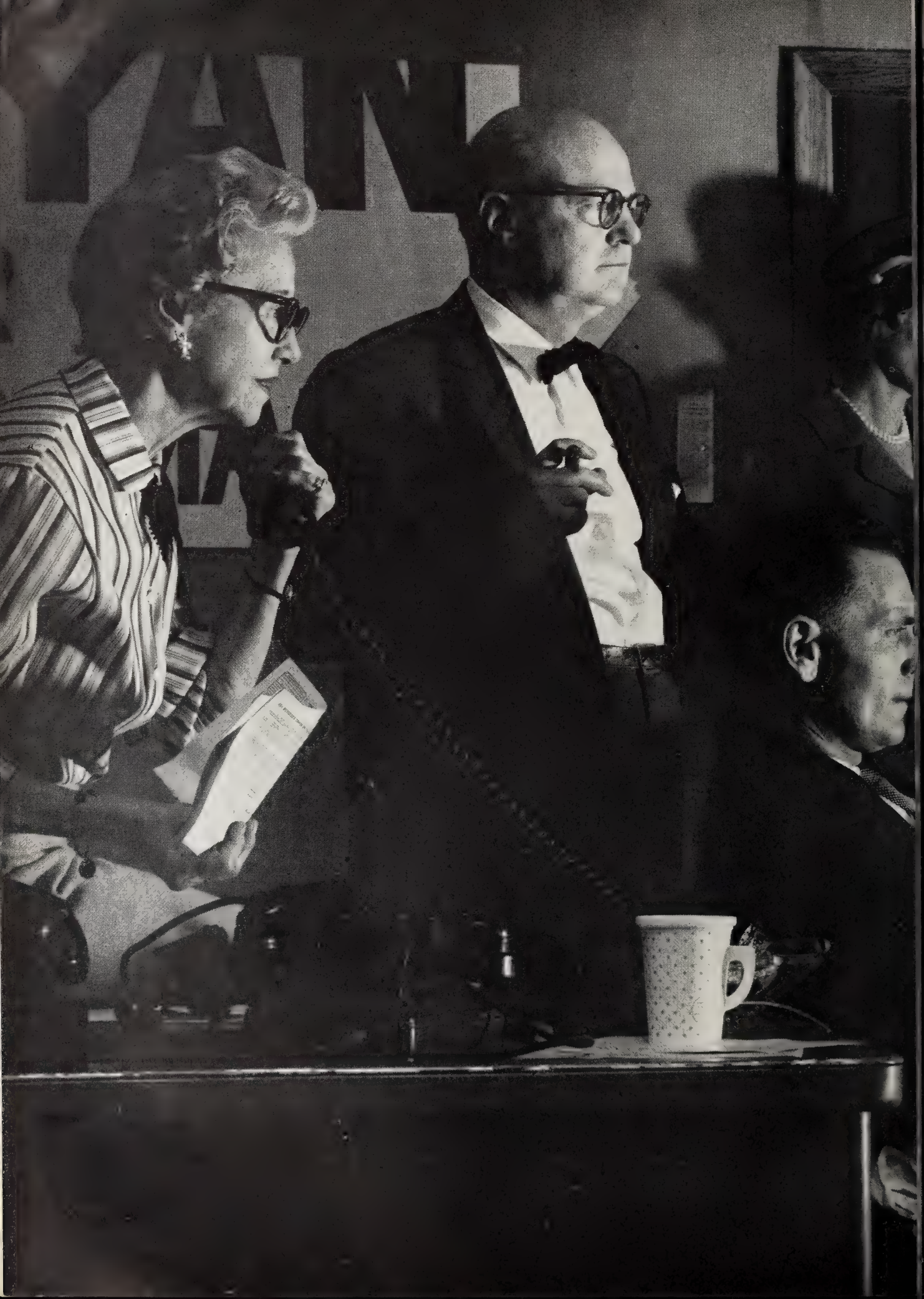
No. 2 among 9 stations, latest General Audience Survey. Hooper, April-May, 1960

WOKJ — **JACKSON**

No. 1 among 6 stations, latest General Audience Survey. Pulse, May, 1960 — Hooper, Aug.-Oct., 1960

McLendon Ebony Radio... the Nation's highest rated Negro group

John McLendon, President and General Manager • Represented nationally by John E. Pearson Co.





The Longest Night of the Year

This was headquarters on judgment day. More than 68,000,000 Americans had taken part in the nation's largest and most important audience participation program. The returns were just starting to come in.

Nowhere had participation been more spirited than here in Central Ohio where WBNS-TV was born and raised. The record-high voter turn-out was a climax to the record interest in our coverage of the primaries, conventions, the four great debates and the major political rallies down to "the last hurrah."

On the issues closest to home, WBNS-TV took a strong editorial position. Through on-the-screen films and narrative, we supported bond issues for metropolitan parks, safer grade crossings, adequate sewage disposal and improved recreation facilities. Our advice did not go unheeded. Proponents of these measures give WBNS-TV credit for a major assist in their overwhelming passage.

This is gratifying proof WBNS-TV can sell good ideas as well as good merchandise to an alert, informed community. This advertising axiom bears repeating: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47

Fresno, California

ATV in Canada

EDITOR: . . . your article on page 93 of the Dec. 5 issue . . . "United States, British interests buying part of CHAN-TV" . . . the last paragraph referring to Associated Television Ltd. is incorrect. . . .

Associated Television Ltd. of London, England, has the following interests in Canada: (1) Totally owns Canastel Broadcasting Corp. Ltd. (2) Owns 25% interest in CJCH Ltd., Halifax, N.S.

[ATV has] no other interests in Canada except those in CHAN [Vancouver, B.C.] which are subject to approval by Canadian Board of Broadcast Governors. Associated Television fully owns ITC of New York, who in turn owns ITC of Canada Itd., a Canadian subsidiary. We have no interest in CJSS Cornwall, CHOV Pembroke or CJON Ottawa.—*W. Jones, Associated Television Ltd., Ajax, Ont.*

Highlight of defense

EDITOR: . . . Your editorials in 1960, in my way of thinking, have been extremely well planned and are a highlight in the broadcasters' defense against the continuing inroads of government control and senseless interference. It is a shame that an industry as great and as powerful as ours cannot organize a united defense against these encroachments that have been so prevalent in 1960. . . . —*Jack Roth, General Manager, KONO San Antonio.*

Big brother is listening

EDITOR: After reading the "Big brother is closely monitoring you" article Dec. 19 (page 50) concerning the FCC's program monitoring, I couldn't help but think how easily the FCC's philosophy in issuing citations could be applied by the broadcaster; i.e., "When in doubt, don't broadcast it."

The first four points listed as "prime targets for the tape" for the most part would never have been executed had station management used discretion.—*Jack Gilbert, JMG Radio Programming Consultants, San Francisco.*

Appreciation

EDITOR: We compliment the television industry for the increase in the number of current worthwhile programs. The creative political coverage, the increase in serious educational features, the inclusion of more cultural programs and the continued availability of tv facilities to appropriate religious programs, is to us an indication that the industry is taking seriously its public service responsibility. We especially appreciate the continued efforts of NAB and the co-operating stations to maintain a code which eliminates many objectionable items, including the advertisement of hard liquor.

. . . We encourage continued efforts to decrease the featuring of crime, violence, sex and alcoholic beverages and to relegate such programs as are continued to other than prime viewing hours of children and youth.

Further . . . we feel free to set forth our hope that this influence may be used, even though it is in a commercial context, to help us Americans rise above our preoccupation with material things. . . . *Lewis E. Strite, President, Mennonite Broadcasts Inc., Harrisonburg, Va.*

Clarification

EDITOR: The item in BROADCASTING (AT DEADLINE, Dec. 19, 1960) is in error. I transferred only 50% of WJPB-TV and would appreciate correction. —*J. Patrick Beacom, President, WJPB-TV Fairmont, W. Va.*

[BROADCASTING, in translating FCC legalisms into layman's language, sometimes fails to make the translation crystal clear, in this case saying that an FCC examiner had approved transfer by Mr. Beacom of WJPB-TV to Thomas P. Johnson, George W. Eby and himself. What should have been said is that Mr. Beacom simply transferred 50% of WJPB-TV to Messrs. Johnson and Eby and retained the other 50%.]

Goodman has 'Money'

EDITOR: Thanks so much for the article you ran on page 42 of the Dec. 12 issue about our radio feature, *Your Money and You.* There was only one trouble. You left out the "who," the fact that we distribute the show. In fact, one fellow, Herb Levin of WMAJ State College, Pa., went to the trouble of phoning your magazine to find out who the distributor was. And so, let it be known to one and all that we, Harry S. Goodman Productions Inc., 19 East 53d St., New York City, are the distributor of Don Rogers' *Your Money and You.*—*Everett Goodman, Vice President, Harry S. Goodman Productions Inc., New York.*

Foreign missionary

EDITOR: Will you be kind enough to send the latest copies of your BROADCASTING Yearbook to the following people: Most Rev. Joseph B. Houlihan, D.D., P. O. Box 630, Eidoret, Kenya, British East Africa, and Most Rev. James Moynagh, D.D., Catholic Mission, Calabar, Nigeria, West Africa. Kindly send the books to the above mentioned Bishops and send the invoice for them to me . . .—*Most Rev. Fulton J. Sheen, Ph.D., D.D., National Director, Pontifical Mission Organizations, New York.*

[While they last, 1960 Yearbooks are available, $4 each.—THE EDITORS.]

HOURS AHEAD!

UPR174

B U L L E T I N

(VIENTIANE, LAOS /VYAN-TYAHN/, LAH-OHS)--A U-S EMBASSY OFFICIAL IN LAOS REPORTS THAT A SOVIET-BUILT TRANSPORT PLANE FIRED ON A U-S EMBASSY AIRCRAFT IN LAOS. THE OFFICIAL SAYS THE U-S PLANE WAS OBSERVING THE SOVIET TRANSPORT DROPPING SUPPLIES TO LAOTIAN LEFTIST TROOPS.

TP135A12/28CST

UPI was six hours and 41 minutes ahead
of the second best effort
on this news break.

For most of the country, it meant that
the biggest story of the morning
was heard only on UPI stations.



A UPI MAN
IS AT THE SCENE

United Press International

MONDAY MEMO

from FREDERIC S. PAPERT, president, Papert, Koenig, Lois Inc., New York

Get rid of the corn borer by getting rid of the corn

It's easy enough to criticize the people who are responsible for television commercials, but there's one thing you've got to say for us: we know how to take a joke.

We've been the butts of some pretty mean gags for years now, and yet we never complain, we never explain. For that matter, we never change, either, which may account for the durability of some of the jokes. Take the *New Yorker* drawing of a group of scientists in the laboratory of a cigarette company. One shows his colleague a cigarette and says: "It's passed all the tests for coolness, kindness and freshness. Now if there was only some way we could keep it from tasting lousy."

The cartoon was published 30 years ago. It's held up pretty well, too. "Kindness" may be a bit creaky, but without "coolness," "mildness," "freshness," tax stamps and tobacco, you couldn't *recognize* a cigarette today.

Advertising talk, delivered with a straight face, was great stuff 30 years ago. It was even funny, say, five years ago. But like any joke told too many times, it's getting to be a bore. Yet we go right on with the same language. Funny in 1931, not so funny in 1961, when it's going to be dished out to the tune of $14 billion worth. *That* many cliches sets up quite a drone, and people who once laughed, then took to the faucets, then began nodding off, are now beginning to complain.

Wrong Phew ▪ So far we've managed to hold them off. When we're asked to answer for the really heinous crime of boring everyone half out of their wits, we dig up two other crimes and answer for *them.*

One is that we're exaggerating, distorting the facts, even (perish forbid) lying! As if (a) anybody was being fooled; or (b) anybody would prefer our amorphous, soporific truths to a whole-hearted, wide-awake lie. Nonetheless, we promise to mend our ways, police ourselves, throw the rascals out.

The second charge is that we're forcing people to buy things they don't need. Since we dreamed up the crime, it's easy for us to dream up the answer. We say yes, we're guilty, if forcing people to buy an extra Beethoven record (etc.) is a crime. Just the notion that advertising forces people to do anything, except maybe yawn loudly, at least proves that we haven't lost our sense of humor.

Anyway, the jokes about advertising talk go on, and so does the advertising talk. Can you imagine some of the words we put in announcers' mouths coming out of the mouths of acquaintances? A Y&R house ad tried to reconstruct the scene:

> First man (to friend at club): "Have a good lunch?"
>
> Second man: "Yes, indeed. . . . It was packed with delicious flavorsome goodness . . . and every bite was chock full of wholesome nourishment, too . . . including energy, minerals, vitamins, and protein . . . the food elements so vital to robust good health."

Boring In ▪ Do you see what I mean? Most of us are bores. Unmitigated, undiluted, uninterrupted bores! The G-Men say we're making our shaving cream too thick; we admit only to selling too many violins; and in the meanwhile the audience is being pushed to the edge of distraction. It isn't only our inane, isolated words, either. We think boring thoughts. We let them coagulate into boring slogans (Mort Sahl: "I don't see why Pepsi-Cola changed agencies. After all, the old agency came up with that great slogan . . . 'Drink Pepsi' ").

Assuming that it's not all a plot to lull the FTC's Mr. Kintner to sleep, we'd better do something before the vigilantes get us. Well, what *can* we do?

Two popular approaches won't work. The first is to try overpowering the cliches with production extravaganzas. But dull ideas are hard to cover. You can hire Steve Elliot or Irving Penn or Sam Goldwyn, you can use a dozen cameras and a cast of thousands, you can put opticals on top of opticals and you can shoot the whole thing in color. If the basic idea about the product is a bore, the commercial will be, too.

A second approach that won't work is to stick a bunch of typical viewers in a room, show them your commercials, measure their reactions and take comfort in the fact that they're awake when the lights go on. The catch is that next to being a traffic cop or a movie vamp, being a *judge* is just about everybody's idea of heaven. The typical viewer gets over-stimulated and suddenly he isn't typical any more. Nothing bores him. You could show him seven reels of academy leader and he'd still be wide-eyed. But let him look at those commercials on tv at home, after a few arguments with kids and a couple of beers, and he'll be sound asleep before you can say "Air-Cushioned Vibra-Tuned ride with a Clean Look of Action."

Boreproof ▪ One unpopular approach has a better chance. It's to give the writer and/or art director an opportunity to become genuinely enthusiastic about the product by getting to know all about it. If he's enthusiastic, and if he has a way with words and pictures (a talent worth cultivating if you're a writer or art director). . . . Then he *can't* be a bore.

If this sounds like obeisance to clients, it shouldn't. Any agency that doesn't believe in what the client sells is in trouble.

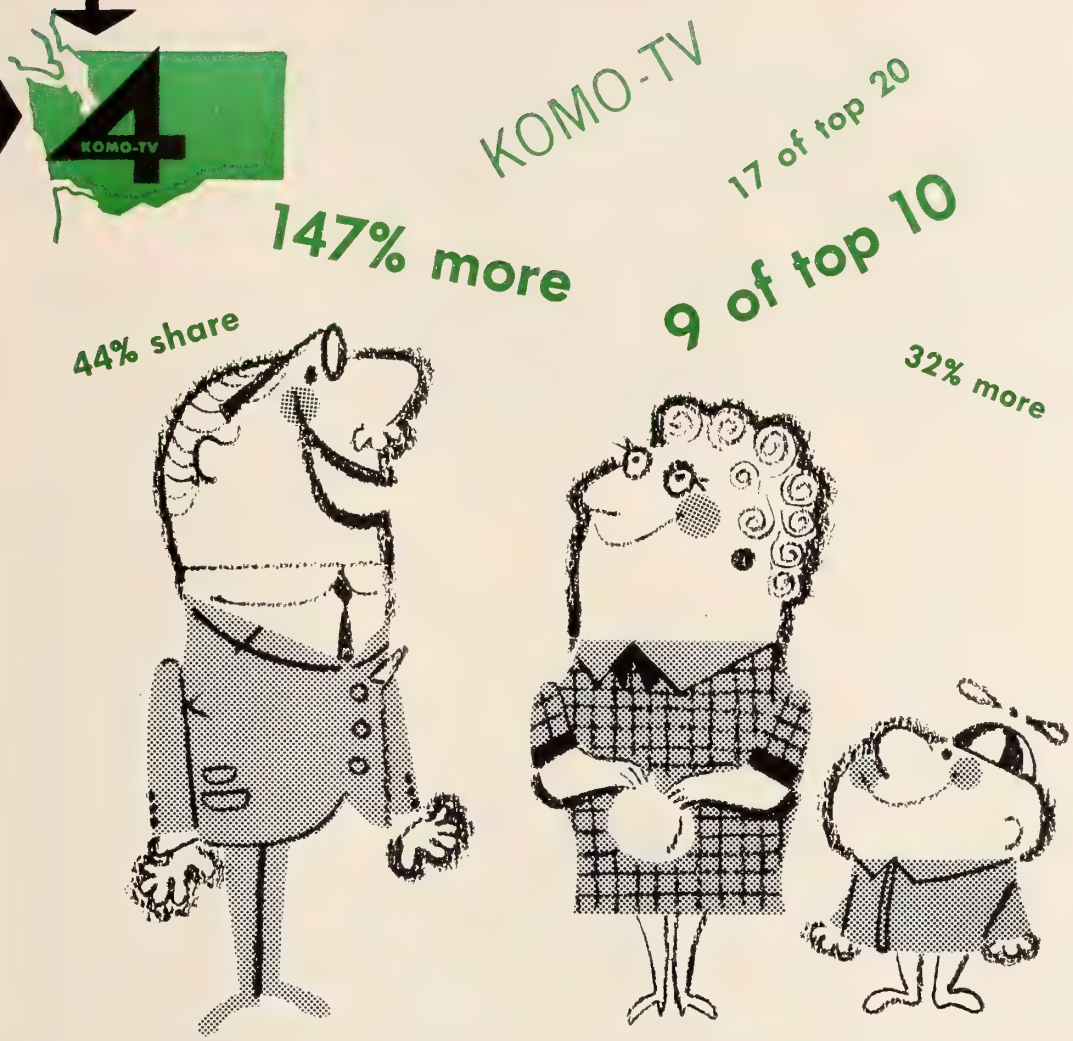
The single quality that runs through every good advertisement is conviction: exuberant, vigorous, honest conviction. It's easy to be sold by a salesman who believes in what he's selling. That belief can move mountains of merchandise. In the agency business, it separates the men from the boys.

Back at the typewriter and drawing board, start with honest convictions and you're three-quarters of the way home. Communicate them with some imagination, and ennui will never set in.

I hope we do something about all this. I want my children to grow up in the soaring, not snoring, sixties.

Fred Papert, after graduation from the U. of Missouri in 1946, became a copywriter for Al Paul Lefton Co. Later he was with Benton & Bowles and Young & Rubicam, and became copy supervisor on Rheingold beer at Foote, Cone & Belding in 1955. The following year he joined Kenyon & Eckhardt as creative supervisor on Pepsi Cola. After a time as an advertising consultant, he opened his own agency in January 1950 and billings have gone from $75,000 to over $5 million.





The latest figures show...

Western Washington viewers watch KOMO-TV more than any other station!

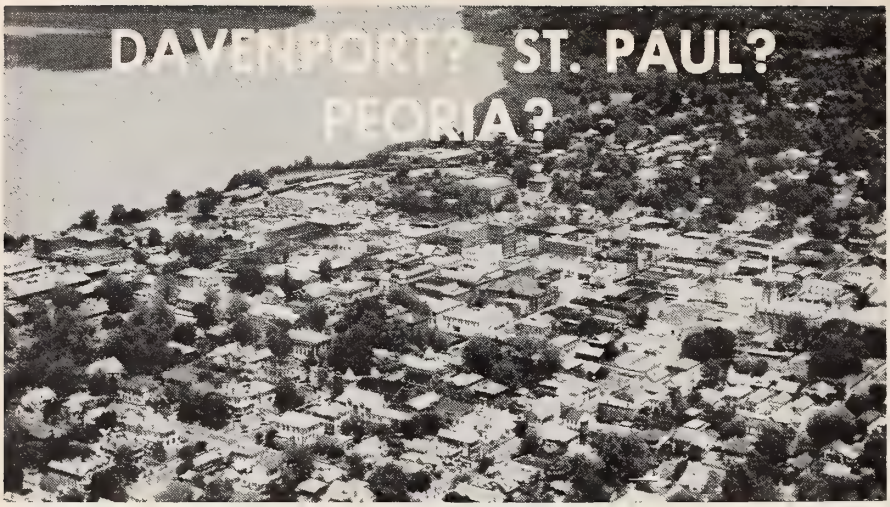
Throughout the past year in prime time, 6:00 to 10:00 PM, KOMO-TV has averaged 32% more audience per average quarter hour than the second station; 147% more than the third station.

AND has consistently had 4 times as many programs in the top 20 as all other stations combined!

KOMO-TV CHANNEL 4
SEATTLE, WASHINGTON

abc

Source: ARB October 1959 through November 1960



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of historic Natchez, Mississippi, noted for its famous Pilgrimage.

For that IRE®

NEW IDEA

visit the

IRE SHOW

March 20-23, 1961 New York

Coliseum and Waldorf-Astoria Hotel

Members $1.00, Non-members $3.00 Age limit—over 18

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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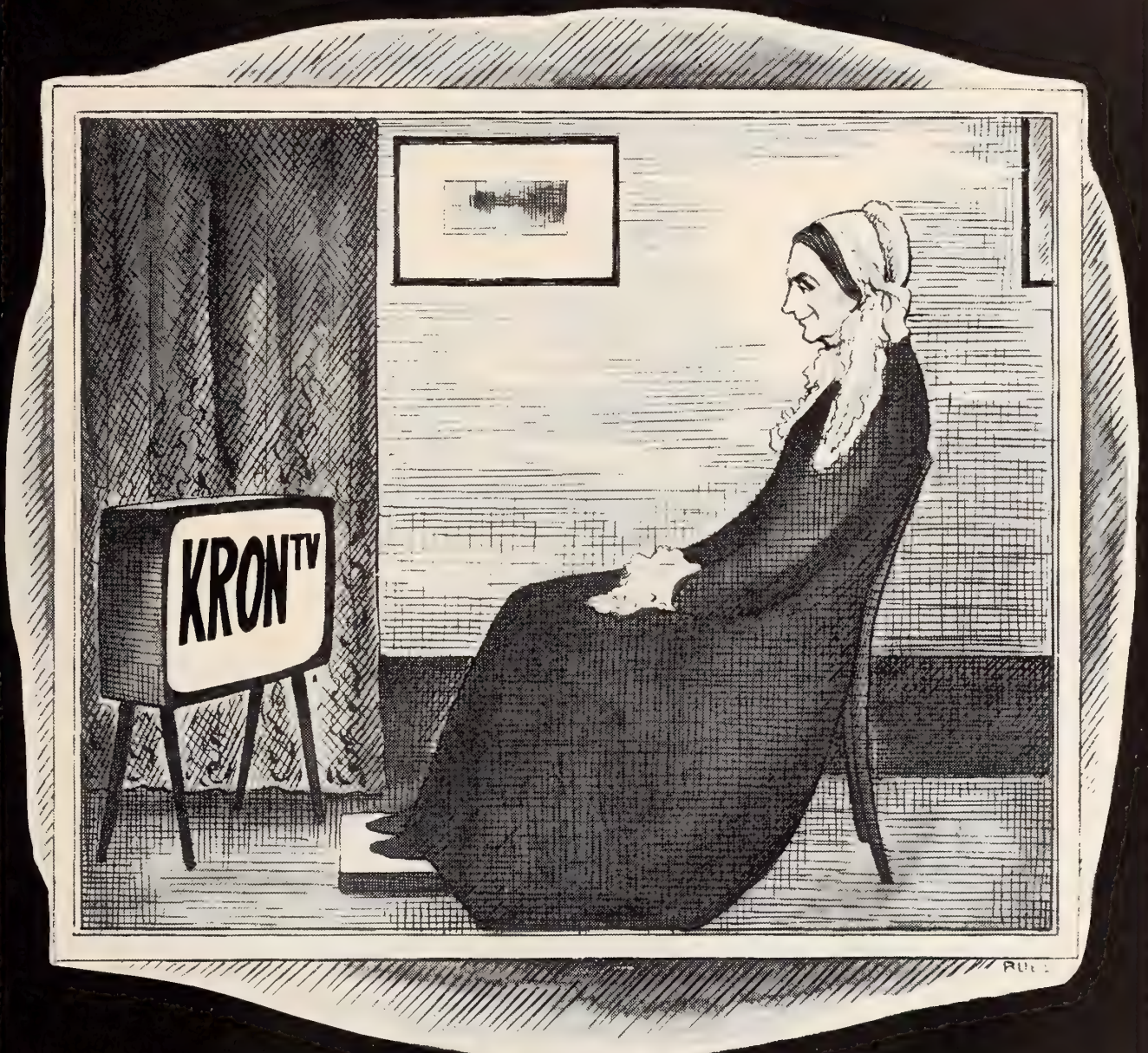
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

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KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV HAS MORE TV NON-NETWORK ADVERTISERS THAN OTHER S.F. STATIONS
(BAR Report, Nov. 1960)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

Quid Produces Quo

$183,000
Cash to Community Club Awards Members

19,000,000
Proofs of Purchase

W-I-T-H with CCA is Baltimore's Most Powerful Selling Force!

Ever since Eve lured Adam in that garden, women have had control of things . . . money included. For example, Baltimore women have presented over NINETEEN MILLION proofs of purchase as part of W-I-T-H's Community Club Awards. And W-I-T-H, being men—*businessmen,* and only human—has rewarded these fast-buying women with $183,000 in cash. How do you like *them* apples?

And CCA is only part of the W-I-T-H sales-success story. Only W-I-T-H has such extensive merchandising tie-ins with Baltimore's leading drug and grocery outlets, offering you in-store promotions, displays, bargain-bar features and other forms of sales-proven, sales-producing extras. They all add up to make W-I-T-H America's greatest selling station. Write, wire or phone today for full details.

RADIO WITH PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 9, 1961 Vol. 60 No. 2

PRODUCTION TURNING EASTWARD?

■$10 million CBS-TV center in Manhattan will boost efficiency

■ABC-TV's new 30-story building planned for upper West Side

■NBC-TV's New York originations show no slackening of pace

The first positive sign that the New York-to-Hollywood trend in network television production could be stemmed, if not reversed, was seen last week as CBS-TV prepared to spend $10 million or more on its New York production facilities.

The move was seen as having great potential for eventually expanding the overall volume of live tv programming.

CBS-TV has authorized an architect firm to prepare preliminary plans for centralizing its production facilities in Manhattan. Last week the network announced that Charles Luckman Assoc., hired for this purpose, has been asked to complete plans and estimates by April 1961.

CBS officials said that concentration of the greater chunk of its widely scattered New York studios under one mid-Manhattan roof would give the network greater flexibility in meeting any additional production demands.

There was uncertainty, however, whether a general boost in New York-originated network production could be expected in the next few years. But contrary to a widely-held belief, said some network officials, a substantial volume of production remains in New York despite the conversion of some of the network schedule from live (in New York) to film (in Hollywood). And live drama for that matter hasn't yet set in the West nor disappeared from network logs. There's been indication that there is life yet in the live tv drama form with injections each season of new blood (BROADCASTING, Aug. 29, 1960).

Though not guaranteeing an expansion in New York production, CBS authorities emphasized in discussing the new building plans that they were in no way limiting such a possibility and certainly were not curtailing the facilities now available and in use.

The existence of tape, moreover, has permitted additional flexibility in production schedules and thus opened the way toward greater efficiency in the use of studio facilities. It is this efficiency that CBS-TV notes would be accomplished with an expanded studio production center. The site is an existing production plant on West 57th Street (near 11th Avenue) which CBS owns. Efficiency would be enhanced, the CBS people say, because the new studio plant would be designed specifically for the tv medium, unlike the many theatres, movie houses and the like that have been converted for tv use.

Westward Movement ▪ There's little doubt that a general exodus has been on from New York in series originations. In the 1955-56 season, for example, the three tv networks together were averaging about 25 hours of live nighttime network production in New York each week. The current season averages some six hours of regular series produced live (or on tape) in New York each week, but added to these hours are the numerous specials, both entertainment and information, as well as news shows. In addition the volume of daytime program production in New York is heavier now.

CBS-TV still has the heaviest New York-originated regular nighttime production schedule. Among the CBS-TV regulars are *Candid Camera, What's My Line?, To Tell the Truth, The Garry Moore Show, I've Got a Secret, The U.S. Steel Hour* and *Witness.*

Additionally, the bulk of CBS-TV's daytime schedule (particularly serials) falls into the New York area as do those of NBC-TV, while ABC-TV, hardly in daytime tv a few years ago, has been originating shows from New York since it began day programming.

The CBS-TV plant on 57th Street now contains production facilities, storage and rehearsal halls. Under pending plans, the rehearsal halls would be



Now a Television City for New York?

Charles Luckman, the architect engaged by CBS-TV to design a production center in Manhattan, figured importantly in the design of the network's Television City in Hollywood, (see photo above).

At the time of the Hollywood construction, Mr. Luckman was a partner in the architect firm of Pereira & Luckman. Before that he was president of Lever Bros. and was instrumental in the planning of Lever House on Park Avenue, New York, one of the style-setters in post-World War II office building construction.

A few years ago Mr. Luckman established his own architect firm, Charles Luckman & Assoc. His plans for the new CBS-TV production center in New York aren't due for several months, but unless they deviate sharply from his usual style, the center will be an island of modern design amid the old buildings on Manhattan's West Side.

eliminated, the roof literally raised and the building reconstructed to provide a minimum of seven studios for "basic requirements" as well as associated production and distribution facilities for tv.

CBS-TV President James T. Aubrey Jr. emphasized that the project was not related to still another project, already announced. The latter involves plans for a new CBS headquarters building on the east side of the Avenue of the Americas (Sixth Avenue) between 52nd and 53rd Streets, scheduled for occupancy in 1964.

Another Project ▪ ABC-TV for some time has had preliminary drawings of a 30-story headquarters building that would be erected on the site of the network's present New York offices in the mid-sixties west of Central Park. The buildings now on the plot would be razed to make way for the new construction that would contain a complex of tv studios, including color equipment, and generally described as the future center for ABC production in the East.

ABC-TV's proposed construction still is in the planning stage with a completion date now targeted for 1964 (originally it had been set for 1962).

The ABC-TV buildings would rise to the north of the proposed Lincoln Center (containing a complex of buildings for the performing arts and including outlets for tv originations). CBS-TV's studio site lies to the south of this zone in an area earmarked for development of luxury apartments, hospital buildings, a *New York Times* building and other construction.

NBC-TV reports it is fully able to handle existing production demands and any pressures for stepped-up production in the future. Aside from its studios in the RCA Building at Rockefeller Center, NBC-TV operates two Brooklyn color studios, three black-and-white studios on 67th Street and the old Ziegfeld and Colonial Theatres. The Hudson Theatre, formerly used for tv originations (*Jack Paar Show*) has been dark for about a year. Officials at that network say that "statistically we are originating as much television in New York as we ever have."

CBS-TV currently has 14 studios in operation but widely scattered about New York. Network authorities estimate that the new plant on their owned-site could easily handle the equivalent of nine of these leased studios and additional demands could be met by continuing a leasing arrangement for outside studio space.

As expressed by one official: "The significance in our proposed building is in the dollars involved in the facility. This shows a faith in our medium and in New York as a continuing production center." Officials declined to estimate the cost, but elsewhere speculation ranged from $10 million up.

It also was pointed out that the lack of centralized facilities in New York is partly to blame for the transfer of much tv production to Hollywood.

BROADCAST ADVERTISING

DUPONT MAY REVAMP ITS TV

Budget, mostly network tv, will probably remain there with changes made in programming approach

E. I. duPont de Nemours & Co. is reviewing its television advertising for next season. Sponsor and agency may decide to sign off shows they have on the air now and try a new tv approach. A possibility is one big new show for all the company's "better things for better living through chemistry." DuPont's tv budget for 1960 has been estimated at $7 million gross, mostly network.

Another chemical company is reconsidering network plans for the current season. Dow Chemical Co., nearer the million-dollar tv network level, may reallocate part of the budget originally planned for *The Dow Hour of Great Mysteries* on NBC-TV. Both the duPont and Dow deliberations are presumed to be about format and scheduling. Both are expected to continue putting substantial emphasis on network tv.

DuPont currently has divisional monies in separate pocketbooks, budgeting separately for corporate advertising on *The duPont Show of the Month,* for fibers on *The June Allyson Show,* both CBS-TV programs, and variously for antifreeze products participating in evening shows on all three networks. The monthly 90-minute special, started in 1957-58, and the weekly Allyson half hour, now in its second season, could be casualties in the new planning for next year. (The latter show moved Jan. 2 from Thursday to Monday nights at 10:30 after CBS-TV shook up its Thursday lineup.)

DuPont tv expenditures practically tripled from 1956 to 1960, all billed by BBDO. Another product group, household paints, made tentative local beginnings in tv last year through N. W. Ayer & Son.

Dow has used its mystery hours on NBC-TV for Dowgard antifreeze. The seasonal nature of this business has been offered as a possible explanation for revising plans that originally called for the specials, which started last spring, to go on through next April, for 12 weeks altogether. Seven have been fulfilled, three last season and four in the fall. The 12-show contract with producer Robert Saudek continues in force, lending credence to reports that Dow may pick some new format and advertise other products. Dow makes Zefran textile fiber, a plastic wrapping and other products in the chemical-metal-plastic line.

RAB's pitch for furniture ads

When it comes to buying furniture the woman is the decision-maker 60% of the time, according to a Radio Advertising Bureau report on the furniture industry. The survey, "Top Drawer Medium for Furniture: Radio," links the importance of the female buyer with the large distaff audience available to radio advertisers. According to RAB, young housewives who are starting families and buying homes listen to the radio 17 hours and 18 minutes weekly.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 28-Jan. 4 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Wed., Dec. 28	**Hawaiian Eye** (9 p.m.)	ABC-TV	20.7
Thur., Dec. 29	**Untouchables** (9:30 p.m.)	ABC-TV	22.6
Fri., Dec. 30	**77 Sunset Strip** (9 p.m.)	ABC-TV	27.0
Sat., Dec. 31	**Gunsmoke** (10 p.m.)	CBS-TV	22.5
Sun., Jan. 1	**What's My Line** (10:30 p.m.)	CBS-TV	23.4
Mon., Jan. 2	**Rose Bowl Game** (4:45 p.m.)	NBC-TV	19.3
Tue., Jan. 3	**Garry Moore** (10 p.m.)	CBS-TV	25.0
Wed., Jan. 4	**Naked City** (10 p.m.)	ABC-TV	24.4

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KILGO'S KANTEEN
–teen-age dance party; live audience. Mon.-Fri. 4:30 P.M., Sat. 12 noon.

MID-DAY NEWS
Charlotte's only mid-day news. Mon.-Fri. 12:30 P.M.

CLOWN CARNIVAL
–kiddie show, live audience, give-aways. Features Popeye, Three Stooges, others. Mon.-Fri. 5 P.M.

MOVIES-MOVIES
Daytime, nighttime–the best of Paramount, MGM and Warner Bros.

CAROLINA NEWS SPECIAL
–served by most complete facilities in area. Mon.-Fri. 6:30 P.M.

FARM & HOME
–daily at 6:15 A.M.; news, weather and information.

11th HOUR REPORT
–news plus weather and sports report. Mon.-Fri. 11 P.M.

THE SPORTSMAN
–Saturdays 8 A.M. Sports, outdoors and personalities.

A tasty bill of fare for Carolina viewers . . . wonderful vehicles for advertisers who like a lot of homes per dollar! WSOC-TV's stronger line-up of planable participating shows enables you to reach any audience composition you want—when you want it! For results in America's 25th largest tv market, concentration on WSOC-TV is your best sales producer.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

Metrecal's 'semi-institutional' approach

Weight-control Metrecal is defying the proponents of the hard-sell in its first use of television.

The Metrecal showcase is the weekly ABC-TV series treating the Winston Churchill Memoirs (*The Valiant Years* on Sunday night) on which the advertiser began sponsorship Jan. 1.

The commercials shown on that date (except for the dedication commercial) were to have been repeated yesterday (Jan. 8). They stress an approach that is labeled "semi-institutional" by Metrecal's agency, Kenyon & Eckhardt, New York, for want of a more descriptive term.

As explained last week, the "semi-institutional" commercials were demanded by the client itself, the Edward Dalton Co., a newly-created division of Mead Johnson Co., Evansville, Ind. Credited with much of the "creative thinking" is Robert Sessions, a top executive in the Dalton company.

Shown on the Jan. 1 show were three commercials (see pictures): A 90-second "dedication" commercial (b); a two-minute commercial titled "overweight" (c) and a one-minute "closing epilogue" commercial (d).

Public Service? ▪ The last commercial is perhaps the most institutional of the three and, in fact, appears to be something of a "public service" message. Using Churchillian phraseology ("not alone in the dark and curtained areas or in the troubled corners of the world . . . the fearful sound of tyranny can echo again." Used as a backdrop is a rear projection screen which is described as the "largest in the East." Flashed on the screen is newsreel footage of the Budapest revolt, of a Congo riot, of the U. S. Capitol, a playground, a meeting hall, a country lane, the United Nations building, etc. The narrator, Martyn Green, theatre and tv actor, appears in all the commercials (he's in the role of Metrecal's "commercial spokesman").

After the news film footage is run off, Mr. Green gets in a sole and quick plug—"This program is proudly presented by Edward Dalton Co., the makers of Metrecal . . ."

The "overweight" commercials run for two minutes with the camera concentrating all of the attention on a walking man (only his back is seen) who appears to be about 20 pounds overweight. Explained the agency: "The viewer is more inclined to the medical words if his attention is not distracted." The image of a man of medium build but not obese who walks his lonely path in the snow (filmed in between two snow storms) makes up most of the film except for a short interval when he strolls through a playground filled with children and attempts to pick up a basketball but is unable to and kicks it instead.

This film, however, is "in taste." It opens with shots of paintings and sculpture (in keeping with the *Vali-*

Business briefly...

American Gas Assn., N. Y., has renewed alternate-week sponsorship of NBC-TV's *Barbara Stanwyck Show* (Mon. 10-10:30 p.m. EST) for final 26 weeks of the season. Agency: Lennen & Newell Inc., N.Y.

P. Lorillard Co., N. Y., has renewed *The Tab Hunter Show* NBC-TV (Sun. 8:30-9 p.m. EST), for remainder of the 1960-61 season. The filmed series is produced at MGM Studios by Norman Tokar. Agency: Lennen & Newell, N.Y.

The Mennen Co., Sof-Stroke shave lather, Brake deodorant, and Steri-Spray first aid kit; **The Simoniz Co.,** household and car waxes, and **Union Carbide Consumer Products,** for various products, have signed as participating sponsors in ABC-TV nighttime programs. Mennen, through Grey Adv., ordered *Adventures in Paradise, Cheyenne* and *Roaring 20's.* Simoniz, via Dancer-Fitzgerald-Sample Inc., ordered *The Law & Mr. Jones, The Islanders, Roaring 20's* and *Walt Disney Presents.* Union Carbide, represented by William Esty Co., picked *Adventures in Paradise, Cheyenne* and *Naked City.*

Warner - Lambert Pharmaceuticals (Lambert & Feasley), **International Shoe Co.** (Krupnick & Assoc.) and **B. F. Goodrich,** canvas and rubber footwear (Foote, Cone & Belding) have signed aboard ABC-TV's *American Bandsand* (Mon.-Fri. 4-5 p.m.). Warner-Lambert's 52-week order for its Listerine product was effective Jan. 5, while *Bandstand* newcomer International Shoe Co.'s 46-week contract begins Feb. 15 and Goodrich participation starts in March.

Family Products Dept. of Chas. Pfizer & Co. (pharmaceuticals), Brooklyn, is trying a humorous radio approach, with heavy Bob & Ray schedules on 19 stations across country. For Candettes throat product, the advertiser is using around 50 one-minute announcements and 30-second spots per week on each station till spring. Agency: Leo Burnett, Chicago.

▪ An extensive tv campaign will be launched next spring by Edward H. Weiss & Co. on behalf of its client, **Wishbone Salad Dressings Div.** of Thos. J. Lipton Inc., as part of its multi-million dollar advertising campaign. The Tv drive, probably spot, will be augmented by a print campaign.

Alberto-Culver Co. (hair dressing preparations), Chicago, has purchased a spot tv schedule in about two dozen key markets, effective Jan. 2. Agency, Compton Adv., that city.

Agency appointments...

▪ Standard Oil Co. (New Jersey) appoints Needham, Louis & Brorby, N.Y., to handle its institutional advertising, effective immediately. The account previously was serviced by Ogilvy, Benson & Mather, N.Y. The appointment does not affect other Standard-New Jersey advertising handled by McCann-Erickson, N.Y.

▪ Colfax Labs, division of Shulton Inc., NY., appoints Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., for two new products in the proprietary drug field. The products will be introduced in the spring.

▪ William Pearson Corp., N.Y., new subsidiary of British chemical firm, Wm. Pearson Ltd., to Fletcher Richards, Calkins & Holden, N.Y., for Oven Stick, cleaner marketed abroad and recently in test markets here.

▪ Freeman Shoe Co., Beloit, Wis., appoints J. Walter Thompson to handle its advertising, research and marketing. The company manufactures men's dress and casual shoes.

▪ The Pulse Inc. (national rating and research service), New York, appoints Henry J. Kaufman & Assoc., Washington, as advertising and public relations consultant. Kaufman includes a substantial number of broadcast accounts among its clients.

▪ Dr. Pepper Co., Dallas, appoints Kenyon & Eckhardt Ltd., Toronto, as advertising representative in Canada. The soft drink firm will introduce its product into Canada and the agency will help develop advertising and marketing programs for new bottlers.

▪ Carey Salt Co., Hutchinson, Kan.,



The 'dedication'



The 'soft-sell'



The 'epilogue'

ant Years technique) and then moves into the "walking man" sequence.

Pity and Scorn ▪ Depicted in the narration is the danger of overweight—"Through the years, overweight has been pictured in terms of pity and, at times scorn"—but also makes the point that fat men are more likely to die suddenly than the slender. Authoritative studies on overweight are reported on as the man is followed by the camera, and as he begins to climb stairs (see picture) three medical check points are cited for the overweight.

The only Metrecal is at the very end—"these thoughts are brought to you by the Edward Dalton Co. etc." At no time in any commercial is there a product short or brand name shown on the screen.

Filmed initially were five commercials which took up 10 production days. Production house was Filmways in New York with outside shooting in Central Park. William Gargan Jr. (son of the motion picture actor), radio-tv production supervisor, Kenyon & Eckhardt, and Al Sarasohn, vice president-creative group head at the agency who worked on the scripts, are among the executive talent used on the commercials.

Though the "grand-daddy" of the dietary weight control products now flooding the market, Metrecal itself has been out only a little more than six months and achieved its national distribution at about the same time the company decided to sponsor *Valiant Years.*

appoints Lowe Runkle Co., Oklahoma City, as advertising agency for its table salt and grocery items. Plans include use of tv in its 1961 table-salt advertising campaign, Carey's marketing manager reports.

▪ Stewarts Private Blend Coffee Co., Chicago appoints Presba-Muench Inc., that city, to handle its account estimated to be about $200,000, effective Jan. 1. The company has used both radio and tv.

▪ Burns W. Lee Assoc., L. A., appointed to handle publicity and promotion for Pacific Electronic Trade Show to be held Feb. 26 to March 1.

Los Angeles station accepts liqueur ads

If there's any public revulsion toward liqueur advertising on radio, KDAY Los Angeles hasn't discovered it. After two weeks of broadcasting commercials for Kahlua liqueur, the station told BROADCASTING it had not received a single phone call or letter of protest.

Liqueur advertising is not acceptable under the NAB radio and television codes, which base their bans on the internal revenue definitions. On the other hand beer, wine, champagne and other fermented beverages are acceptable.

Mal Leeds, general manager of KDAY, said the station will not accept any hard liquor advertising but he does not include liqueurs such as Kahlua (coffee flavored) in that category. It is more than a wine, he pointed out, though not drunk so freely. He classed it as an after-dinner beverage.

The commercials—placed by Marks-Jules Berman & Assoc., Beverly Hills firm distributing Kahlua nationally—consist of one-minute comedy spots broadcast on KDAY 12 times a week on a 13-week schedule that started Dec. 19. The transcribed spots feature a bullfighter and stooge extolling the merits of the liqueur in comedy dialogue.

A spokesman for the sponsor said other radio stations that had been offered the account classed it as unacceptable.

Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Radio Code Board, said he could not discuss the KDAY position since the station is neither an NAB member nor a code subscriber. However, Mr. Gill said the Kahlua advertising is indicative of a national trend and the matter will come before the code board at its Jan. 12-13 meeting in Washington. He added any code subscriber is entitled to a board ruling or interpretation on the acceptability of Kahlua or similar products.

Rep appointments...

▪ KCMC-TV Texarkana, Tex.: Blair Television Assoc.

▪ KITO San Bernardino, Calif., names Torbet, Allen & Crane as western sales representative, and Venard, Rintoul & McConnell as eastern sales rep.

▪ KSBW Salinas; KNGS Hanford, and KVEC San Luis Obispo, all California: H-R Representatives Inc.

▪ WEAQ Eau Claire, Wis.: Radio-TV Representatives Inc.

▪ WCIA (TV) Champaign, Ill.: Peters, Griffin, Woodward

▪ KMPS (TV) Minneapolis-St. Paul; WEAU-TV Eau Claire, Wis.; WLOF-TV Orlando, Fla., and KGUN-TV Tucson, Ariz.: Young Television Corp., N.Y.

▪ WONE Dayton, Ohio: H-R Representatives, N. Y.

50% don't remember tv commercial—Feldman

Half the viewers don't remember a commercial right after they've seen it, George Feldman, senior vice president and creative director of Young & Rubicam, New York, told the eighth annual seminar of the American Marketing Assn. Half of all advertising is "pure waste," a drain that could be alleviated if the copy were made believable, he told the marketers, meeting in Toronto Friday (Jan. 6).

People like advertising, a "fashionably intellectual" anti-advertising point of view to the contrary, Mr. Feldman said in his speech on "Communicating With the Consumer." Tv commercials are a favorite target, but the agency man has research to show that most

individuals say they like most commercials.

It's getting harder to sell because of increasing sophistication, wide choice and "a general increase in the sense of fairness" in Mr. Feldman's view. "Witness the empathy there must be for the often unfairly treated Brand X now that various products have come out under that label." Yet comparison, if handled honestly, "and the consumer senses this," can be believable and effective, Mr. Feldman allowed, citing Cheer (Procter & Gamble), a Young & Rubicam account.

Simplicity, good taste and authority all help the advertiser make a commercial case, marketers were reminded. Mr. Feldman had a good word, too, for advertising that doesn't take itself too seriously, citing the tv success of Arthur Godfrey and Garry Moore as "no accident."

The element of authority can be critical in broadcast advertising, Mr. Feldman said. The Borden Co. tested five different "presenters" filming the same commercial message and on testing got recall and belief scores ranging from 35% for one to 80% for another.

The Y&R executive had a word of caution against nibbling a good idea to death, the agency's responsibility for defending it and maintaining a proper atmosphere for creativity.

No sales decision yet on U. S. data report

Preliminary discussions of plans for the pricing and sale of the forthcoming report on the living standards, finances and social traits of U.S. radio and television homes (BROADCASTING, Jan. 2) were held in New York last Thursday (Jan. 5).

The meeting led to no firm decisions but will be followed by another session. It was attended by representatives of NAB, TvB and S. J. Tesauro & Co. of Detroit, which holds a contract from the Census Bureau to prepare the report from Census Bureau data. RAB representatives were unable to attend but are expected to be present when the next meeting is held, possibly this week, participants reported.

The report, due to be completed next fall, has been described as the first county-by-county and city-by-city compilation of data on U.S. business and social life ever attempted. The price to general subscribers will be $3,000 for the complete set, but NAB, RAB, TvB and the Tesauro company hope to halve that cost for broadcasters under a plan initiated by Richard Allerton, NAB research manager. Thus broadcasters would be able to get the data for their coverage areas at a cost of about $1 per county.

Agencies de-merge due to 'conflict of interest'

Because of a "conflict of interest" between accounts of Grant Adv. and of Robinson, Fenwick & Haynes the five-month-old merger of the two national and Los Angeles agencies has been dissolved and each agency retains the accounts it previously handled. Grant, which had moved into the RF&H headquarters building at 1111 Wilshire Blvd., Los Angeles, has returned to its former location, the Hollywood Taft Bldg. at Hollywood and Vine. Robert L. Del-

'Open End' satire used to push coffee sales

Another premium-priced coffee is taking to the air, this one with a "discussion show." Manger Hotels Coffee signed on as a sponsor of *Open End* last night (Jan. 8) over WNTA-TV New York with its own free-for-all titled "Either End." Adaptations of the commercial satire will be used in spot, distribution to be pushed forth nationally from markets where Manger's 14 hotels are located. A planned radio campaign may use a modified version of "Either End."

Copy for Manger Hotels, a brand that dates back to 1906, was prepared by the Wexton Co., New York. One point made is the product's Colombian content, taking advantage of a million-dollar tv spot campaign by the National Federation of Coffee Growers of Colombia (placed by Doyle Dane Bernbach, New York).

To make its satirical (and serious-selling) points, "Either End" is done in a kind of stop-motion camera technique. Dialogue is synchronized to dozens of still shots that show comic panels discussing, disputing and drinking coffee.

Manger Hotels Coffee sponsors the 11-11:30 p.m. portion of the David Susskind panel show programmed by WNTA-TV Sundays, 10 p.m. to conclusion. The advertiser also has ordered morning time on WNBC-TV New York and will start in other markets on a schedule still to be announced.



At a production session one of the "Either End" actors cues a scene that focusses on byplay between "Sylvia Spivak (l), eminent divorce lawyer," and the bored "Prof. Hickman Brood, marriage counselor" (yawning). "Moderator" at left warms up for the scene with a Susskind-like gesture as "Dr. Frank Bailey, author of 'Children Are No Excuse,'" delays his characterization to identify the shot. The resulting take shows conflicting reactions to a discussion of "Marriage and love: do they really go together?" Conflict is brewing not only over the marriage question but over one panelist's refusal to drink coffee.



THE BEST TO YOU EACH MORNING . . is sold in the early evening. Kellogg's uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. *Kellogg's* schedules Huckleberry on a market-by-market basis, buying only the markets they **want** — the time periods they **want**. They're successfully selective, too! Your nearest H-R Rep resentative will be glad to show you how the spot medium will work for you! Call him.

HR *Television, Inc. Representatives*



© HANNA-BARBERA PRODUCTIONS

linger, Grant vice president, who has been named general manager of the agency's Los Angeles operation, said that as soon as more space can be secured in the building he will expand his present staff.

Grant will handle local accounts with the Grant agency prior to the merger. These include The Marquardt Corp., Dr. Pepper Metropolitan Bottlers Group, Tidewater Oil International, and Chrysler Air Temp.

Advertising accounts formerly with Robinson, Fenwick & Haynes will continue with that organization. These include Los Angeles Dept. of Water and Power, Packard Bell Electronics, Loma Linda Food Co., New Products Div. of Schick Safety Razor Co., Leo's Quality Foods, Western Federal Savings & Loan Assn., California Dried Fig Advisory Board, and some half dozen other companies.

Average U. S. income up again

The average (median) income of U. S. families reached a record $5,400 in 1959, a gain of $330 or 6% over 1958, according to the Census Bureau. The median income of individuals was $2,600, which was $130 or 5% higher than 1958. Breakdowns by types of employes are included.

Why a low opinion of marketing research?

Most top management executives underestimate the value of marketing research today. But this is due in large part to the failure of the researchers to communicate their findings effectively to management.

This is the opinion of the majority of 100 midwest marketing executives surveyed Thursday (Jan. 5) during a joint meeting of the Chicago chapters of the American Marketing Assn. and the American Statistical Assn. The study was conducted by a research team from Market Facts Inc., Chicago, in a practical demonstration of how advertisers and agencies can obtain fast answers to modern marketing problems. The demonstration was under the supervision of Dave Hardin, executive vice president of Market Facts Inc. and president of AMA's Chicago chapter.

The study also found that in the opinion of 63% of the marketing executives the contribution of motivational research is being "oversold" by its practitioners, 26% felt "mr" has been undersold. Although the basic validity of the research itself was not questioned, 41% felt statistically oriented research that is based on advanced mathematical and probability theories has been undersold and is just beginning to realize its full potential; 35% felt this type research is correctly positioned in terms of its overall contribution.

Marketing research today makes its best contribution in the area of new product development, the study found. The other areas, in order, are: overall marketing strategy, distribution planning, advertising copy testing, media selection and price planning.

Compared to today, marketing research activities in five years will be "much greater" in the opinion of 71% of the respondents. Twenty-eight percent said it would be "a little greater."

Only 3% of those surveyed felt this future growth in market research will take place in advertising agencies; 21% said the growth would fall to independent research companies that engage primarily in the collection of data or syndicated research studies; 43% said independent research companies that engage primarily in conducting special surveys, and 33% said fully integrated manufacturer research departments would get the new expansion.

SPOT TV EXPENDITURES ARE SURGING

Petry report shows 71% increase in period from 1956-59

A study by Edward Petry & Co. shows that spot television expenditures have grown twice as fast as any other major advertising medium of the top 100 advertisers between the years 1956-59.

Highlights of the study, titled "Trends in the Selection of Media by the Top 100 Advertisers—1956-59" and released Dec. 30 by Petry, include the following:

- Spot tv billing of the top 100 advertisers has risen from $191.1 million in 1956 to $327.5 million in 1959 (up 71%), while corresponding figures for other media were: network tv, from $382 million to $522.7 million (up 36%); magazines, from $252.1 million to $294.7 million (up 17%) and newspapers, from $327.5 million to $338.5 million (up 3%).
- The trend favoring spot tv continued in 1959, as compared with 1958, as spot tv expenditures rose by $58.2 million (up 22%); network tv increased by $45.6 million (up 9%); magazines strengthened by an additional $32.2 million (up 12%) and newspapers rose by $13.5 million (up 4%).
- Only spot tv, of the "Big Four" media has gained in advertisers among the leading 100. The study shows that from 1956-59, spot tv gained 13 advertisers; network tv lost 11; newspapers lost 21 and magazines lost 6.

The Petry study also analyzes expenditure investments by six important product categories—soap-detergents, drugs-toiletries, foods, beer, oil and tobacco. In each one of these categories, except tobacco, the study asserts, spot tv registered the largest percentage increase in the 1956-59 period.

In the tobacco field, spot tv expenditures were listed at about the same dollar levels ($28.6 million in 1956 and 28.5 million in 1959) but spot tv's share of the industry's overall budget declined from 27% to 19%. The study showed network tv made the only substantial gain in the tobacco category, increasing its portion of industry expenditures from 37% in 1956 to 44% in 1959. The report noted that the spot tv "slump" in tobacco had been reversed in 1960, with the first four months of last year showing a 54% increase in spot tv billing over the corresponding period of 1959.

Some outstanding examples of tv growth among industry leaders of the top 100 are included in the study. For example, Procter & Gamble raised its spot tv expenditures from $17.5 million in 1956 to $45 million in 1959. Other advertisers which increased their spot tv part of overall budget substantially during the year period, Petry said, were American Home Products (from 13% to 22%), Bristol-Myers (from 5% to 30%), Warner-Lembert (from 53% to 60%), Standard Brands (from 13% to 26%), Continental Baking (from 63% to 78%), Borden (from 17% to 29%) and Nestle (from 24% to 30%).

Trend at the top

How the four major media of the top 100 advertisers have fared since 1956:

	1956	1957	1958	1959
	(Expenditures in millions of dollars)			
Spot tv	$191.1	$226.5	$269.3	$327.5
Network tv	382.9	426.7	447.1	522.7
Newspapers	327.5	355.4	325.0	338.5
Magazines	252.1	259.6	262.5	294.7



STEP LIVELY, PLEASE. Almost as ubiquitous as WIP on the Philadelphia scene is the white marble step, which our city cherishes by the hundreds of thousands.

We Metrodelphians are in step with the times, but we also have an attachment to tradition. Take our white steps, for example. We scrub them with zeal, and display them with fierce pride. Unless *you've* washed a white marble step, you're probably mystified by this bond between people and stone. But spend some time among us, and you begin to feel as we do about our white steps. You'll also become aware of another attachment —that between an alert community and **WIP**—most service-conscious of its many radio stations. Here's one example of how **WIP** stays in step: In last month's blizzard, **WIP**'s automatic telephone answering facility relieved the flood of calls tying up Philadelphia Transportation Company lines. **WIP** has been giving this kind of service for 40 years. Now, with the added impact of Metropolitan's new concepts of news, service and showmanship, **WIP** is growing rapidly to the foremost audience position in Philadelphia. Advertisers, too, are getting their schedules into step. **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock**, V.P. & General Manager. **H. D. (Bud) Neuwirth**, Sales Director. Represented nationally by **Edward Petry.**

Lever Bros. drops agency in 'consolidation' move

Lever Bros., New York, last week appointed Sullivan, Stauffer, Colwell & Bayles, New York, for its "All" brand of detergents carrying billing estimated at more than $4 million. Lever also named BBDO to handle the Swan Liquid account, which is in limited test markets only. Both accounts were with Needham, Louis & Brorby, Chicago.

A company spokesman said that the detergent products are advertised "almost exclusively" on television. Products bearing the "all" brand name include: Condensed "all," Fluffy "all," Liquid "all," and Dishwasher "all." Swan Liquid, a light-duty dish-washing detergent, is currently being tested on tv but the number of markets was not disclosed.

The transfer from NL&B was made, the announcement said, to consolidate Lever's advertising accounts. SSC&B already handles a substantial portion of company business, including Lifebuoy, Silver Dust and Breeze. BBDO has Surf, Wisk and Nifty, a new liquid scouring product. Other Lever agencies are Foote, Cone & Belding, New York; J. Walter Thompson Co., New York and Ogilvy, Benson & Mather, New York.

The transfer of the "all" account to SSCB leaves Needham, Louis & Brorby without any of the Lever business.

Raytheon buys symphony

Raytheon Co., one of the world's largest electronic manufacturers, has signed for 13-week sponsorship of Boston Symphony Orchestra concerts in stereo on WGMS-AM-FM Washington. The series, heard Sunday afternoons starting at 2:05 p.m., is Raytheon's first broadcast venture outside the Boston market.

The series was placed by Fuller & Smith & Ross, New York. The opening program Jan. 8 featured Sviatoslav Richter, Soviet pianist. Intermission periods will be devoted to interviews with educational, scientific and governmental personalities. The concerts are taped from Boston's Symphony Hall.

RAB study cites radio's influence on real estate

The price of the house you live in was probably influenced by a hidden and ever potent factor, the Radio Advertising Bureau has reported in a study, "Radio: Best Medium For Building Real Estate Business."

Money spent to promote the sale of real estate has increased from $10 to as much as $250 a house and average real estate annual ad expenses have gone up to 8% of the gross income within the past few years, the study revealed. This rise in costs comes from added competition by other advertisers in quest of the available dollar and consequently, RAB says, radio is the best medium for real estate business because it reaches, through almost universal coverage, the greatest number of potential buyers by the most economical comparative means.

A united front urged for cost cutting

A forecast that networks and local stations will work with advertising agencies during the 1960's in "holding down the increasing costs of time and talent" was made by Barton A. Cummings, president of Compton Adv., New York, in a speech before the 14th annual Forecasting Conference of the Greater Philadelphia Chamber of Commerce last Thursday (Jan. 5).

"Tv networks will accomplish this partly out of self-interest," Mr. Cummings stated. "The law of supply and demand will enter as print offers more effective and efficient means of delivering an advertiser's sales messages.



Mr. Cummings

"As costs of tv time and tv programs continue to mount during the 1960's, agencies and clients will examine other media to keep in line the costs of marketing their products. I think it only fair that there be a re-examining of the costs of tv time and talent. The extra, and sometimes unnecessary, costs of package shows and tv commercial productions are now merely passed on to the advertisers. Let's all of us in the whole tv area tighten our belts a bit to keep costs down."

Mr. Cummings referred specifically to one advertising medium—magazines—that he believes will make "a comeback" in the 1960's. He said that the development of regional editions of national magazines will have the effect of persuading national advertisers to use regional editions to attain extra pressure in selected areas, and inducing regional advertisers to use these editions because of the availability of sectional ads.

Mr. Cummings noted that color tv may well become a factor in marketing in the 1960's, but voiced the belief that a "breakthrough" is not imminent. He claimed that even if production of color sets approximated that of black-and-white receivers in peak years and sales were achieved, it would take about five years to develop 50% color tv set ownership.

Dodge dumps extra money in newspaper advertising

Dodge Div., Chrysler Corp., Detroit, is allocating an extra $1 million to its planned budget for 1960-61. But these additional funds are being channeled almost exclusively into newspapers.

W. D. Moore, advertising director for Dodge, said the funds will be spent to expand a planned newspaper schedule for the first quarter and will include more than 1,600 newspapers. The campaign will place the accent on two Dodge models—the Dart and Lancer—and will attempt to impress upon the public the name, price and size of the cars.

Another Dodge spokesman said the company decided to strengthen its advertising push early this year because there was "confusion in the compact car picture." He added the company believed that "a lot of explaining had to be done and newspapers are the best medium for making those explanations."

From its regular budget, Dodge will utilize a spot radio campaign in the top 100 markets on behalf of the Dart and the Lancer, starting Jan. 22. The campaign will consist of as many as 75 announcements per week in some top markets. On television, Dodge is a co-sponsor of ABC-TV's *Lawrence Welk Show*. Commercials will be included on Dart and Lancer. Dodge's agency is BBDO, Detroit.

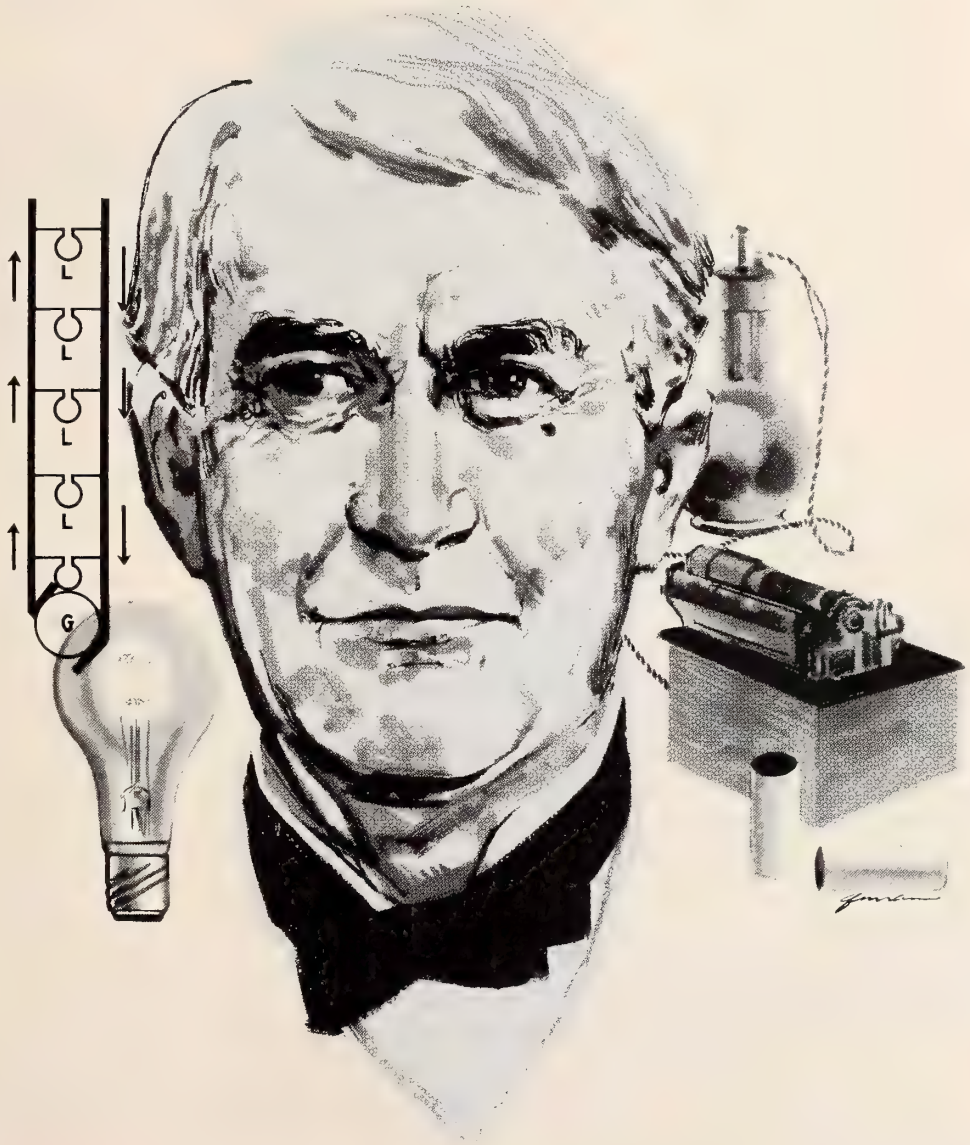
Agency winners announced

Ten agency-advertiser prizewinners in a national contest staged by KOLN-TV Lincoln, Neb., got the news at holiday gift time. Norman E. Cash, president of Television Bureau of Advertising, drew prizewinning cards in the offices of Avery-Knodel, New York, representative of KOLN-TV.

The winners, climaxing a cross-country sales presentation by KOLN-TV: Andrew Zeis, vice president of Compton, Chicago, a compact car; Stephen Silver, assistant media buyer, Benton & Bowles, New York, mink stole; J. A. Taylor, media supervisor, Procter & Gamble, Cincinnati, diamond necklace; Anne Harrington, readership analyst, BBDO, Minneapolis, 21-jewel watch; Leonard Kay, broadcast buyer,

KNOW HOW

A curious mind and an insatiable desire to turn impractical ideas into workable and useful devices . . . these are the elements which put the stamp of "Know How" on Thomas Alva Edison. It resulted in more than 1,000 patents during his lifetime. This same desire to make the best even better is what also earns the "Know How" approval of advertisers and agencies for today's quality-minded radio and television stations.



WFAA

dallas • radio & television

Your "Quality Touch" Stations!

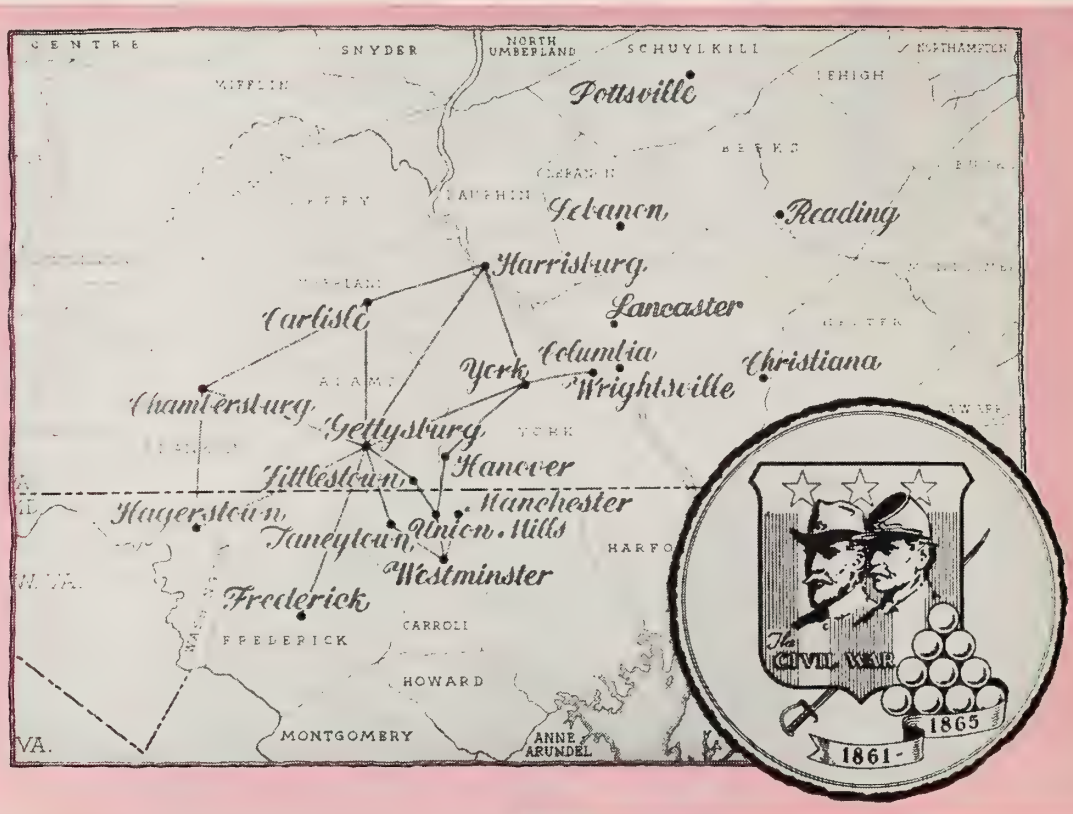
SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

abc

WGAL-TV serves the public interest









THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

McCann-Erickson, Chicago, portable bar; Lee Hanson, broadcast supervisor, MacManus, John & Adams, Detroit, binoculars; John Chapman, associate creative director, Buchanan-Thomas, Omaha, electric blender; Renee Faas, assistant buyer, Edward Weiss & Co., Chicago, luggage set; Samuel Wilson, timebuyer, Leo Burnett, Chicago, electric blanket, and Nate Rind, broadcast buyer, Doyle Dane Bernbach, New York, transistor radio.

Cards were given to agency and advertiser personnel attending KOLN-TV's traveling slide presentation across the country the past two months. They had been sent to Avery-Knodel offices in New York and remained sealed until the drawing.

Also in advertising...

Combined forces ▪ Gibbons Adv. and Watts, Payne Adv., both Tulsa, combined effective Jan. 1. Headquarters are at 311 West 7th St., Tulsa 19.

Art awards ▪ Jan. 25 is deadline for entries for the fourth annual Southwestern Exhibition of Advertising Art, sponsored by the Dallas-Fort Worth Art Directors Club. Advertising managers, artists, agencies, printers, engravers and art editors in southwestern states are eligible. Three gold medals, 15 silver medals and 71 certificates of merit will be awarded. Entry instructions and fees are available from Ferg Harvey, 816 Rio Grande Bldg., Dallas 1.

Name change ▪ The Ralph Yambert Organization, Los Angeles agency, has changed its name to Yambert, Carmack & Stock. Officers are: Ralph Yambert, president; Tom Carmack, vp and art director; Robert Stock, vp and creative director. Mr. Carmack, who joined the agency a little more than a year ago, had previously owned an art studio in Detroit. Mr. Stock become part of the Yambert organization when it reopened under that name on Jan. 2, 1959 after Mr. Yambert had resigned as vp and west coast manager of MacManus, John & Adams. Mr. Stock has been in creative work with various Los Angeles agencies since 1950. YC&S is located at 6043 Hollywood Blvd. Telephone is Hollywood 2-0891.

KABL's Christmas guest

E. L. Roberts & Co., food broker of San Leandro, Calif., was the only paying customer KABL San Francisco had all day, Christmas. But the station didn't mind since it had arranged for the brokerage firm to buy all 24 hours of its programming.

The exclusive sponsorship began at midnight, Christmas Eve, with commercials specially developed by Compton Adv., San Francisco, and KABL's programming department. During the 24-hour period, officials of the food brokerage firm extended season's greetings, via tape, to members of the Northern California food industry.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for two weeks ending Dec. 4, 1960

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	43.3	19,572
2.	Gunsmoke	39.2	17,718
3.	Red Skelton Special	36.5	16,498
4.	Have Gun, Will Travel	35.2	15,910
5.	Rawhide	34.1	15,413
6.	77 Sunset Strip	33.0	14,916
7.	Ed Sullivan Show	32.6	14,735
8.	Untouchables	32.4	14,645
9.	Cheyenne	30.4	13,741
10.	Perry Mason	30.3	13,696

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	36.9	16,679
2.	Gunsmoke	36.5	16,498
3.	Have Gun, Will Travel	32.6	14,735
4.	Red Skelton Special	28.6	12,927
5.	Untouchables	28.1	12,701
6.	77 Sunset Strip	27.3	12,340
7.	Dennis the Menace	27.1	12,249
8.	Rawhide	27.0	12,204
9.	Perry Mason	26.4	11,933
10.	Andy Griffith	26.4	11,933

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1960, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-150): Union Carbide (Esty), P&G (B&B), Ralston (Gardner), Bristol-Myers (OBM), R. J. Reynolds (Esty), Peter Paul (DFS), Mon. 7:30-8:30 p.m.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Andy Griffith (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Rawhide (CBS-202): Philip Morris (B&B). National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Red Skelton Special (CBS-172): U. S. Time (Doner), Wed., Nov. 30, 8:30-9:30 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Danny Thomas (CBS-181): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

Researcher aid ▪ *Sources of Published Advertising Research,* a reference book for researchers seeking sources for hard-to-get advertising and marketing information has been distributed to members of the Advertising Research Foundation. The manual includes comprehensive lists of bibliographies, bibliographers, abstracting periodicals, directories, special libraries, and name and subject indexes.

Self-appraisal ▪ "If they don't know, who does?" seems to be the attitude of the Advertising Federation of America in announcing a campaign to make its services and activities known among uninformed practitioners of advertising. The AFA this month will launch a five-ad series to run in the advertising trade press. The ads, which are based on the theme "Advertising speaks for itself," were prepared by Bozell & Jacobs Inc., New York, under the supervision of Donald D. Hoover, head of eastern operations. Separate ads within the series will relate the major services provided by AFA and the Advertising Assn. of the West, the only organizations in the country that represent agencies, advertisers, media groups and suppliers.

Katz study shows slight increase in radio rates

Rates for national spot radio showed a slight increase in 1960 over 1959 as 1960 daytime rates rose 4% and nighttime rates only 2%, The Katz Agency, national representative, reported last week.

Katz, which incorporated this information in its latest "Spot Radio Budget Estimator," tablulated the cost of 12 one-minute announcements per week in 150 markets for three time periods: early morning-late afternoon (traffic time), daytime (other than traffic time) and evening. Rates used are those published in the November 1960 *SRDS Spot Radio Rates and Data,* and reflect package plans where available. In addition, the "Estimator" includes a formula for estimating the cost of 12 or 24 announcements per week for schedules ranging up to 52 weeks.

WOR-TV, Channel 9,

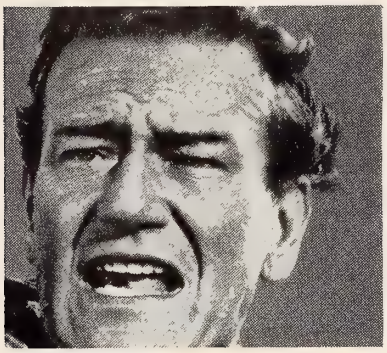
and

Seven Arts Associated Corp.

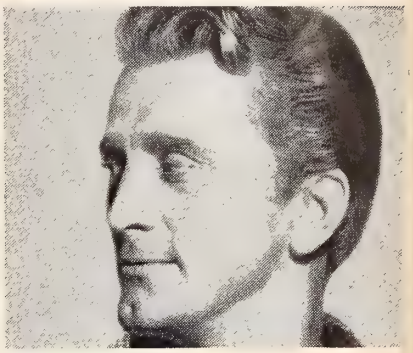
proudly announce

a major television event

Here are just a few of the great "Films of the Fifties":



JOHN WAYNE
THE HIGH AND THE MIGHTY—1954 IN COLOR



KIRK DOUGLAS
THE BIG TREES—1952 IN COLOR

WOR-TV has acquired a television exhibition license from Seven Arts Associated Corp. for Warner's "Films of the Fifties"—forty of Hollywood's finest feature motion pictures: all post-1950, twenty-six in color!

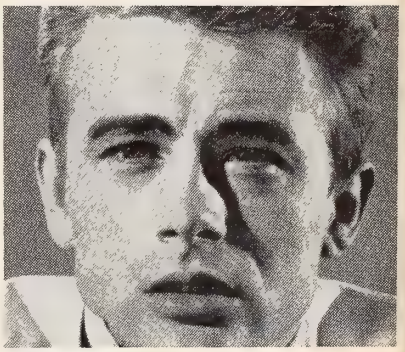
The purchase was made at an all-time high price of more than one million dollars.

WOR-TV, the nation's #1 movie station, has added these outstanding films in keeping with its continuing policy of programming the best in motion pictures!

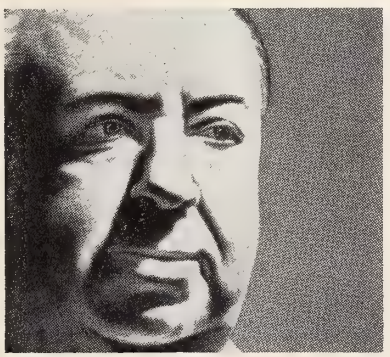
To millions of New York TV viewers this historic acquisition represents a new high in motion picture entertainment. To advertisers, it represents a new peak in quality, audience-building programming.



DORIS DAY
TEA FOR TWO—1950 IN COLOR



JIMMY DEAN
REBEL WITHOUT A CAUSE—1955
IN COLOR



ALFRED HITCHCOCK'S
STRANGERS ON A TRAIN—1951



BURT LANCASTER
THE CRIMSON PIRATE—1952 IN COLOR



GARY COOPER
SPRINGFIELD RIFLE—1952 IN COLOR



JUDY GARLAND
A STAR IS BORN—1955 IN COLOR

WOR-TV CHANNEL 9
Owned and Operated by
RKO General, Inc.
A Subsidiary of
The General Tire & Rubber Co.

SAA SEVEN ARTS ASSOCIATED CORP.

There'll be some changes made—maybe

LANDIS STYLE REVAMP OF FCC DEPENDS ON GREEN LIGHT FROM HILL

There are changes in view for the FCC under the incoming Kennedy administration.

These are all dependent on the Kennedy administration receiving Congress' blessing to reorganize the government.

But if such authority is given, then—

▪ The chairman of the FCC would be given more power, made much stronger in authority, and would have his allegiance directly to the White House.

▪ The commission would have its membership expanded to nine or perhaps more members. This is predicated on the assumption that since the present seven commissioners seem to have too heavy a workload to permit them to perform what has been described as their primary function (planning and policy-making), additional commissioners would alleviate that situation.

An enlarged FCC also would be able to break itself down into panels, permitting more expedition in the handling of cases.

▪ The FCC would be more strenuously "coordinated" with other agencies and departments of the federal government, especially in such a subject as advertising.

This, from irreproachable sources, is the thinking of the administrative experts in the Kennedy entourage. It is considered inherent in the report submitted right after Christmas to President-elect Kennedy by James M. Landis, former Harvard Law School dean, former chairman of the Securities & Exchange Commission and the Civil Aeronautics Board, and former member of the Federal Trade Commission (BROADCASTING, Jan. 2).

The Landis Report, a study made at the behest of Mr. Kennedy two days after his election, urged a revision of Washington's administrative agencies, including more centralization in the White House, White House offices on telecommunications, transportation and energy, and longer tenure for agency administrators.

The entire program is premised on the strong belief that Congress will give Mr. Kennedy power to reorganize government agencies.

Sen. John L. McClellan (D-Ark.) last week introduced a bill to give the Democratic President these powers. They would be subject to item vetoes by either house of Congress if objection is made within 60 days of their submission.

Joining Sen. McClellan as sponsor of the bill to reinstate the 1949 Government Reorganization Act were Sens. Hubert H. Humphrey (D-Minn.); Henry M. Jackson (D-Wash.), and Sam J. Ervin Jr. (D-N. C.).

The specifics of a revised FCC are already on paper, it was understood, but will not be made public until Congress acts on the reorganization bill.

The new chairman of the FCC, it was learned, is not expected to be one of the present commission members. He has been chosen, but his appointment may be delayed for strategic reasons.

This has to do with the Kennedy administration's relations with Congress.

Washington Stirred ▪ The Landis Report has stirred the Washington communications scene to a greater extent than almost any single event in recent years.

The consensus is that Mr. Landis' aims are fine but that some of his solutions are too severe.

There is some feeling, too, that he was too rough on the FCC.

Many of the ideas presented by Mr. Landis, it was pointed out, have been discussed and suggested at various times over the last 10 years among government experts, bar associations and political science seminars.

There was no quarrel with Mr. Landis' number one proposal—more capable administrators.

If Mr. Landis' idea is that the power to make decisions be delegated to lower echelon staff people, like examiners or bureau chiefs, it was pointed out, then it is important that personnel at that level also be upgraded.

The major complaint to Mr. Landis' idea was that there be an administrative overseer in the White House. This was considered a contradiction to his charge of pressures on administrative agencies.

"Landis charges that the FCC has been too subservient to Congress," one Washington lawyer said. "But this would make the commission even more subservient to the White House."

Another was more cynical. "What is this," he asked, *"ex parte* through channels?"

The idea of having an administrative director in the White House, plus the suggestion that there be a White House office on telecommunications, indicates not one more layer above the FCC, but two, according to one comment.

"Seems to me," it was observed, "this only makes for more inefficiency."

Grave doubt was expressed by many that the Landis idea of grants without full hearings could get by the courts. The FCC's experience in 1953 in attempting to contain the effects of the then new protest rule was used as one illustration of the court's unwillingness to permit other than full and comprehensive hearings.

Perhaps the most strident objections were directed to his suggestion that the administrative agencies belong under direct White House supervision.

Congressional Balk ▪ This will never get through Congress, was the consensus. Many of the committees on Capitol Hill now have a vested interest in the agencies, one legislative observer noted. "You don't think Magnuson and Harris are going to give up their 'control' over the FCC, do you?"

A veteran communications lawyer mused that formalizing the liaison with the White House was a presumptuous attempt to set up "tables of organization" where none are needed.

"In the Roosevelt and Truman days," this practitioner pointed out, "Larry Fly, Paul Porter or Wayne Coy (former FCC chairmen) saw the President every so often. Not to get marching

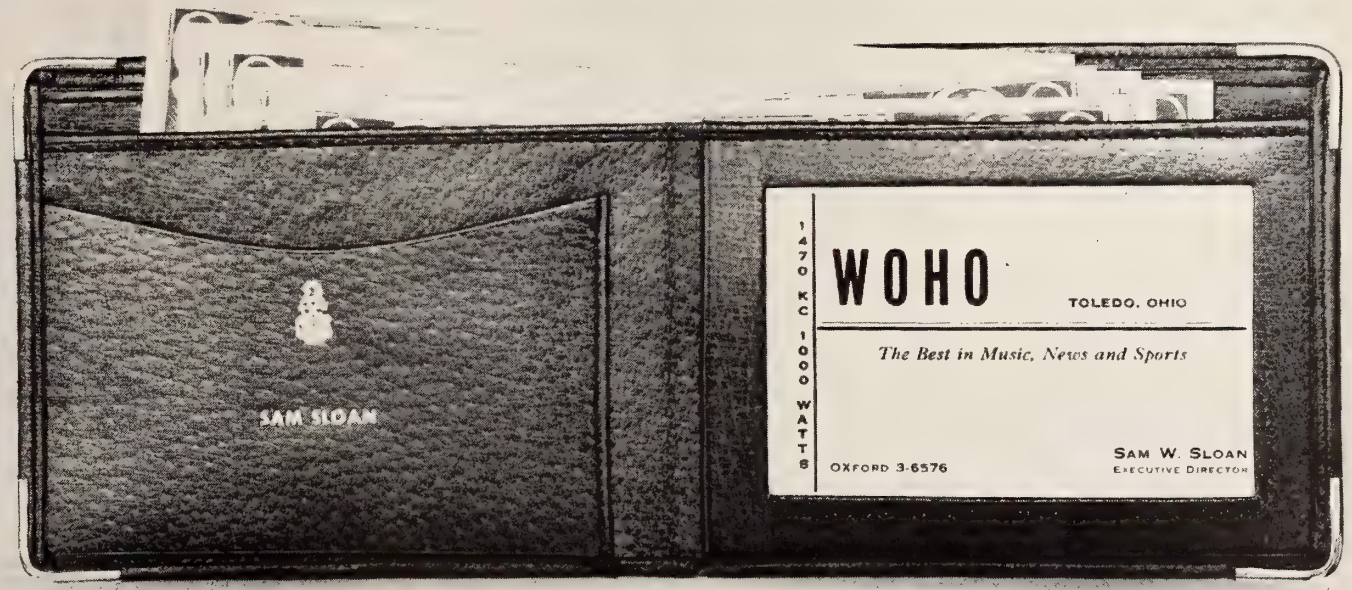
Goldwater would gag radio-tv on election night

The practice of broadcasting presidential election returns as soon as they are received would be banned under a Communications Act amendment proposed last week by Sen. Barry Goldwater (R-Ariz.). He feels the broadcasting of such election return news should be prohibited until midnight, eastern time, when most polls in the country would be closed.

The purpose of the temporary blackout, which would not apply to newspapers or news wire services, "would be to prevent voters in some areas of the country from being influenced by returns, predictions and projected trends which reach them via television and radio before they have voted," the senator said.

He believes his proposal does not affect the Constitutional guarantee of a free press. "It would merely require that the election results be postponed in the interests of fair play," he said. "I believe it would be a proper exercise of congressional authority to regulate interstate commerce."

In Toledo, WOHO has the Mutual advantage!



The Mutual advantage: local programming plus network news. And there's money in this formula. Example: WOHO, the Mutual station in Toledo. Let Sam Sloan, General Manager, tell you—"Our newscasts began to sell more readily since we used Mutual inserts on the hour and picked up Mutual network on the half-hour. Since then, sustaining newscasts have been practically nil." WOHO—one of the 400 local stations you get with your Mutual "buy"—does its own local programming designed to appeal to the local listener. Mutual adds to this programming authoritative world-wide news, commentary, analysis—a prestige showcase for your advertising message. That's why for advertisers, too, there's money in the Mutual advantage. Buy Mutual Radio—a good way to make every advertising dollar work harder.

MUTUAL RADIO

A SERVICE TO INDEPENDENT STATIONS

Subsidiary of Minnesota Mining & Manufacturing Company

orders, but to talk over policy and administration. But did McConnoughey or Doerfer see Ike? Either he was too busy or there was Sherman Adams to bar them." This was a Democrat speaking, naturally.

The use of the word "czar" to depict what Mr. Landis has in mind for the White House office of administrative oversight is completely erroneous, according to some who are close to the New York lawyer.

His recommendation that there be an office in the White House to "oversee' the regulatory agencies is for coordinating purposes, they point out.

The point he makes, they explain, can be illustrated by taking advertising on the air as an example.

"Surely the FCC is involved. So is the Federal Trade Commission, which is supposed to police advertising. But in the case of food and drugs, so are the Food & Drug Administration and the Dept. of Agriculture and perhaps the Dept. of Commerce.

"Today there is the loosest kind of coordination between the FCC and the FTC and virtually none at all with Food & Drug, Agriculture and Commerce. Why shouldn't there be someone whose business it is to consider these inter-relationships and bring together the administrators whose responsibilities cross each other?"

This is just one of the functions such an overseer would perform, it was pointed out. A second, significant purpose would be to cross-pollinate the various agencies on updating procedures and cutting down delays and the cost of doing business before them, it was stressed.

Most of those who expressed an opinion on the Landis recommendations —all of which were not for attribution —took issue with the philosophy that the White House should have greater supervisory powers over the so-called independent agencies. One old-line communications lawyer, however, expressed agreement with this viewpoint.

"After all," he said, "they've been floating around in limbo too long. They ought to belong somewhere, and the executive department is the only real place for them."

FCC Ire ▪ Several FCC sources were irate at Mr. Landis' reflections on that agency.

"He kept harping on the vhf-uhf situation," one said. "He doesn't know that at one time the FCC had a full vhf allocation for tv which covered 30 channels. This was before the war. The military took most of these away from us in World War II, and never gave them back to us."

A former FCC staff executive disagreed with Mr. Landis' estimate of the qualifications of the FCC staff.

"The competence is there," he asserted. "Only it's chained, held in check because the commissioners are so touchy about being accused of staff domination they rebuff any suggestions that seem unpopular."

Some of the Landis suggestions for improving the efficiency of the FCC are already underway, it was pointed out.

The commission is studying the possibility of dividing itself into panels in order to permit quicker action on cases. It is also considering revision of the law to make appeals to the full commission discretionary, instead of automatic as they now are.

Another vital procedural change under study is the use of summary decisions. This would permit the FCC to issue a grant without a hearing where one applicant was so superior to the others that there is no question about who would be chosen after a hearing. This too, requires legislation.

These studies were announced by FCC Chairman Frederick W. Ford in his year-end report two weeks ago (AT DEADLINE, Jan. 2).

It was pointed out that the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers have several committees working on revamping procedures in the interest of overcoming delays and expense.

An American Bar Assn. committee on administrative process is also working along these lines.

Paul H. Chapman Co. against sale control

A station broker last week listed 16 reasons why he thought the FCC should not adopt its proposed rule to require a licensee to operate his station for at least three years except in special circumstances (BROADCASTING, Dec. 12, 1960).

Paul H. Chapman, president of the Atlanta brokerage firm bearing his name, said that the net effect of the rule may be opposite that intended by the commission by decreasing the number of stations on the market. "By restricting the sale of properties . . . the commission would be restricting the supply," Mr. Chapman said. "To this extent there would be a lesser supply and consequently a higher price and profit on trading." The rulemaking should not be enacted for these additional reasons, he said:

It is based on unsound economics; it would unjustly favor the rich and discriminate against the poor; it would discourage local ownership, owner-operators and broadcasting careers; concentration of control may be a result; investment in stations needing financial rehabilitation would be discouraged; it may weaken rather than strengthen the law on transfers; it would be a step backward and discourage progress; delays caused by hearings could result in deterioration of service by stations involved.

"A businessman [station owner] should have the right to fail as well as succeed," Mr. Chapman pointed out. Comments in the rulemaking, designed to curtail trafficking in broadcast properties, are due Jan. 16.

WSPA-TV is subject of dual decision

In what amounted to a two-way decision, two FCC hearing examiners stated that Spartan Radiocasting Co. (WSPA-TV Spartanburg, S. C.) was qualified to hold a broadcast license but at the same time recommended that a 1954 grant to change WSPA-TV's transmitter site be set aside because of misrepresentations.

The decision came on a third court remand, on protest of WAIM-TV (ch. 40) Anderson, S. C., of ch. 7 WSPA-TV's transmitter move from Hogback Mountain to Paris Mountain. The station never constructed at the Hogback site, granted in 1953, and went on the air from Paris Mountain in 1956.

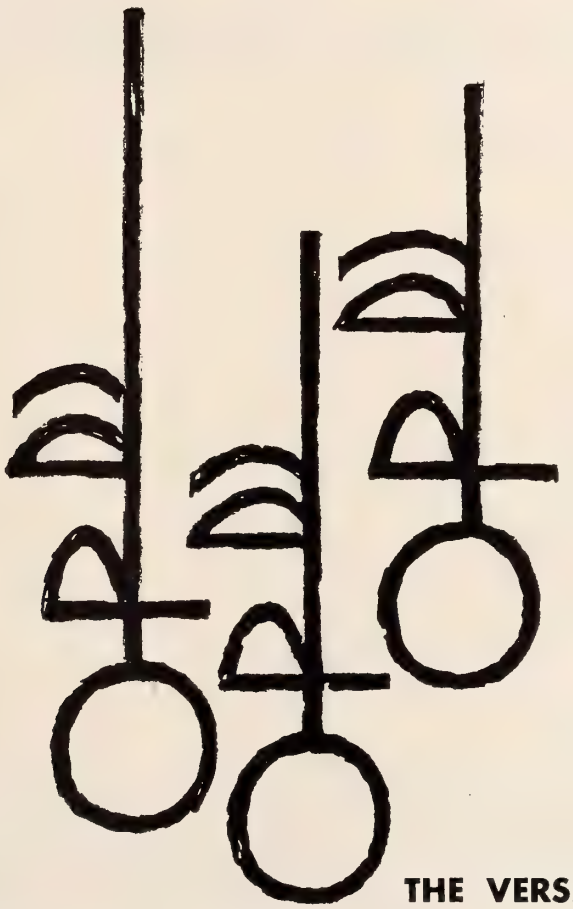
Examiners James Cunningham and Herbert Sharfman, in a New Year's decision, said that the past broadcast record of Walter Brown, Spartan president, and the company is "a commendable one . . . excellent." "It is held that Spartan has succeeded in overcoming the effect . . ." of misrepresentation, ruled by the court as to its proposed transmitter site, the examiners ruled. They said the record is marred by WSPA-TV's handling of the pay tv issue; "but against this one program shortcoming must be set a generally commendable broadcast record."

On the other hand, the examiners stated: "To say the least, there can be no question . . . that Spartan had no fixed intention to locate its permanent transmitter on Hogback. . . . The standard proposed by Spartan [for Paris Mountain interim operation] would sanction an inferior use. . . ."

Four issues in the hearing concerned network affiliations available to WSPA-TV from its original Hogback site with the principal contention being that the shift was made to secure a CBS-TV affiliation. Spartan failed to satisfy the examiners on all four issues and therefore it was recommended that the transmitter grant be set aside.

WSPA-TV now has an application pending to locate its transmitter on a third South Carolina mountain, Caesars Head. This application, along with WSPA-AM renewal, has been retained in the pending file until a final decision on the instant case. The am operation originally was renewed Nov. 30 but this action was set aside by the commission on the last work day of 1960.

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Getting down to cases on vhf drop-ins

REPLIES TO COMMENTS ON FCC POLICY CITE SPECIFIC MARKETS

Replies to comments in the FCC's "interim policy" proposals, easing mileage separation requirements and looking toward dropping in vhf tv stations in certain major markets, tended to concentrate on specific markets of interest to the respondent rather than on the overall allocation problem. Over 150 interested parties replied.

Ranks were drawn generally behind the position expressed in the comments filed September 1960 of the Assn. of Maximum Service Telecasters or the disparate one of ABC. The former had favored maintaining the *status quo* on mileage separation on grounds that otherwise service and reception would be degraded. ABC had urged the FCC's policy be immediately implemented (BROADCASTING, Oct. 3, 10, 1960).

Strong Dissent ▪ The Assn. of Maximum Service Telecasters, just as it did in original comments last September, again strongly attacked any plans to break down present mileage separations. AMST maintained that no comments submitted by other parties contradict the association's own data. "Indeed, the great bulk of the engineering data submitted by other parties (including those urging adoption of the commission's proposals) actually support AMST's position," it stated. "A fair and careful analysis and evaluation of all data before the commission in this case compels the conclusion that the overwhelming public interest requires the commission to adopt the position urged by AMST."

The tv association said that various parties have suggested short-spaced assignments for some 60 communities involving approximately 150 instances of individual short separations. Impact on existing service would be "staggering [creating] vast areas of interference" to existing stations, AMST claimed.

Included in the filing were maps and charts purporting to show how proposed vhf assignments in seven cities would result in interference and loss of service to existing stations. These included proposed assignment of ch. 13 to Grand Rapids, Mich.; ch. 11 Dayton, Ohio; ch. 3 Johnstown-Altoona, Pa.; ch. 7 Louisville, and ch. 12 to Wheeling-Steubenville. It was pointed out that service of 17 existing stations would be destroyed through interference over an area of 16,245 sq. miles if the proposals were adopted.

These figures, AMST maintains, "show beyond any doubt" that statements of ABC and others that mileage separations can be reduced without serious disruption of existing services are completely contrary to fact. Because of the "serious adverse consequences to the public's existing service" which would result if the commission's proposals are affected, the rulemaking should be terminated immediately, AMST stated.

If short co-channel or adjacent-channel mileage separations are made, the association said, it is essential that the commission designate specific markets and that the number be "very sharply limited." "Failure to so limit short-spaced drop-ins would lead to a wave of destructive and degrading interference to existing service throughout the country," it maintained.

ABC Reply ▪ ABC, a principal proponent of the commission's plan, said that AMST's history is one of "consistent opposition to any remedial allocations action" and its comment in the instant case is one of opposition to any additional tv stations. Additional vhf assignments should be made immediately in these 15 markets, ABC stated: Grand Rapids-Kalamazoo, Louisville, Syracuse, Rochester, Birmingham, Raleigh-Durham, Charlotte, Providence, Jacksonville, Wheeling-Steubenville, Baton Rouge, Knoxville, Johnstown-Altoona, Dayton and Toledo.

Opposition to vhf drop-ins has come almost exclusively from existing vhf stations fearful of competition or reduction in their services, ABC maintained, or from rural groups. "Both of these areas of opposition have been largely inspired by the AMST," the network stated. "The opposition to the commission's proposed interim policy is purely negative. Nowhere in the voluminous oppositions inspired by AMST is there a single constructive suggestion. No alternative is offered by which the commission might undertake to accomplish some improvement. . . ."

Continuing its attack on AMST, ABC said that the association's second line of defense is an attempt to place procedural and due process hurdles in the way of any effective interim action. "AMST's bald proposal to solve the tv allocations problem with proceedings and hearings and litigation, rather than with tv stations, is especially obnoxious since it comes at the end of a long period of delay and inaction to whose futility AMST has contributed not a little," the network charged.

"Surely it takes consummate gall for AMST to suggest that the commission should pile nine or ten more years (ABC's estimate) of delay on top of the seven that have already occurred," ABC continued. Also, the network maintained, the arguments of some that interim drop-ins will prejudice long-range solutions of the allocations dilemma are without merit.

NBC Brief ▪ NBC filed only a brief, five-page reply comment concerned principally with the many requests for channel assignments to individual cities, ranging "down in size to as few as 13,100 people." These requests, NBC said, point up two major dangers which must be avoided in any interim policy:

(1) Unless drop-ins are confined to major markets, they may degrade existing service to the public and also preclude an eventual rational choice among possible long-range solutions. "The commission should confine whatever exceptions may be made to its present basic allocations plan to situations where exceptional assignments are urgently needed," the network stated. "It should not attmept . . . to remedy all shortages of tv facilities in the U. S., or even many of the serious ones.

(2) Unless the commission designates the markets to which it will make drop-in assignments, it will be besieged with requests to whittle away at the basic allocations plan.

Many of the replies were directed at comments by Storer Broadcasting Co. which suggested assignment changes in seven geographical areas. The plan would add one vhf in 21 markets and two in four others. Those having vhfs in the affected areas cited lengthy engineering exhibits to refute the Storer proposal by showing interference and

Ike tv farewells

A television tribute to President Eisenhower will be presented Jan. 10 by NBC (10-11 p.m.) with leaders in international affairs and public life taking part. Vice President Richard M. Nixon, who originally had declined NBC's invitation to appear, changed his mind and taped his portion of the program at his Washington office. Herbert G. Klein, news secretary to the vice president, said Mr. Nixon agreed to take part when a later recording date was offered.

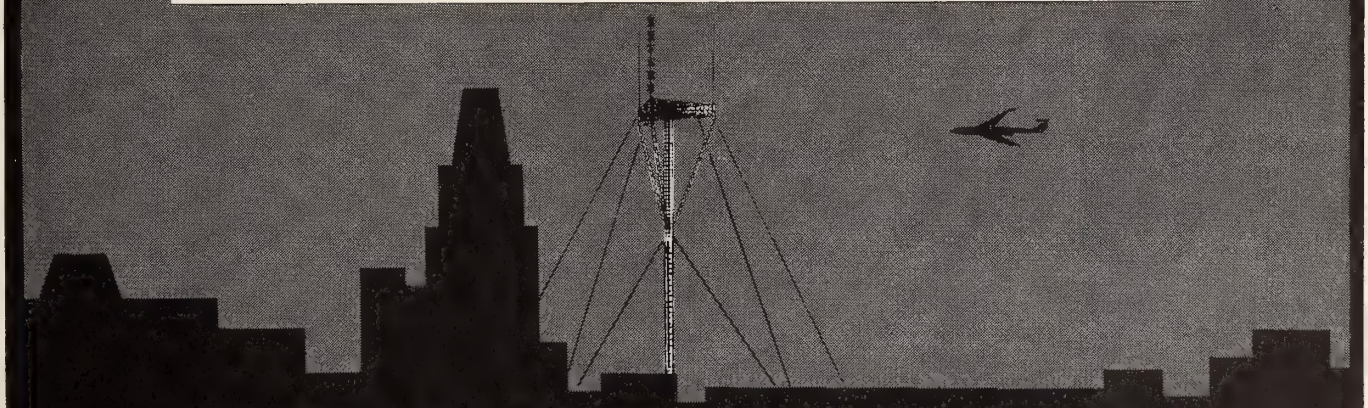
President Eisenhower is expected to make a farewell radio-tv address to the nation before leaving office Jan. 20. A definite time had not been selected as the weekend approached.

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22,184	11,944	Freight Car Loadings	+85.7%
457	362	Vessel Arrivals	+26.2%
198,400	175,500	Industrial Employment (Baltimore Area)	+13.0%
3,730	3,482	New Passenger Car Sales (Balto. City & County)	+7.1%
$2,015,287	$1,931,899	Post Office Receipts	+4.3%
454,050,000 (Kilowatt Hours)	438,014,000 (Kilowatt Hours)	Output of Electricity	+3.7%
53,189,752	51,518,804	Telephone Calls (Originating in Balto.)	+3.2%
150.01	146.68	Dept. Store Sales Index	+2.3%
$1,696,377,000	$1,673,861,000	Bank Clearings	+1.3%
$2,035,153,000	$2,009,333,000	Bank Debits	+1.3%

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reduction of population served that would result.

Others claimed Storer's proposals were "without merit," because they would disrupt too many existing facilities. Many of the cities in which Storer had suggested drop-ins did not need another channel, broadcasters with stations in the same city claimed.

Many replies noted that a large number of comments had not dealt with the FCC's proposal but had been confined to specific allocation requests that should be more properly handled in rulemaking petitions. Some respondents merely noted the point; others went on to say that since that was the trend they too had specific allocation sentiments and expressed them.

Several comments suggested that if the commission wishes to make sweeping allocation changes and to set new standards for spacing of co-channels and adjacent channels, it should do so in a market pre-planning case instead of on an *ad hoc* basis. This position was also set forth by AMST.

In many cases respondents who currently operate vhfs in major markets said they would request full evidentiary hearings before allowing the FCC to modify their existing facilities. They then submitted engineering reports to demonstrate how substandard spacing would adversely affect them.

Westinghouse Broadcasting Co. said that many of the replies were "not responsive" to the FCC's notice and were merely requests for new or revised specific allocations. To obtain three v's in major markets, it suggested, the commission should institute rulemaking in those specific instances it wished to consider. It asked the FCC to adopt specific proposals rather than an "interim policy," and went on record as favoring the present adjacent-channel separation of 60 miles.

Corinthian Broadcasting Corp. and Transcontinent Television Corp. backed the AMST position that no change should be made in present co-channel and adjacent-channel mileage-separation requirements. If change should be needed in the commission's opinion, they said, it should be "held to an absolute minimum." Corinthian objected

Sec. 315 may have a short-lived future

Three developments, as Congress reopened for business last week, gave evidence that Sec. 315 of the Communications Act is due for a lot of attention during the new session.

▪ A special House Campaign Expenditures Subcommittee suggested that "the case to eliminate Sec. 315, altogether, should be fully explored" in view of the unprecedented benefits which resulted from Congress' loosening of the statutory shackles on broadcasters during the 1960 election campaigns.

▪ Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, who has said he plans to introduce legislation to make permanent the temporary suspension of Sec. 315 in the case of presidential and vice presidential nominees, hinted there's at least a possibility that he might "go even further"; namely, propose outright repeal of the section.

▪ The three-man Watchdog Subcommittee headed by Sen. Ralph W. Yarborough (D-Tex.), and which has been compiling complaints and gathering other data on broadcaster behavior under the loosened restrictions of the 1960 election campaign, was scheduled to meet last Friday morning to act on Sen. Yarborough's proposals to hold hearings with broadcasting industry and other witnesses later this month.

The special House committee, headed by Rep. Clifford Davis (D-Tenn.), held hearings last month to examine the possibilities for reducing the high cost of political campaigning and to consider whether the conventions - to - election - day campaign period should be shortened. Robert W. Sarnoff, NBC board chairman, and Frank Stanton, CBS president, asked the group for outright repeal of Sec. 315 both as a way of holding down campaign expenditures and as a recognition of broadcasters' journalistic maturity in staging the "Great Debates" between candidates Kennedy and Nixon on the tv and radio networks. ABC President Leonard Goldenson urged continuation of the 1960 suspension in future presidential election years.

Important Results ▪ The committee last week seemed to agree with Messrs. Sarnoff and Stanton. "Such important results" followed a 1959 amendment of Sec. 315, which exempted news and panel broadcast programs from equal time demands by fringe party candidates, and the temporary suspension covering presidential-vice presidential nominees, which made possible the "Great Debates," that "the committee now feels the case to eliminate Sec. 315, altogether, should be fully explored," its recommendations said.

Deserving of specific mention, the committee said, is the fact that the party presidential nominees occupied more radio-tv time on a non-cost basis than that for paid political broadcasts and thus were able to hold the line on campaign expenditures while enjoying greater broadcast exposure than ever before.

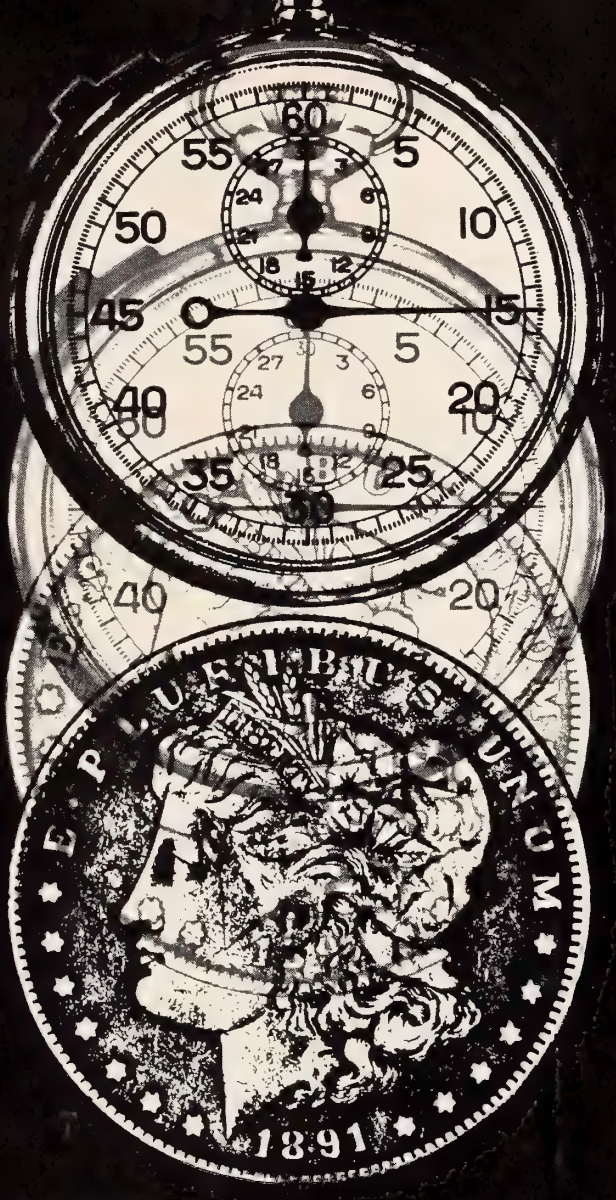
The partial suspension expanded broadcaster freedom "to function as enterprising and responsible guardians of a major medium of journalism," while the value of network news and interview programs and the "Great Debates" saved the parties "many millions of dollars," the report said.

"It is also a pleasure to note that the candidates of both major parties appear to have been presented in a commendably impartial manner," the committee said, adding: "For the reasons stated, the committee feels that the whole matter of Sec. 315 should be fully and completely reviewed."

Laudable ▪ The committee said it wants to mention, however, that while the national networks "have displayed laudable maturity and responsible journalism, it is possible that removal of the protection of Sec. 315 for candidates on the local level might, in some instances, lead to abuse by individual stations.

Sen. Magnuson, in discussing his proposed bill, said it will be introduced "pretty soon" and that whether he asks for outright repeal will be determined after he talks with others. What is most probable, however, is that he'll ask initially that the 1960 suspension be made permanent, then change the bill later to provide for outright repeal if this seems advisable.

Sen. Yarborough, whose Watchdog Subcommittee is scheduled to make its report by Feb. 1, said the document (which reportedly will run more than 8,000 pages) has run into printing difficulties, but he hopes it will be published on time. The report will include complaints concerning the 1960 political campaign coverage by networks and stations, gathered from information furnished by broadcasters (the subcommittee queried them), the FCC (which queried broadcasters, too) and others. It also will include amounts of time made available to candidates by broadcasters, both paid and unpaid, and broadcaster policies and practices in handling political broadcasting, as ascertained by the FCC questionnaire.



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specifically to the comment by McHenry T. Tichenor (KGBT-TV Harlingen, Tex.) asking that ch. 11 be dropped in to Austin, Tex., at a 54-mile channel shortage from KHOU-TV Houston. The company also opposed assignment of a v to Muncie, Ind., on grounds it would adversely affect established uhf service and the drop-in of ch. 5 to Houston because of co-channel shortages between KALB-TV Alexandria, La., and KENS-TV San Antonio, Tex. Transcontinent made similar requests in relation to suggested drop-ins in areas in which it operates vhf stations on grounds that separation shortages would cause a decrease in its service.

Capital Cities Broadcasting Co. said it had felt the comments were supposed to be general so it had not brought up its contention that its WTEN (TV) Albany, N. Y., operates under a marked competitive disadvantage. It complained that other comments had not restricted themselves in this manner and pointed out that five parties had advanced proposals which would affect operation of one or more Capital Cities stations. "While these proposals are demonstrably unsound from an engineering standpoint, they are legally inappropriate in this general proceeding," the company stated, adding it would refrain from comment until such time as the FCC gives the proposals consideration.

Newhouse Broadcasting Corp. recommended the FCC "make the present vhf-uhf allocations work," instead of changing policy. It further suggested that the commission call a public investigatory hearing inquiring into the pros and cons of all-channel receivers, not unlike its color standards hearing. Then manufacturers would cooperate to produce sets with vhf and uhf receivers and broadcasters would actively seek uhf allocations, Newhouse predicted.

In many instances permittees of uhf stations in certain markets replied to comments that the commission should drop a v in that market instead of the u they hold. They indicated they would then apply for that v. In most cases proponents of this argument said that operation of a uhf outlet in that market was economically unfeasible.

Other Replies ▪ Some parties filed replies that had not originally filed comments. Their reasoning in essence was "If the commission is considering allocations in our market, here's what we want." Or in other cases, "These comments endanger our current facilities and we oppose them on these engineering or public service grounds."

Some small companies favoring specific grants quoted the suggestions of the networks, Storer and other large companies in favor of adoption of the commission's interim policy, and stated that AMST was chronically opposed to change it represented established tv stations and that the FCC should discount this opposition for that reason.

The other side of that coin was expressed by those whose facilities would be imperiled by drop-ins if the policy were adopted. They claimed that the commission's plan was similar to that proposed by ABC and said although that network would benefit, the public interest would suffer.

The Joint Council on Educational Television rapped the similarities between ABC and FCC proposals and opposed any change in current spacings. If changes are to be made, it argued, the channels dropped in should be reserved for noncommercial educational use.

Triangle Stations liked the FCC idea of a third v in certain major markets, but agreed with AMST that the commission should institute a single preplanning procedure in which it would designate in advance the specific markets to which short-space assignments would be made.

The instant rulemaking proceeding was instituted in January 1960. Comments were first called for the following April but the deadline was extended on different occasions because of the difficulty in obtaining new, proposed propagation curves. Original comments were submitted last Sept. 30 and the matter now is before the commission for final action.

Temperance charges denied

Charges by a temperance leader that portions of the inaugural ceremonies for President-elect Kennedy Jan. 20 would be sponsored by beer advertisers were officially denied last week by Samuel C. Brightman, publicity director of the inaugural committee. The charges had been made by Erwin F. Bohmfalk, president of the National Temperance League. The major networks will have sponsors for coverage of the inaugural parade and ball but the inaugural committee will review commercials for good taste (BROADCASTING, Dec. 19).

Another extension for jury

A third lease on life was given last Thursday (Jan. 5) to the New York grand jury that was formed July 4, 1960, to examine testimony of tv quiz show winners before an earlier grand jury. An application by the district attorney's office to advance the jury's life to April 28 was approved by Judge Charles Marks. The four-month extension is the latest of a series. Originally scheduled to terminate Oct. 28, 1960, the jury was extended to Dec. 1, 1960 and then until Jan. 6.

ANNOUNCING



(PUBLICATION DATE: MONDAY, FEBRUARY 20 ISSUE)

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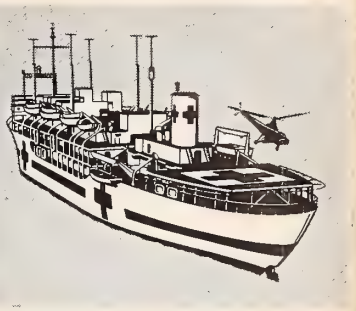


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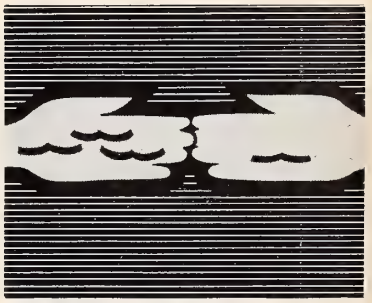
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A new Congress—but with familiar overtones

The 87th Congress has been in session less than a week, but the flow of bills is rapidly approaching flood-tide proportions. Here, in capsuled form, are those affecting broadcasting and allied fields. Most are identical to measures submitted in the 86th Congress.

HR 14. Rep. Oren Harris (D-Ark.)—to guard against improper influence on regulatory agencies, insure proper ethical standards of those in or before agencies, prohibit "of-the-record" contacts where hearings are involved and clarify power of President to remove agency members for cause. Commerce Committee. Jan. 3.

HR 132. Rep. Kenneth A. Roberts (D-Ala.)—to provide up to $1 million to each state in matching grants to build educational tv stations and $10,000 to each state to develop educational tv programs. Commerce Committee. Jan. 3.

HR 145. Rep. Byron G. Rogers (D-Col.)—would allow the Federal Trade Commission to enjoin practices for which it seeks a cease and desist order pending disposal of an FTC complaint. Commerce Committee. Jan. 3.

HR 177. Rep. Francis E. Walter (D-Pa.)—provides that each member of the bar of a state's highest court or of a Federal court shall be eligible to practice before all administrative agencies. Judiciary Committee. Jan. 3.

HR 178. Rep. Francis E. Walter (D-Pa.)—would provide legal authority for blacking out professional major league baseball, football, basketball and hockey games telecasts in minor league cities on days the home team is playing. Judiciary Committee. Jan. 3.

HR 323. Rep. John W. Byrnes (D-Wis.)—same as HR 178. Judiciary Committee. Jan. 3.

HR 351 Rep. Dante B. Fascell (D-Fla.)—designed to prevent improper influences on federal agencies, with penalties for those who would influence and those influenced. Judiciary Committee. Jan. 3.

HR 465. Rep. Hale Boggs (D-La.)—same as HR 965.

HR 965. Rep. Oren Harris (D-Ark.)—to provide federal grant of $1 million to each state for educational tv. Commerce Committee. Jan. 4.

HR 1118. Rep. J. Arthur Younger (R-Calif.)—to set up a system of fees to be charged by federal agencies to applicants. Commerce Committee. Jan. 4.

HR 1126. Rep. J. Arthur Younger (R-Calif.)—to create a Department of Transportation & Communications and prescribe its functions. Government Operations Committee. Jan. 4.

HR 1149. Rep. John H. Dent (D-Pa.)—to prohibit advertisement of imported products unless ad discloses fact they are imported. Commerce Committee. Jan. 4.

HR 1162. Rep. Oren Harris (D-Ark.)—to set up a three-man Frequency Allocation Board in the executive branch to study, plan and allocate radio frequencies between federal and non-federal users; to set up a Government Frequency Administrator in the executive branch to study and allocate frequencies among federal departments and agencies. Commerce Committee. Jan. 4.

HR 1164. Rep. Oren Harris (D-Ark.)—would bring tv and radio networks under FCC regulation by requiring "operating certificate" for networks with proscriptions against illegality in programs, failure to exercise control over matter broadcast, giving unfair advantages in matter broadcast to products or services in which network has interests and making contracts with affiliates inhibiting latter's operations in public interest. Commerce Committee. Jan. 4.

HR 1165. Rep. Oren Harris (D-Ark.)—would (1) restrict trafficking in and acquisition of stations without FCC public interest finding by: eliminating ban against Avco rule, requiring minimum three-year operation by licensee, requiring local public hearing where only one prospective purchaser is involved (but FCC could approve transfer without hearing in such a case if its states and publishes reasons no hearing is necessary). Commerce Committee. Jan. 4.

HR 1207. Rep. Abraham J. Multer (D-N.Y.)—would make it unlawful for broadcasters to make unauthorized deletions from certain material submitted for broadcasting. Commerce Committee. Jan. 4.

HR 1234. Rep. Samuel S. Stratton (D-N.Y.)—to discourage FCC grants to persons who have criminal records. Commerce Committee. Jan. 4.

HR 1728. Rep. Cleveland M. Bailey (D-W. Va.)—would prohibit the charging of a fee to watch telecasts in the home. Commerce Committee. Jan. 4.

HR 1748. Rep. Emanuel Celler (D-N.Y.)—to authorize the FCC to make conditional one-year broadcast grants on license renewals and to consider whether licensee has consented to failure by employes to disclose whether payments have been made for broadcast. Commerce Committee. Jan. 4.

H. Res 27 and 28. Rep. Martha W. Griffiths (D-Mich.)—to amend House rules to open House chamber and committee deliberations to radio and tv and still cameras. Rules Committee. Jan. 4.

HJ 27. Rep. Charles E. Bennett (D-Fla.)—to establish a Commission on Ethics in the federal government to interpret the code of ethics for government service. Post Office & Civil Service Committee. Jan. 4.

Majority support Providence ch. 6 drop-in

FCC ALSO GETS REPLIES TO GRAND RAPIDS COMMENTS

Amidst the flurries of reply comments on mileage separation and vhf drop-ins at the FCC last week (see story page 46) the ancillary issue of proposed channel allocations in the Grand Rapids, Mich., and Providence, R. I., markets also received attention in separate replies.

The FCC asked for comments on a proposal to delete ch. 6 from New Bedford, Mass., and drop it into Providence as that city's third vhf tv station. (BROADCASTING, Oct. 10, 1960).

Thirteen parties filed comments with only two opposing the change and two suggesting a counterproposal to delete ch. 3 (WTIC-TV) from Hartford, Conn., add it in Providence and give Hartford either ch. 24 or ch. 46. Several of the replies opposed the counterproposal.

WTIC-TV Hartford protested the plan to remove its facility from Hartford, requesting that the commission summarily dismiss that proposal on grounds it is irrelevant to the issues of the rulemaking as proposed. The company submitted three bound replies of some 80 pages each, giving engineering and programming reasons why it should remain where it is.

WGBH-TV Boston, etv station on

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You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

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Gentlemen: Please send us complete information on Greyhound Package Express service ... including rates and routes. We understand that our company assumes no cost or obligation.

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COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

ch. 2, opposed the move of ch. 3 to Providence because of short spacing on an adjacent channel. It urged that ch. 3 be retained in Hartford.

Assn. of Maximum Service Telecasters filed against any channel shift, but urged the FCC, if it is disposed towards adding ch. 6 in Providence, to wait for a final decision in its interim policy docket. It opposed the suggestion moving ch. 3 to Providence because of short spacing with WGBH-TV and WBZ-TV Boston. It opposed bringing ch. 6 to Providence because it claimed service would be degraded through short spacings with WRGB (TV) Schenectady, WCHS-TV Portland, Me., and WHDH-TV Boston.

Hold Similar Views ▪ WRGB and WCHS-TV each filed oppositions to the shift to Providence on the same grounds advanced by AMST.

The proposal to delete ch. 3 from Hartford was repeated in the replies by its original proponents, WWLP (TV) Springfield, Mass., and WHNB-TV New Britain, Conn., in order to deintermix Hartford. WKNY-TV Kingston-Poughkeepsie, N. Y., joined them in requesting deintermixture of the Connecticut Valley area. The stations did not disapprove the immediate question at hand—that of shifting ch. 6 to Providence—provided it would be reserved for educational use.

The Joint Council on Educational Television requested that ch. 6 be shifted to Providence and reserved for noncommercial educational use. It said that it would not be in the public service to operate a uhf etv station in that vhf market.

Three parties who stated they would wish to apply for the ch. 6 facility if it moved to Providence urged the commission to expedite such a move. One prospective applicant said he favored the shift of ch. 6 to Providence over that of ch. 3 since the latter would require a lengthy hearing.

ABC, in line with its position in comments on the FCC drop-in policy, urged the FCC to make the move of ch. 6 promptly.

The Michigan Case ▪ In the rather more complicated Grand Rapids rule-making, replies were received on the comments made to several FCC allocation proposals for that area. Among the issues was which vhf channel, if any, should be dropped into Grand Rapids.

In the replies, proponents of each of the suggested solutions reiterated their positions and sniped at positions put forth by rivals.

Atlas Broadcasting Co., licensee of WMAX-AM-FM Grand Rapids, says that more vhf service is badly needed in the market and for engineering reasons requests ch. 13 at substandard spacing. The company said the action should be instituted immediately rather than after a final decision on overall drop-ins has been reached. Atlas refuted the claim of Fetzer Broadcasting that assignment of ch. 13 to Atlas will cost WWTV (TV) Cadillac, Mich., a great deal of money and inconvenience. It was also against proposals to assign only an educational vhf channel in Grand Rapids.

ABC supported Atlas' position.

Four respondents also urged the grant of ch. 13 to Grand Rapids but said the FCC should insist it be put in at standard spacing—not at a reduced mileage separation from existing stations. These were: WJIM-TV Lansing, Mich.; WOOD-TV Grand Rapids; WTOL-TV Toledo, Ohio, and West Michigan Telecasters Inc., which announced its intention to apply for the new channel if it is allocated there.

Claims Great to Service ▪ Storer Broadcasting Co. said it would be premature of the FCC to go into the Grand Rapids matter before final decision in its overall interim policy. It said that dropping in ch. 13 at Grand Rapids at substandard spacing and also adding ch. 13 at Alpena, Mich., as suggested would so seriously affect operation of Storer's WSPD-TV Toledo, Ohio, and Crosley Broadcasting's WLWI (TV) Indianapolis, both ch. 13 outlets, that the four stations would then serve 471,194 fewer persons than are now served by WSPD-TV and WLWI alone. Storer favored the *status quo* in the Michigan market, but suggested if the FCC feels a change is required that it put in ch. 13 in Grand Rapids at standard spacing. If the commission feels substandard spacing is required, Storer's alternative is to put ch. 11 in Grand Rapids and grant the Joint Council on Educational Television's request for an etv station on ch. 9 in Cadillac, Mich.

Crosley filed a reply supporting the Storer position, generally, particularly that reduction of service of WLWI should not be allowed.

WLPA (TV) Alpena, Mich., urged the FCC to make its allocation there before deciding the interim policy question. It recommended putting ch. 13 in Grand Rapids and giving it ch. 11 in Alpena in place of its currently assigned ch. 9.

AMST took a position similar to that in the general allocation proceeding, asking that the FCC not assign any channel at substandard spacing. If the commission feels there is an urgent need for such a drop-in at less than minimum mileage requirement spacing, it should defer action until the entire drop-in and interim policy proceedings have ended, AMST said.

Fetzer Broadcasting Co. took issue with some comments which maintained that Grand Rapids was more closely allied with Muskegon, Mich., than with Kalamazoo. Fetzer stated its WKZO-TV Kalamazoo also serves Grand Rapids. Fetzer's comments urged ch. 11 be allocated to Grand Rapids rather than ch. 13.

HARRIS WON'T TAKE NO FOR AN ANSWER

He re-introduces network regulation, trafficking bills

Chairman Oren Harris (D-Ark.) of the House Commerce Committee last week introduced legislation aimed at licensing and regulating networks and prohibiting so-called trafficking in station licenses. He thus took the first step toward redeeming his promise, made last year, to hold committee hearings on the two issues. His bills on network licensing (HR 1164) and station property transfers (HR 1165) represent two of the most formidable threats facing broadcasters this year.

Committee hearings on network licensing and regulation are assured in the Senate, too. Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has, like Rep. Harris, committed himself to holding hearings on the subject.

The substance of Rep. Harris' proposed legislation is not new. His proposals were originally introduced last year when he tied them together in a single measure. But the House Commerce Committee did not report last year's proposals to the floor and Rep. Harris explained the reason as being that hearings had not been held.

The network regulation bill would bring radio and television networks under FCC regulation by requiring them, like individual stations, to apply for operating licenses. They would be required to exercise control over broadcast matter and would be prohibited from giving unfair advantages in broadcasts to products or services in which they might have interests. The bill would also make it illegal for a network to enter into a contract with an affiliate that would inhibit the latter's operation in the public interest.

The anti-trafficking bill would remove the ban against the old Avco rule, require licensees to operate their stations for a minimum of three years and require a local public hearing in transfer applications where only one prospective purchaser is involved. The last provision is qualified to the extent that it would permit the FCC to approve the transfer without a hearing if it publishes the reasons it feels a hearing is not needed.

KCMC-TV, Channel 6

abc for Shreveport-Texarkana,

soon to become Station KTAL

(Pronounced Kay-Tall)

announces the appointment of

BLAIR TELEVISION ASSOCIATES

as National Representatives effective January 1, 1961

■ There's big news in the Shreveport-Texarkana area. Four items are especially worth noting: 1. KCMC-TV (soon to become KTAL) is constructing the South's tallest tower midway between Shreveport and Texarkana. 2. When this new tower goes into operation, in early spring, call-letters of the station will change to KTAL. 3. Rising 1587 feet above average terrain, the new tower and full 100,000 watt power will make KTAL the only station putting a city-strength signal into both Shreveport and Texarkana. 4. Advent of KTAL will bring three-network service to the Shreveport-Texarkana area for the first time. ■ RESULT: alert advertisers are already getting set for increased business in the rapidly expanding Shreveport-Texarkana market, with increased spot-orders. It's time NOW to get in touch with the nearest office of Blair Television Associates.

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DETROIT 26: 617 Book Bldg., Woodward 1-6030
JACKSONVILLE 2: Barnett Bank Bldg., Elgin 6-5770
LOS ANGELES 5: 3460 Wilshire Blvd., Dunkirk 1-3811
ST. LOUIS 1: Paul Brown Bldg., Garfield 1-5262
SAN FRANCISCO 4: 155 Sansome St., Yukon 2-7068
SEATTLE 1: White-Henry-Stuart Bldg., Main 3-6270

HARRIS' FINAL OVERSIGHT REPORT:

Re-emphasis on a needed permanent control agency

Final report of the House Legislative Oversight Subcommittee contained no surprises and pretty much followed the script of earlier staff recommendations for the FCC and radio-tv (BROADCASTING, Dec. 26, 1960).

Chairman Oren Harris (D-Ark.) and his subcommittee (Democrats John B. Bennett, Mich.; William L. Springer, Ill.; Steven B. Derounian, N. Y.; Samuel L. Devine, Ohio; and Republicans Peter F. Mack Jr., Ill.; Walter Rogers, Tex.; John J. Flynt Jr., Ga.; John E. Moss, Calif.) submitted their final views, with strong minority dissents on non-broadcast matters, to the new 87th Congress last Tuesday (Jan. 3).

As in the earlier staff report, the full committee recommends a regular Subcommittee on Federal Administrative Agencies to replace the Oversight Subcommittee which expired with the new Congress.

The report also recommends regulation of networks, measures to prevent trafficking in licenses, further study as to use of ratings in overall programming policy of stations and a closer examination of programming at renewal time by the FCC.

Delay is the most critical problem in government by commissions, the congressmen said. "Improper influence thrives on delay. So also do excessive costs and volume of record," the report stated. "The chief factors contributing to mounting administrative commission backlogs are lack of clearly defined and published standards and policies; lack of planning for future technological developments in the industries being regulated; excessive interventions; cumbersome procedures; absence of incentives for speedy decisions . . . and the necessity for certain commissions to perform the conflicting statutory duties of promotion and regulation."

Hearings of the subcommittee, principally panel discussions in 1959, indicate a variety of remedies, it was pointed out. "The time has now come for Congress to utilize this data in drafting necessary legislative measures and, through the recommended regular subcommittee, to exercise continuing watchfulness over agency operations," the report continued.

The FCC is criticized for ". . . little or no forward planning for the infinitely increased range of communications now being developed as the result of space exploration and study." (Note: In this regard, the commission has recently appointed Paul M. McDonough, formerly administrative assistant to the chairman, to work in development of space communications policies.)

A Landis Conflict? ▪ No direct mention is made of the recent study and recommendations on regulatory commissions prepared by James M. Landis under mandate of President-elect Kennedy (BROADCASTING, Jan. 2, also page 42). However, the report "recognizes that effective reform of the administrative process requires teamwork between the executive and Congress. . . . It would be tragic to have a conflict develop between the executive and Congress over the question of which branch has supreme control over the federal agencies."

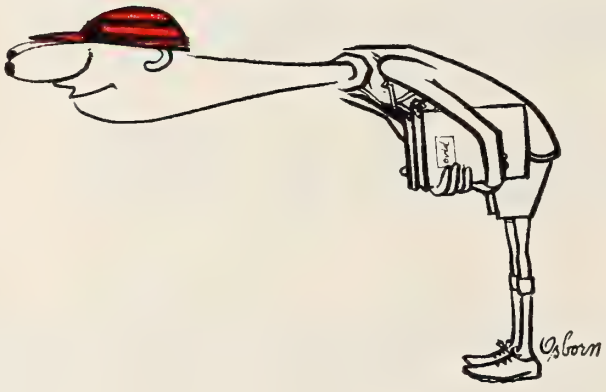
The FCC and other agencies, it was pointed out, exercise powers delegated to them by Congress and Congress has the constitutional responsibility of supervising and overseeing their operations. One recommendation, designed to remove an area of alleged executive influence over the agencies, was that the Budget Bureau's power to censor agency appropriations requests be removed.

Rep. Harris promptly carried out one recommendation in his own report. He re-introduced a bill (HR 14), titled "Independent Regulatory Agencies Act of 1961," which prescribes ethical standards of conduct for agency proceedings and bans improper *ex parte* contacts. The same measure, then HR 12731, was approved by the House Commerce Committee during the 86th Congress but was not acted upon by the House or Senate during 1960.

Minority Views ▪ The Republican members of the subcommittee claimed that the earlier staff report was ". . .unfair, unjudicial and beneath the dignity of a congressional committee. . . . We want to completely disassociate ourselves from, and disclaim any responsibility for, the so-called staff report." The minority principally objected to conclusions drawn and charges made against the Interstate Commerce Commission and Civil Aeronautics Board ". . . without having afforded the accused their day in court."

The four Republican members said that "perhaps the most shocking political whitewash to come out of a congressional committee in many years is that which is accorded Thomas G. Corcoran." Hearings were held on the role Mr. Corcoran played in a matter before the Federal Power Commission and both the staff and subcommittee report said that his actions were proper

Ironically, in his appearance before the subcommittee, Mr. Corcoran's legal counsel was former Rep. Joseph P. O'Hara (R-Minn.), member of the subcommittee until his retirement from Congress in 1959.



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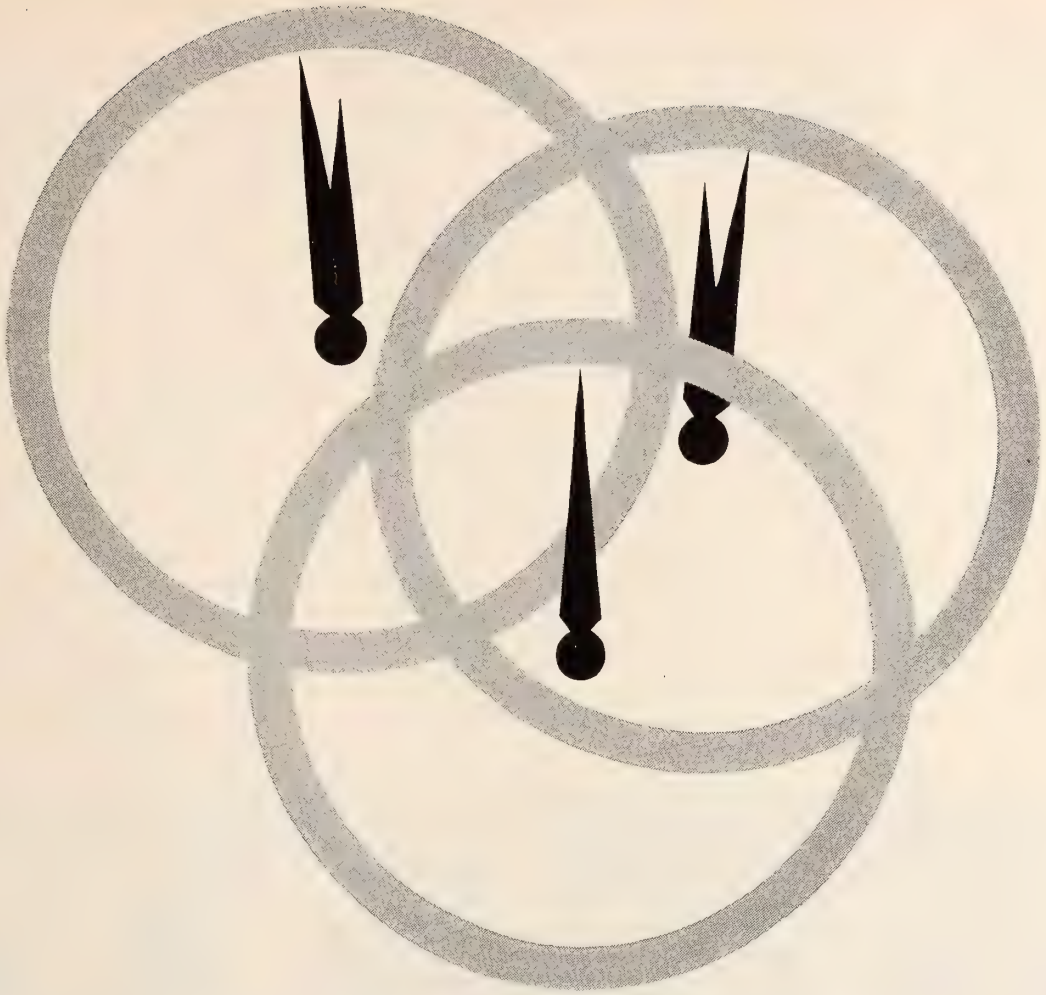
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A SNEAKY PROBLEM FOR TIME BUYERS

On Friday, April 1, 1898, three new clocks were all started at precisely twelve noon. At noon the next day clock A recorded the correct time,* clock B had gained one minute and clock C had lost one minute. This state of affairs was allowed to continue without correction. When (date and time of day) were all three pairs of hands again pointing at the same moment to twelve o'clock?

Solve this time-consuming problem and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have a copy, say so and we'll provide another praiseworthy prize.

---

* You could see this one sneak up: When you have time-buying problems on your hands in the Washington market, we modestly request you to remember that WMAL-TV's audience is bigger than anyone else's during those *valuable* hours—6 p.m. to midnight, all week. (ARB November, 1960).

wmal-tv

abc

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Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Can rep firms really serve competing media?

MOST SAY YES AS THEY DISAGREE WITH FRANK MILLER

Headley-Reed Co.'s going-out-of-business statement that no rep can serve two masters — both broadcasting and newspapers — appeared to find little support last week among other station representation companies.

There were some dissents, but the consensus found in a spot check of leading representation authorities was that while television and newspapers obviously are competitive media, they are no more so—and no more impossible to handle within the same sales company — than, say, television and radio. The one condition that was uniformly specified was that newspapers and radio-tv should be sold by different organizations or divisions, not by the same salesmen.

The idea that both media cannot be sold unstintingly within a single company had been advanced by Frank Miller Sr., president of the Kelly-Smith newspaper representation firm, in explaining why Kelly-Smith decided to sell Headley-Reed, its radio-tv sales subsidiary. The Bolling Co. bought Headley-Reed, effective Feb. 1, at a price reported to be in excess of $500,000 (AT DEADLINE, Jan. 2).

Competition Stiffening ▪ Mr. Miller said broadcasting and newspapers "are becoming more and more competitive" and that it is no longer possible for a newspaper sales representative to hold an interest in a radio-tv representative "and continue to put forth full efforts in newspapers' behalf." He said Kelly-Smith, which founded Headley-Reed as a radio division in 1936, would henceforth "sell newspapers in the most effective manner possible, as it has for better than 50 years."

Headley-Reed's departure will leave two companies operating as major forces in the representation of both radio-tv stations and newspapers. They are The Katz Co. and the Branham Co., both of which conduct their broadcast and newspaper operations through completely separate departments or divisions.

Katz officials declined to comment formally on the Miller statement and Branham officials were reluctant to say much, but it was obvious that they not only disagreed with Mr. Miller's contention that the two media are incompatible now, but also looked for no difficult competitive complications in the foreseeable future.

Separate Salesmen ▪ Along with many of their colleagues who sell radio and television only, they clearly felt that so long as the sales operations are kept entirely separate there is no lessening of the effectiveness of either. At some future time there may be some instances —and in Branham's case there are some now—where a newspaper client may not wish its rep to handle a competing local



The NAB's new boss sets up shop

Gov. LeRoy Collins (second from right) vacated his Florida executive offices last week and made a fast shift to NAB Washington headquarters where he moved into the presidency. His first official act Jan. 5 was to get together with the association's top-level administrative-advisory executives.

Asked what he had told the executive group, Gov. Collins said, "I didn't tell them; I asked them." He added, "They'll be telling me. I'm satisfied we have a strong organization." Later in the day he held a staff meeting with all department heads, secretaries and clerical employes.

In photo (l to r): Vincent T. Wasilewski, vice president for government affairs; John F. Meagher, radio vice president; John M. Couric, manager, public relations service; Charles H. Tower, television vice president; Howard H. Bell, vice president for industry affairs; Everett E. Revercomb, secretary-treasurer and in addition acting administrator since death of former president Harold E. Fellows; Gov. Collins, and John L. Perry, assistant to the president.

Gov. Collins served six years as Florida's chief executive. He was elected NAB president at an Oct. 10 meeting of the association board.

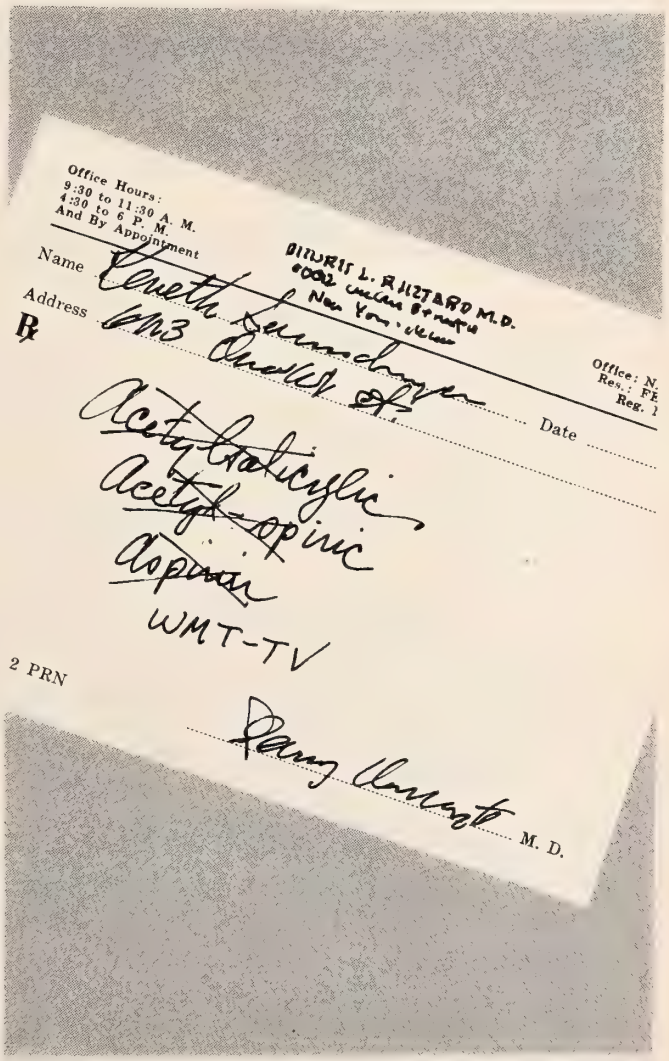
All You Need to Know About Aspirin, or More

CHEMISTS and pedants call it acetylsalicylic acid. Chap name of Gerhardt whipped it up in 1853, but it wasn't until deadlines became common that anyone could think of a use for the stuff. Actually, Heindrich Dreser, researcher for Bayer in Germany, was looking for a palliative for rheumatoid arthritis sufferers who couldn't stand the side effects of salicylates, real stomach bombs widely used around 1899, when he tried old Gerhardt's concoction. It worked.

One thing led to another. Some character with arthritis and a hangover took it, felt better, and *schnapps* sales boomed. It was serendipitous for drinkers but eventually tough on Bayer. The name aspirin evolved after a generation of prescription-fillers got headaches trying to read acetylsalicylic acid, scrawled by doctors not famous for calligraphy. It became acetyl-spiric, then aspirin, and not a minute too soon.

Bayer's U.S. patent expired in 1917, followed in a few years by schnapps itself, it said there in the 18th Amendment. After a long legal hassle, Bayer saw the courts decide that the name had entered the public domain, or whatever words enter when they become common nouns.

That aspirin relieves pain and reduces fever is pretty well established. The reason for this is another matter, perhaps hidden deep in the Antarctic of the body. Some 17 billion aspirin are produced annually in the U. S. Eastern Iowans consume less than their share, since they have fewer headaches, and WMT-TV. CBS Television for Eastern Iowa. Cedar Rapids-Waterloo. Affiliated with WMT Radio, K-WMT Fort Dodge. National Representatives, The Katz Agency.



newspaper, or vise versa, it was said, but this was not regarded as an impediment to the effective handling of both.

A number of broadcasting-only representatives singled out Katz' success as evidence that the two media can be handled compatibly within the same shop. The tone of their argument was that "there's nothing to get in the way of handling both media — newspapers and radio-tv very often are owned by the same people, and in any case, we're handling both radio and television without favoring one or slighting the other." Or: "There's no reason why radio-tv and newspapers can't be sold by the same principals, so long as one salesman isn't trying to sell both."

A few broadcasting-only representatives felt, however, that Mr. Miller was right and that rep companies should concentrate their sales fire. One even ventured to support this contention by adapting an argument with which most representatives have been sympathetic in the past. "It's just like the old network thing," he said. "A rep has no more business selling both radio-tv and newspapers than the networks have in trying to run spot sales organizations on the side." But that appeared to be a minority viewpoint.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WORD Spartanburg, S. C.: Sold by WMRC Inc. to Henderson Belk for $175,000. With the acquisition of WORD, Mr. Belk, Charlotte, N. C., department store executive, will have increased his radio holdings to three in the last two years; he bought WGUS Augusta, Ga. in 1959 and WIST Charlotte last year. WORD station manager, Thomas W. Thuman, will remain, according to Ray M. Stanfield, vice president-general manager of the Belk Radio properties. WMRC Inc., licensee of WFBC-AM-FM-TV Greenville, S. C., is owned by R. A. Jolley and associates (*Greenville News and Piedmont* and *Asheville* [N. C.] *Citizen-Times*—WWNC Asheville). WORD is 1 kw on 910 kc and is affiliated with NBC. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 88).

▪ WFRV (TV) Green Bay, Wis.: Sold by Clayton Ewing and associates to WAVE Inc. for $1,609,794. WAVE Inc., principally owned by George W. Norton Jr., is licensee of WAVE-AM-TV Louisville, Ky.; also owns WFIE (TV) Evansville, Ind. Ewing group retains ownership of WIRM (TV) Iron Mountain, Mich.

▪ KEYS Corpus Christi, Tex.: Sold by Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes, equal partners, to Mr. Rossi and family, for $195,000.

▪ KRIB Mason City, Iowa: Sold by William F. Johns family to Peter A. Barnard and associates for $110,000. Mr. Barnard has minority holdings in WSPT Stevens Point, Wis., and WMIN St. Paul, Minn.

Shea to head industry ASCAP negotiating group

Hamilton Shea, WSVA-TV Harrisonburg, Va., was named Jan. 5 to serve as chairman of a new all-industry committee to negotiate a new music licensing agreement with ASCAP. Current ASCAP tv contracts expire Dec. 31, 1961.

Clair R. McCollough, Steinman stations chairman of the NAB Policy Committee, described Mr. Shea's chairmanship as "one of the most important assignments in broadcasting during the next 12 months." The committee represents both NAB members and nonmembers. It will negotiate both per program and blanket contracts, with stations free to select their methods of payment.

Serving on the committee with Mr. Shea are Campbell Arnoux, WTAR-TV Norfolk, Va.; J. B. Fuqua, WJBF (TV) Augusta, Ga.; William Grant, KOA-TV Denver; Payson Hall, Meredith Broadcasting; Alan J. Hartnick, Metropolitan Broadcasting Corp.; Clifford M. Kirtland Jr., Transcontinent Television Corp.; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Corp.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Robert H. Smith, WCYB-TV Bristol, Va.; Raymond W. Welpott, WRCV-TV Philadelphia; Charles C. Woodard Jr., Westinghouse Broadcasting Co., and Matthew E. Vieracker WBKB (TV) Chicago.

Brockway Co. consolidates

In a realignment of its broadcasting operations the Brockway Co., Watertown, N. Y., has consolidated WCNY-TV Watertown, WWNY Watertown and WMSA Massena, N. Y. The three properties formerly had individual ties with the parent company. James W. Higgins, director of WCNY-TV, was appointed general manager of the new broadcasting division.

Nobody knows the value of our service better than men who haven't used it!

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Networks begin talks with technical unions

Network labor executives, who recently completed a strenuous round of talks leading to contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild, embark on another schedule of negotiations this month. NBC and ABC open talks today (Jan. 9) with the National Assn. of Broadcast Employes & Technicians in Cincinnati, while CBS begins its contract talks with the International Brotherhood of Electrical Workers in New York on Jan. 16.

The pacts, which cover technical employes largely at the networks and owned stations, expire on Jan. 31. Approximately 2,300 workers at ABC and NBC are under NABET's jurisdiction, while about 1,500 CBS employes are members of IBEW.

Neither union nor management officials would disclose any information at this time on contract proposals. It is reported that the unions will seek basic increases in salaries and safeguards against job displacement because of automation.

Voice of Democracy winners

State winners from all 50 states and District of Columbia were announced Jan. 4 by the Voice of Democracy broadcast scriptwriting contest. The high school students (26 girls and 25 boys) won all-expense trips to Washington in February. The four top national winners will be announced at a Feb. 22 awards luncheon. The contest is sponsored annually by NAB, Electronic Industries Assn. and state associations of broadcasters in cooperation with the Veterans of Foreign Wars.

Sindlinger's new service

Albert E. Sindlinger Inc. will announce the inauguration of its new nationwide daily tv activity service at a luncheon to be held at New York's Sheraton East Hotel on Tuesday (Jan. 19). Service will make available ratings within a week of telecast based on new sampling taken daily.

ABC to meet with affiliates

ABC is holding two meetings in Miami Beach this week. Network Executives and the board of governors of the tv network's Affiliates Advisory Assn. will meet Thursday and Friday (Jan. 12-13). Station managers of the network's owned-and-operated radio and tv stations stage their annual meetings during the entire week, starting today (Jan. 9). The conferences will take place at the Balmoral Hotel.

The board of governors also will begin its meetings today, led by Chairman Howard W. Maschmeier, general manager of WNHC-TV New Haven before convening with ABC-TV executives on Thursday. Presiding at the station managers meeting will be Stephen C. Riddleberger, ABC vice president for owned and operated stations. Future plans of the owned and operated stations will be discussed.

Media reports...

Call letter change ▪ KCMC-TV Texarkana, Tex., has been authorized by the FCC to change its call letters to KTAL (TV), effective with its change of transmitter site to Vivian, La., expected this spring. The new transmitter installation will more than triple the number of people reached by the station, it is claimed. The station has retained Bozell & Jacobs to handle public relations and advertising connected with the change.

Markets and brands ▪ Market variations in product usage and brand preferences are detailed in the latest Brand Comparison report released today (Jan. 9) by Television Advertising Representatives Inc., New York, in behalf of Westinghouse Broadcasting Co.'s tv stations. The study, which was conducted by Pulse Inc. during July 1960, provides agencies and advertisers with individual market data on the following specific products: gasoline, tea, beer and ale, cold cereals, dog food and milk additives.

Early, early show

Late, late show addicts in Ohio who forgot to turn off their tv sets saw an early morning sales meeting rather than test patterns on Jan. 5. Telecast, produced by Westinghouse Appliance Sales, was beamed simultaneously on WJW-TV Cleveland, WKBN-TV Youngstown, and WTOL-TV Toledo into the living rooms of some 900 major appliance dealers who watched a sales pitch for Westinghouse air conditioners. The program, presented during a period the station is normally off the air (7-7:30 a.m.), was put on tv to increase the number of dealers who could attend the meeting.

New quarters ▪ The Spanish-language station KALI has moved its studios and offices from Pasadena, Calif., where it had been quartered the last 14 years, to a recently purchased building in Hollywood. New address is 5723 Melrose Ave., Hollywood 38; phone, Hollywood 6-6161.

Praise ▪ Philadelphia's broadcasting industry, for gallantry beyond the call of duty, was praised by the city's United Torch Fund Drive for spurring

STATIONS FOR SALE

EAST

**EASTERN FULLTIMER—
$685,000. TERMS**

Profitable operation for over ten years. Available *only* because of owner's health. $175,000.00 down, balance 7 to 8 years.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Small market fulltimer grossing close to $100,000.00 annually can be purchased on terms for $140,000.00 or $125,000.00 all cash. Good cash flow.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTH

Daytimer non-directional. Good facility, good market. Good physical plant and plenty of business in the market. Grossing $15,000.00 per month. Operating expenses between $7,000.00 and $8,000.00 per month. 29% down, terms open to negotiations, asking $290,000.00.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST COAST

Major market West Coast fulltime radio station. Located in a growth area, this absentee-owned property has been suffering from management problems. Total price is $175,000.00 with extremely low down payment and terms to be negotiated.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

its fund raising campaign "to the greatest amount ever collected for such a purpose." The city's radio and television facilities, noting that closing night pledges were more than $300,000 shy of the campaign goal, rallied together to give additional time and use of their facilities. Result: the deficit was reduced by 40% and swelled the Torch Fund drive to its greatest total in history.

To the top ▪ WATV Birmingham has most of the city at its feet as a result of its Jan. 1 move into new quarters, located on the top floor of the 20-story Thomas Jefferson Hotel.

More power ▪ WGVM Greenville, Miss., will increase its wattage March 1, 1961 from 1 kw to 5 kw. The change will more than double the station's coverage area, WGVM claims. A 5-kw transmitter and associated equipment has been purchased from Collins Radio Co.

It's Phoenix ATAS now ▪ Arizona chapter of the Academy of Television Arts & Sciences henceforth will be known as the Phoenix chapter. This will permit Tucson members to form their own chapter and make their awards separately. Newly-elected members of the board of governors of the Phoenix chapter of ATAS are: Virginia O'Shaughnessy, Phoenix Tee Vee; Scott Hollaender, Ken-Hollaender; Bill La Dow KTVK (TV); Al Rau and Charles Glance, KPHO-TV; Robert Davies, KOOL-TV and Robert Vache, KVAR-TV.

A barometer indicating video-tape's growing use

The growth of National Video Tape Productions from one mobile Ampex unit and three remote pickup units in 1959 to its present range of tape services is indicative of the increasing use of video tape by agencies, advertisers and stations.

National Video Tape Productions Inc. is an 18-month-old division of Sports Network Inc., New York. It has adopted the slogan "total tape service" to dramatize its aim to please all possible tape clients, an aim also backed up by the company's investment in new equipment, enlarged facilities, additional personnel and expansion into new areas of production.

Jack Bozarth, vice president, Sports Network Inc., described the company's growth formula as a determination to meet all tape demands on the client's own terms. By such acceptance, the division claims it has expanded far beyond original on-location services.

The heart of National Video Tape Productions' expanded operations is a newly completed tape control center (see photos), where some $400,000 worth of equipment provides full facilities for tape editing, duplicating and playback, as well as arrangements for transmission of live or tape presentations or programs to any location. The tape control center is linked with the company's large production studio in E. Rutherford, N. J., two new smaller studios adjoining the control center at 36 W. 44th St., and is tied into the New York Telephone Co.'s switching center for hookups with agency subscribers. The tape division also utilizes AT&T lines leased by Sports Network Inc., which Mr. Bozarth said is AT&T's fourth largest broadcast customer—topped only by the three tv networks.

Mr. Bozarth emphasized that his company is ready to aggressively compete for complete commercial production. In the program area, the company has signed with Dot Productions Inc., New York, to tape for tv a series of off-Broadway plays. plays.

In the past year, Sports Network-National Video Tape Productions' equipment and/or personnel has participated in such diverse projects as pilot tapes, documentaries, sports coverage of baseball, football, hockey, wrestling, and basketball, and closed circuit telecasts of sales, medical and educational meetings. Commercials have been taped for a wide range of advertisers, including Frigidaire, Armstrong, Florida Citrus Fruit Growers, General Electric, Western Union and Schaefer beer.

The company now employs a staff of 36. A large chunk of the company's business is obtained through sub-contracting and leasing of equipment and personnel, while still another plan offered clients suggests complete production, with directors, writers, and talent supplied under National Video Tape's direct supervision.

The company's fleet of three mobile video tape units and three camera-equipped mobile units also will be enlarged in the next few weeks with the addition of a new "deluxe" bus unit assigned permanently to the New York area. Other units will increase assignment schedules in other parts of the country, new business sought from stations not yet equipped with tape facilities.



Live programs in Rutherford, N. J., studio of National Video Tape Productions and Sports Network Inc. are fed to the new tape control center in New York.



Complete tape facilities for playback, editing and recording are contained in this new tape control center at New York headquarters.



*Source: Nielsen Sept. 19-Oct. 16
7:00 AM-5:00 PM Mon.-Fri.

IN PROVIDENCE...

you reach more women on WJAR-TV* during nearly 70% of the daytime hours

The latest Nielsen figures tell this story: Nearly 70% of every weekday more women watch WJAR-TV than watch the other Providence station! If you are selling products to women the conclusion is obvious. And, if you are selling products on which both men and women decide, you'll have the women on your side (and most of the men, too, at night) if you advertise on WJAR-TV.

NBC • ABC • Represented by Edward Petry & Co., Inc.

BELOW-THE-LINE LABOR TALKS BEGIN

Motion picture unions want 25% wage hike, other benefits

The International Alliance of Theatrical Stage Employees and Motion Picture Projection Operators and the six so-called basic craft unions begin new contract negotiations with the producers of motion pictures for theatres and tv today (Jan. 9) in Hollywood.

Major demands of the unions include a 25% across-the-board increase in wages and changes in the industry's pension and health-and-welfare plans.

Some 60 representatives of the 29 unions and about as many from the Assn. of Motion Picture Producers and the Alliance of Television Film Producers will sit down at AMPP headquarters at 2 p.m. today. Their goal is to reach agreement on new contract terms before the present pact expires on Jan. 30. This agreement, the first to be negotiated jointly between the craft unions and AMPP and ATFP, was a two-year contract.

The unions are asking for a 21-month contract now, with a termination date of Oct. 31, 1962, returning the agreements to the expiration date of former years. The reason is said to be that the fall is normally a time of peak employment in film production, so negotiations then would find the unions in a stronger bargaining position.

Dependents, too ▪ The major change in the health and welfare plan asked by the unions is for inclusion of dependents as well as workers. It is estimated that to give dependents 80% of the protection now enjoyed by the workers would cost the film producers, who bear the entire cost of the plan, about eight cents per worker per hour. The unions also are asking for double the present life insurance coverage to a total of $5,000 per participant.

In the pension plan, the major demand is for a plan that would give each worker 45 years of age with five years employment a 25% interest in his normal retirement benefit, rising 5% a year to 100% at age 60 with 20 years of steady work to his credit. The unions also want to reduce the retirement to 62 years for women, retaining the 65 years for men and an increase of $25 a month over the present $90 pension payment, plus disability payments and a death benefit of $1,000.

Other demands include the right to reopen the contract's wage provisions if the U.S. consumer price index rises 2%, rather than 5% as in the present contract; Golden Hours (extra-over-time with pay 2½ times scale) to start after 10 consecutive hours of work instead of 14 hours; changes in the meal period provisions and in other phases of studio work.

Unusual are three demands that would forbid motion picture production "outside the limits of the United States and its territories," and would also prevent the producer from moving any equipment or operations included in film production from his present studios to anyplace outside Los Angeles county without the permission of the unions.

Below-The-Line ▪ The IATSE locals include such workers as electricians, carpenters, grips, stagehands, property men, hairdressers, costumers, make-up artists and publicists. The basic crafts unions are teamsters, culinary workers, plasters, etc. Together, they are responsible for the below-the-line facets of film production. (The above-the-line phases are writing, acting, directing—the so-called creative parts.)

The negotiating committees of all the unions met for a final strategy session last Friday evening (Jan. 6). Although all members of these committees are normally authorized to take part in the overall contract negotiations, it was agreed that with so many unions involved, it would be more practical to limit each one to its business agent plus one member of the negotiating committee and this was done.

For the past month, individual unions have been meeting with the employers to work out their individual problems and these meetings will continue in the mornings, with the general sessions starting at 2 p.m. each day. Richard Walsh, president of IATSE, will join the negotiators in about two weeks. Meanwhile, George Flaherty, Hollywood representative of IATSE's international office, will head the IATSE delegation.

CBS Films sales held steady in past year

CBS Films Inc. domestic sales held firm in 1960 despite a general slump in the syndicated film market, a year-end summary revealed last week. Record levels of 1959 were maintained and sufficient groundwork laid to make the outlook for 1961 extremely promising. The film company reported new business is already running 10% ahead of a year ago with three new half-hour shows ready for production this month.

Altogether five shows will be offered for network programming during the 1960-61 season. Production of one, a comedy, has been completed while another comedy show is currently being filmed in Hollywood. Each of the new programs will feature performers, all, with one exception, never before given tv exposure on a regular basis.

Among other items, the survey showed that CBS Films international sales were up 30% over 1959, that the firm had established a new production department in Hollywood and that licensing activities had increased with 1960 bringing record gross and net figures.

Guild Films granted bankruptcy petition

A bankruptcy petition was granted to Guild Films Co., New York, by U.S. District Judge William B. Herlands on Dec. 29. Guild is expected to file a detailed report on its assets and liabilities shortly. Judge Herlands named Laurence A. Kobrin, New York attorney, as receiver.

Guild earlier had filed a petition to reorganize the company under Chapter 10 of the Bankruptcy Act. This petition was denied by U.S. District Judge John F. X. McGohey. Chapter 10 permits a company to remain under the control of its owners while undergoing reorganization in bankruptcy proceedings.

In its petition for reorganization under Chapter 10, Guild had listed liabilities amounting to approximately $9 million and had noted that it had assets but had not given their value.

Program notes...

Pooled talents ▪ Louis de Rochemont Assoc. Inc., N. Y., film producers, and D. C. Heath & Co., Boston, text book publishers, have announced their merger. The new organization, known as Heath-de Rochemont Corp., is headed by F. Borden Mace, formerly president of the film production firm. First project for the firm, which will specialize in utilizing mass media communication techniques for educational purposes, is a 60 film series foreign language course, *Parlon Francais,* now being offered for in-classroom use to schools and tv stations. Heath-de Rochemont will have offices in both New York and Boston, and future plans call for filming and distribution of Spanish and Russian language series.

Busy holiday ▪ New Year's day was moving day for the Hollywood personnel of CBS Films Inc. Formerly housed in the KNXT building, 1313 Vine St.,



YOU MAY NEVER WRITE 67 MILLION WORDS*—

BUT... A Few Well-Chosen Words On WKZO-TV Move Merchandise In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	**55**	25	**68.7%**	31.3%
Noon-6 p.m.	**70**	50	**58 %**	42 %
Sun. thru Sat.				
6 p.m. 9 p.m.	**72**	12	**85.6%**	14.4%
9 p.m.-Sign off	**110**	3	**97.3%**	2.7%

Here are a few of the reasons why WKZO-TV and the Kalamazoo-Grand Rapids area should be first-line choices on any advertiser's schedule.

Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households (source: Television Magazine), and WKZO-TV is the overwhelming leader in this big, on-the-go market. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 9 p.m.-midnight (NSI—Oct. 17-Nov. 13, 1960)!

Depend on WKZO-TV for effective coverage of Greater Western Michigan. *And if you want all the rest of Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

**Grantland Rice is credited with having written 67 million words during his long sports writing career.*

AM–TV–FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Hollywood, the programming, production, sales and publicity departments of the company have moved to bigger quarters in the newly remodeled Columbia Square Bldg., 6121 Sunset Blvd.

New cartoon ▪ Tv-film cartoon series, *Wally Bear,* is being produced for national and regional sponsorship by Program Sales Inc., N. Y., and George Richfield. Proposed scheduling calls for 130 five-minute films to be sold in that form or as compiled in 39 half hour films all to be distributed by Jan. 20. The Bill Sturm Studios, N. Y., will be used for all production work.

Lit course ▪ National Educational Television & Radio Center, N. Y., announces the production of a new tv series, *American Perspective,* which examines American literature from Nathaniel Hawthorne to Jack Kerouac. The series of 19 half-hours began on NETRC's 48 stations last month.

Godfrey cancer film ▪ Arthur Godfrey is featured in an American Cancer Society film that seeks to explain aspects of the dread disease and stresses the importance of early diagnosis. Appearing with Mr. Godfrey are authorities in the field who answer questions about cancer put to them by the entertainer. The film, which was produced with the aid of Anthony A. Termini, president of Termini Video Tape Services Inc., will be released in April, to be designated as Cancer Control Month. Mr. Godfrey, a cancer victim himself, is honorary education chairman of the American Cancer Society's 1961 Crusade.

Peabody competition deadline ▪ Entries in the George Foster Peabody Radio and Television Awards competition must be submitted by tomorrow (Jan. 10) to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens. Competition for the awards—called the prestige awards of the industry"—includes the following categories: News (reporting, interpretation, and/or commentary), entertainment (musical and/or non-musical), education, youth or children's programs, promotion of international understanding, and public service.

Hour-long comedy ▪ Bud Yorkin and Norman Lear have contracted to produce an hour-long comedy series, *Three to Make Ready.* The series will be a joint venture of CBS-TV and Paramount. The pilot will be shot at Paramount early in February under the Tandem Productions banner. *Three* will feature three male leads, none of whom have yet been announced.

Tips for stars ▪ Top sports and entertainment celebrities will learn how to throw a strike on *Bowling Tip of the Day,* a new tv series to be produced by All Star Bowling Inc. and Acme Missiles & Construction Corp., both Rockville Center, N. Y. The program will feature professional bowlers instructing well-known personalities on the fine points of the sport. Films of the series will be offered to sponsors and tv stations on an across-the-board basis.

For the blind ▪ The American Foundation for the Blind, 15 W. 16th St., N.Y., is producing a new radio series designed to show the diversified fields that are open to the blind. In 39 four-and-a-half minute shows, interviews have been taped of blind people from all over the country in various jobs, such as a New Jersey attorney or a Washington, D. C. disc jockey.

New series offered ▪ Screen Gems Inc., N. Y., is offering a new half-hour series, *Tallahassee 7000,* starring Walter Matthau as a Florida law enforcement officer, for syndication sale. SG reports it already has sold the show to WCBS-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco, WTVT (TV) Tampa, Fla., and WCTV (TV) Tallahassee, Fla. The series will premiere this month.

Etv gets news series ▪ Film prints of presidential news conferences will be shown in full, the day after occurrence, to the 48 affiliated tv stations in the National Educational Television & Radio Center Network. The programs will begin with President Eisenhower's last meeting prior to his leaving office and continue with incoming President-elect Kennedy's future conferences.

Series on blindness ▪ *Man With a Question,* a new series of 13 programs designed to correct the public's misconceptions about blindness and to describe work being done on behalf of blind persons, will be released in late spring, 1961. Produced by Dr. Gregor Ziemer, director of public education for the American Foundation for the Blind Inc., New York, the series stars Ben Grauer, radio-tv commentator, as host. Personalities of radio, tv, the screen and theatre have volunteered their services.

Steps to White House ▪ How does one man out of more than 170 million get to be President? Birad Corp., N. Y., producers and distributors of documentary films, is releasing a new film, "How We Elect A President," which attempts to answer that question. The documentary covers elections procedures from the first party caucus to the inauguration.

Exercise series ▪ *Keep Fit, Be Happy,* and *Relax With Bonnie Prudden,* two new tv series, have been completed by Hal B. Cook Assoc., N. Y. Miss Prudden, physical fitness expert, will appear both in the daily half-hour exercise and conditioning segment, and in a late 5-minute relaxation spot.

Groups charge tv cruelty to animals

You gotta' quit kicking our dog around! This was the essence of the feeling expressed by representatives of international humane societies towards tv and film producers.

Film makers were charged with inflicting more and more outright cruelty on animals and with putting more apparent cruelty and violence on the screens, at the New York meeting of the Legion of Decency, the Humane Society of the United States and the World Federation for Protection of Animals. The three organizations pledged to fight the emphasis on "violence and brutality," stating that the self-governing codes of the movies and television were "largely ineffective."

Executives of the humane societies conferred with Ed Bronson, executive of the NAB Tv Code Review Board to give him their views on how animals should be treated on tv.

$1 million in Warner films to WOR-TV

The acquisition by WOR-TV New York of 40 post-'50 Warner Bros. feature films at a cost of more than $1 million is being announced jointly today (Jan. 9) by Robert J. Leder, vice president and general manager of WOR-AM-TV and Eliot Hyman, president of Seven Arts Associated Corp., New York. They termed the price "an all-time high" for features sold to tv.

Among the films sold to WOR-TV are "The High and the Mighty," with John Wayne; "Rebel Without a Cause," with James Dean; "Hondo," with John Wayne; "A Star is Born," with Judy Garland; "Strangers on a Train," with Farley Granger; "Eddie Cantor Story," with Keefe Brasselle; "Montana," with Errol Flynn and Alexis Smith; "Starlift," with Doris Day and Gordon MacRae; "Three Sailors and a Girl," with Jane Powell and "Springfield Rifle," with Gary Cooper. The features include 26 in color.

Seven Arts, which holds tv distribution rights to the Warner post-'48 features, currently is negotiating with RKO General Inc., parent company of WOR-TV, for sale of the films to the company's tv stations in Los Angeles, Detroit, Memphis and Boston.

DEBUTANTE BALL OR RODEO



. . . whether it's a homey "Y'all come" or elegantly R.S.V.P. . . . KSLA-TV's viewers are honored guests at just about every happening in our area. Sports events, beauty pageants, parades, appearances of visiting dignitaries, concerts and plays, a formal cotillion, or the state fair livestock auction . . . *all* serve to keep Ark-La-Tex viewers *tuned in . . . to keep up!*

Sharing the honors with KSLA-TV are an enthusiastic group of co-hosts . . . the advertisers, whose enthusiasm stems from the results they get.

To become a member of this hospitality committee, contact your *Harrington, Righter and Parsons* man today.

KSLA TV

CBS

channel 12 shreveport, la.

It's easy to make millions in radio

PETER FRANK DID, PARLAYING $500 INTO $2.4 MILLION IN 5 YEARS

To Peter Frank, who celebrated his 35th birthday Jan. 2, radio is no moribund industry. It's a goldmine of opportunity whose surface he has only scratched.

His feeling is understandable. His investment of $500 made less than five years ago has blossomed into a multifaceted operation that last year did a gross of some $2.4 million and in 1961 should hit $3.9 million.

"Radio's greatest need today is for a large, integrated organization that can supply a station with the major part of its needs in programming, production and promotion," Mr. Frank believes.

And Mr. Frank, through his Peter Frank Organization, is doing his best to meet that need. More than 300 stations are now subscribers to "The Big Sound" radio program and production services produced by one wholly-owned subsidiary, Stars International, and distributed domestically by another, Richard H. Ullman Inc. Many stations use IMN and Target jingles, for which Ullman is exclusive distributor. And Ullman also sells the Spotmaster tape cartridge recording and playback machines manufactured by Broadcast Electronics, in which Mr. Frank is a stockholder.

Merchandise ▪ Just added to the PFO list of radio station services is a new one that enables "Big Sound" stations to buy merchandise in the relatively small quantities they need locally at the national mass-volume rates. The merchandise includes penny items like lollipops, balloons and pencils but also offers pieces of jewelry or apparel and appliances costing up to $25 apiece that are suitable for prizes.

"In addition to the many items available to stations individually, we are instituting a continuing merchandise plan that will offer a new item each month," Mr. Frank said. "Some of these we will develop ourselves and license a manufacturer to produce them for us. Others will be bought from manufacturers who already have them in production, probably on the basis that we'll take their complete supply to give our stations exclusively. In either case, we'll operate on a mass-volume basis that will give the stations a chance to get their prizes and promotional pieces at a much lower cost than they could get on their own."

PFO's introductory item, a white duck sailor hat imprinted with whatever slogan a station desired, was offered at 50¢ per hat, two-thirds of the usual wholesale price. "We sent out a sample with a test letter and sold half a million with no other publicity or promotion, so we think we're on the right track," Mr. Frank said.

Barter, Too ▪ Along with Stars International and Richard H. Ullman Inc. the Peter Frank Organization owns outright Omar Music, which furnishes more than 40 tv series with all or part of their theme, bridge and background music, and holds 40% interest in Del Wood Assoc., a New York based advertising agency specializing in the broadcast barter business.

Mr. Frank himself is also an equal partner with James Higson, former program director of KHJ-TV Los Angeles, in Higson-Frank Enterprises, radio management consultant firm that has filed applications for am stations in Fresno, Calif., Houston, Tex., and Indianapolis. Mr. Higson has a construction permit for an fm station in Newport Beach, Calif., his residence since leaving KHJ-TV, which will be the test station for a fully automated program service to be offered to good music stations.

In 1956, Mr. Frank was an associate producer for Robert Maxwell Assoc., producer of the *Lassie* tv series. He was also vice president in charge of business affairs and expansion, but today he comments, "We were always about to expand, but we never did." Robert Maxwell, producer Rudy Abel and Mr. Frank didn't think much of the background music then used on *Lassie*. They felt it could be improved, so, together with Television Programs of America President Milton Gordon and R. Kraushaar, composer, they organized Omar Music Co.

Omar thrived from the start, providing music for the TPA programs as well as *Lassie* and adding others until today it claims to be the largest firm in its field. Omar's 1960 revenue includes more than $50,000 billings to clients plus about $35,000 in performance fees from ASCAP and BMI.

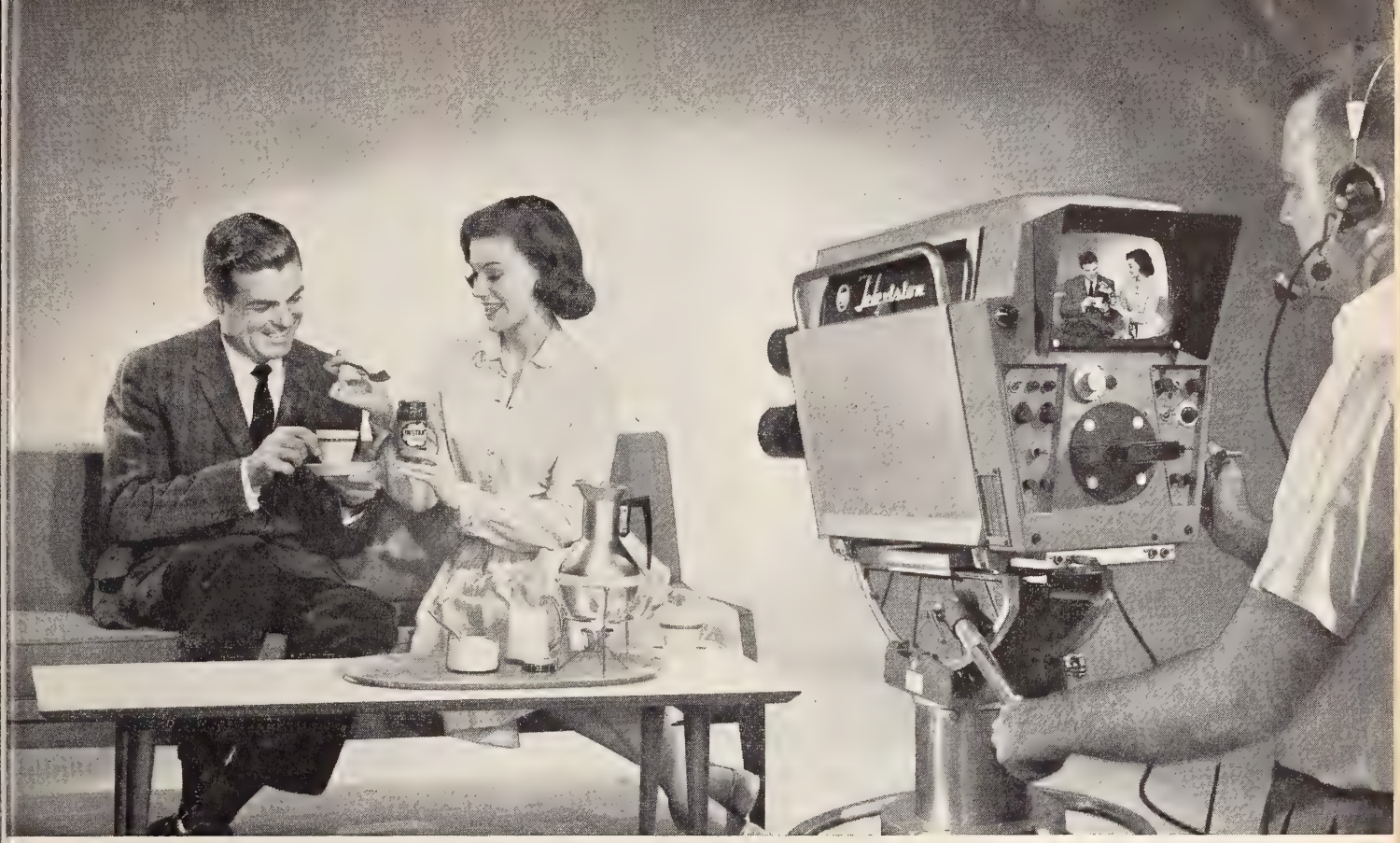
Northward Ho ▪ Early in 1958, Stuart Mackay, general manager of All-Canada Radio & Television Ltd., Canadian station representative firm, came to Mr. Frank with an idea for a program service for Canadian radio stations: five-minute interviews with Hollywood stars which subscribing stations could use to glamorize their music and news program formats. Stars International was organized to provide the taped interviews and announced the new service at the May 1958 convention of the Canadian Assn. of Broadcasters in Montreal. By June the first Stars International package of 40 interviews (two apiece from 20 tv, movie and recording artists) was on the air; by August, 35 Canadian stations were broadcasting them.

Mr. Frank, who still was working for Robert Maxwell Assoc., spent that summer in Montreal as assistant producer on the *Cannonball* tv series, but before he left Los Angeles he had become sole owner of Omar Music as well as president-partner of Stars International. Will Scott, just returned to civilian life after 11 years with the Armed Forces Radio Service, had joined Stars International as executive vice president and producer of its programs, "and with him on hand I could go off to Canada with a clear conscience," Mr. Frank reported. "I'd learned long before that there were many things I couldn't do myself, so the smart thing to do was get someone who could do them and then let him do them with no interference from me, but just enough supervision to let him know I was interested in what he was doing." This theory has worked out well in practice: Mr. Scott today is executive producer of Stars International, in charge of all of the more than 20 "Big Sound" services.

By the time he got back to Hollywood in the fall of 1958, Mr. Frank was enthusiastic over the successful introduction of the new program service into Canada and saw no reason why it couldn't go just as well with U.S. radio stations. "The program pattern had completely changed from the days when the radio networks sent star-studded programs to their affiliates," he stated. "The network personalities had moved into television; radio programming had become pretty much a matter of records and news, both available to all stations, so there was a desperate need for some program items that would give a station a supply of stardust to sprinkle over its schedule, to give a sparkling image that would stand out from all the other stations in town. The stations needed the stars; the stars needed the radio exposure; all we had to do was

The changing scene

East is East and West is West —but nevertheless, exploitation techniques in Japan are coming closer to those in the U.S. Metro-Goldwyn-Mayer Inc. reports that U.S. selling methods in tv and theatrical trailers are being used in Japan for promoting MGM's "Gorgo." The tv trailers, varied in content and length, are being shown on the larger stations in Tokyo prior to the opening.



New TK-12 Monochrome Camera by RCA Provides Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. PB-22, Bldg. 15-1, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA®

The Most Trusted Name in Television

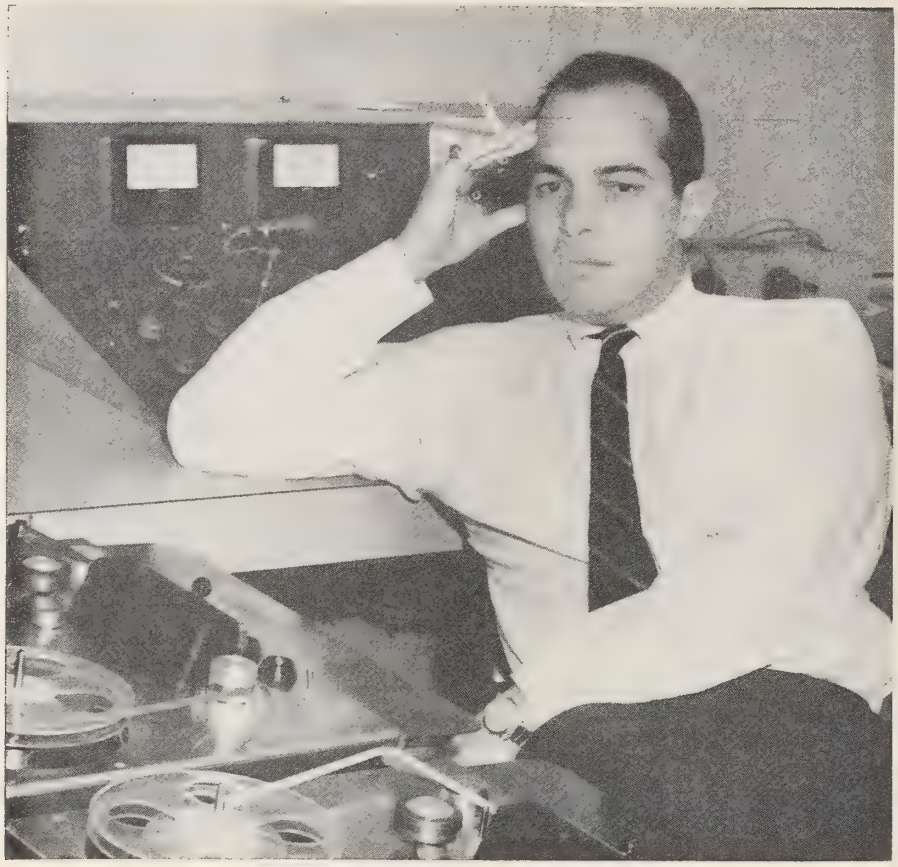
RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification



Improved Gray Scale to Dramatize Product Features





Peter Frank auditions 'The Big Sound'

to get the two together."

Big Splash ▪ Stars International had done such a good job of putting stars and stations together, with the able assistance of Richard U. Ullman Inc., which became the exclusive U.S. sales representative on Jan. 1, 1959, that in the two years since then the company has issued 8,886 individual radio program and production items and now provides stations with 33 "Big Sound" features. Bulk of the service features the familar names and voices of entertainment personalities, who give temperature and time reports (there are four separate voice recordings for every Fahrenheit degree from 20 below zero to 120 above, three voices for each five-minute time segment of the 24 hours) or ask for time or temperature from the local disk jockey who is thereby brought into flattering association with the star. Literally hundreds of name performers have served as announcers of "Big Sound" spots, which also include weather reports, introductions for newscasts, sportscasts, record albums and individual records, public service announcements, comedy vignettes, holiday greetings, open end birthday greetings, etc.

Music, Music ▪ There is also music—a dozen categories of cues, bridges, themes, intros, separators, underscores, etc. for commercials and programs, as well as news intros and headline backgrounds, plus what are called "space age musical production cues," "attention getters" and "comedy sound effects." There are also three radio features: *Memo from Mary* (guidance on personal problems), *Terry's Kitchen* (household hints) and *Your Hollywood Reporter* (latest news of entertainment personalities), each produced so it can be programmed at any length from 10 seconds to 30 minutes. And the stars also are available for custom made announcements of station calls, slogans and special events.

In March 1959, Mr. Frank resigned from Robert Maxwell Assoc. to devote full time to the rapid expansion of "Big Sound" programming and before the year was out he had bought the interests of Messrs. Mackay and Scott, after what he described as "a friendly disagreement over whether we were expanding too rapidly, as they felt, or should step up our pace." He also became sole owner of Stars International. To prove that the disagreement was truly "friendly," Mr. Frank points out that Mr. Scott is still executive producer of "Big Sound" and still participates in the earnings of Stars International.

During 1959 Mr. Frank formed RPF Enterprises as the basic holding company for most of his interests. On Oct. 24, 1960, RPF became The Peter Frank Organization and on the same date the new company acquired full ownership of its distribution arm, Richard H. Ullman Inc.

Last September, Herbert N. Eiseman, who had been head of music at Desilu and previously in the music publishing business, became executive vice president of Omar Music with the assignment of finding new fields beyond its basic background music service for tv series. Eiseman Music Co. was formed to create station and commercial jingles. Johnny Mann, composer-arranger, was named musical director. His first assignment was to create new jingles for KFWB Los Angeles ,which began using them about Thanksgiving time.

Eiseman Music, Ullman and IMN (for Intermountain Network, its original owner) also have formed Target Jingles to create and produce jingles for stations and advertisers. "We now have the biggest assortment of station jingles in the country," Mr. Frank asserted. "We have jingles for every type of station including six middle-of-the-road jingle services." Eiseman, IMN (in which Mr. Frank, for once, has no ownership) and Target produce the jingles; Ullman sells them.

Barter Evolution ▪ As "The Big Sound" spread throughout the land, stations began to ask whether they could not get these program services in exchange for time rather than cash and soon these requests represented a volume of potential business which could not be ignored. Mr. Frank pondered the problem and decided to set up a new company to handle the barter business while Ullman maintained its cash-only sales policy.

The new firm, Del Wood Assoc., is operated independently, with its own offices and personnel, none of whom have any connection with Ullman. Mr. Frank does not even have a controlling interest.

"Del Wood Assoc. deals only with advertisers who are either new to radio or have not used the medium for a number of years," he explained. "We tell station managers and station representatives that Del Wood won't go after any business they can sell themselves for cash. But if they are willing to do business on a barter basis, we'll handle it for them as pleasantly and painlessly as possible. To do this Del Wood has had to add various services for its clients, many of them new to advertising, until now it has become a well-rounded advertising agency. And despite our original reluctance to enter the barter field, it now accounts for about one-third of our station billings."

Simon Ronald Peter Frank (who dropped his first two names early in life) was born in New York City. The family moved to California in 1929 when he was three and he grew up in a house filled with visitors from the East, friends of his father, financial



***Many** media buyers measure radio stations by their ratings. **Unmeasured** by ratings are quality, integrity, and responsibility, factors that build sales through believability. By both standards WELI continually lengthens its lead in the rich New Haven-centered market it serves. Make it a rule to buy WELI, the station in New Haven that gives you ratings **plus** quality sound.*

National: H-R Representatives *Boston: Eckels & Company*

The Sound of New Haven **WELI** ***960/5000 watts***

men who had come to Hollywood to see how they could cut down on studio overhead in those depression days when the banks had taken control of the movies. "My father's closest friend was Nat Levine, first president of Republic Studios," he said.

Producers, writers and, occasionally, stars also came and went. When young Peter was through school (UCLA topped off by a master's degree in business administration from Columbia) he spent several months knocking on studio doors, puzzled at the cool reception he got until he discovered that his father had let it be known that he didn't want his son working in motion pictures.

Back to Hollywood ▪ But after a year as an executive of Autobridge, where he developed a plastic canasta tray, Mr. Frank met Eugenie Leontovich, Russian actress, who hired him as her business manager and later gave him a chance to produce. His production of "The Cherry Orchard" in which Miss Leontovich co-starred with Charles Laughton, in 1949 brought him an offer from Dore Schary which took him to Hollywood to work at MGM successively as a production assistant, assistant director and film editor.

In 1953 he became a producer of documentaries for Charles A. Palmer, but after he married Barbara Tishman (daughter of the builder) he wanted to stay put instead of traveling around the world in search of subject matter. So he went to work for BBDO in Hollywood as a tv account executive for Campbell Soup, which became sponsor of two tv series, *Lassie* and *Dear Phoebe*. After a year at the agency, he resigned to join Robert Maxwell Assoc., producer of *Lassie*.

Tall (6′ 1½″), slim (195), with black hair which is already beginning to thin out in front, Mr. Frank looks forward to increased activity on the radio front. He has already given Air Australia Ltd. exclusive distribution rights to "The Big Sound" in Australia, New Zealand, Singapore and South Africa and he is considering an invasion of Latin America.

Peter and Barbara Frank and their two daughters, Robin 4½ and Jody 1½, live in Beverly Hills, where he enjoys bridge, poker and drinking, "like everyone else," but spends an hour a night with Barron's and other financial papers trying to analyze what the market is going to do, "probably a hangover from my schooldays when I majored in math," he said. Weekends, if he isn't in New York where he spends at least a week a month, he may get in some golf or water skiing, but he's had to give up tennis, fencing and hunting "because there just isn't time for them."

COLORCASTING

Jan. 9-13, 16-18 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 9-13, 16-18 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 9-13, 16-18 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 9-13, 16-18 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 9-13, 16-18 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 9-13, 16-18 (2-2:30 p.m.) **The Jan Murray Show,** part.

Jan. 9-12, 16-18 (11:15-1 a.m.) **The Jack Paar Show,** part.

Jan. 9 (4-5 p.m.) **Purex Special for Women,** Purex through Edward H. Weiss.

Jan. 11, 18 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Jan. 18 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 12 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Jan. 14 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Jan. 14 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Jan. 14 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Jan. 15 (6-6:30 p.m.) **Meet the Press,** sust.

Jan. 15 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

Jan. 15 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Jan. 15 (3:45 p.m.-conclusion) **Pro Bowl Football Game,** Carter Products through SSC&B and L & M through Dancer-Fitzgerald-Sample.

Jan. 17 (10-11 p.m.) **The Art Carney Show,** Sara Lee through Cunningham & Walsh and Timex through W. B. Doner.

Film sales...

Case of the Dangerous Robin (ZIV-UA): Sold to WROC-TV Rochester; WXEX-TV Richmond-Petersburg, Va.; WATE-TV Knoxville; KREM-TV Spokane; WSOC-TV Charlotte; WSB-TV Atlanta, and KEZI-TV Eugene, Ore. Now in 189 markets.

Post-'50 Warner Films (Seven Arts Assoc.): Sold to WCAU-TV Philadelphia.

Sea Hunt (Ziv-UA): Renewed by Carling's Beer and International Latex on KDKA-TV Pittsburgh; Peoples Natural Gas Co., WJAC-TV Johnstown, Pa.; Liggett & Myers and Sterling Beer, WHAS-TV Louisville. Also sold to WHDH-TV Boston; WILX-TV Onondaga, Mich.; WBRZ (TV) Baton Rouge; WFBC-TV Greenville, S.C.; WANE-TV Ft. Wayne; WLWD (TV) Dayton; WCTV (TV) Thomasville, Ga.-Tallahassee, Fla.; WCSC-TV Charleston, S.C.; WDBO-TV Orlando; WTVH (TV) Peoria; WTVP (TV) Decatur; WSB-TV Atlanta, and WVEC-TV Norfolk. Now in 104 markets.

Miami Undercover (ZIV-UA): Sold to WHDH-TV Boston; WDSM-TV Superior, Wis.; WTVY (TV) Dothan, Ala.; KFDX-TV Wichita Falls; KEYT (TV) Santa Barbara, and KGGM-TV Albuquerque, N.M. Now in 92 markets.

Paramount package (Coloramo Features Inc.): Sold to WKBN-TV Youngstown, Ohio WFBC-TV Greenville, S.C.; WBRE-TV Wilkes Barre, Pa.; WRBL-TV Columbus, Ga.; KGUN-TV Tuscon, Ariz.; WVEC-TV Norfolk, Va.; WHEN-TV Syracuse; KFYR-TV Bismark, N.D.; WSM-TV Nashville; WHBQ-TV Memphis; WBBM-TV Chicago; KMOX-TV St. Louis; KMSP-TV Minneapolis; WSB-TV Atlanta; WOR-TV New York; CKLW-TV Windsor, Ont.-Detroit; KHJ-TV Los Angeles; WMAL-TV Washington; WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif.; WLYH-TV Lebanon, Pa.; WNHC-TV New Haven, Conn.; WFIL-TV Philadelphia; KSL-TV and KUTV (TV) both Salt Lake City, Utah; KTVK (TV) Phoenix, Ariz.; WKBW-TV Buffalo; WKZO-TV Kalamazoo, Mich.; KBOI-TV Boise, Idaho; KHSL-TV Chico, Calif.; WFLA-TV Tampa, Fla.; KKTV (TV) Colorado Springs, Colo.

Films of the '50's (Seven Arts Assoc.): Sold to WROC-TV Rochester, N.Y.; WTVJ (TV) Miami; WLOS-TV Asheville, N.C.; KLFY-TV Lafayette, La., and KMJ-TV Fresno, Calif. Now in 20 markets.

Mister Magoo (UPA Pictures): Sold to KERO-TV Bakersfield, Calif.; KRDO-TV Colorado Springs, Colo.; WBAP-TV Ft. Worth; WDAF-TV Kansas City, Mo.; WMCT (TV) Memphis, Tenn.; KGW-TV Portland, Ore.; WHO-TV Des Moines; WNEP-TV Scranton, Pa., and WTVW(TV) Evansville, Ind. Now in 43 markets.

Friendly to produce 'Face'

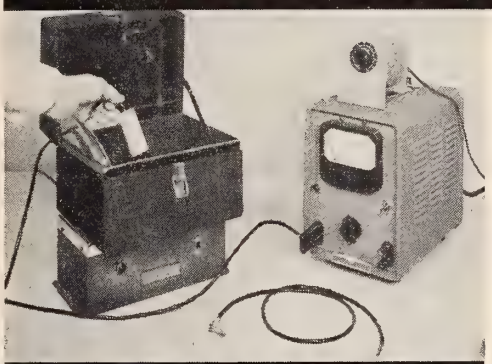
Effective Jan. 26, *Face the Nation* will be produced by Fred W. Friendly, executive producer of *CBS Reports*. The appointment of Mr. Friendly gives him programming responsibility for the 10-11 p.m., EST, Thursday time period on CBS-TV with his two programs alternating in that slot. *Face the Nation* will also undergo title and format changes. The program will be retitled *CBS Reports Presents Face the Nation* and it will become in its hour version a series of debates on vital issues of the day. Every other *Face* show will be limited to a half-hour with various presentations that will include interviews, debates and news briefs. Remainder of the time period on these weeks will be given to affiliates for local programming. Present plans call for both programs to originate from New York.

THE RECORDING THAT WASN'T

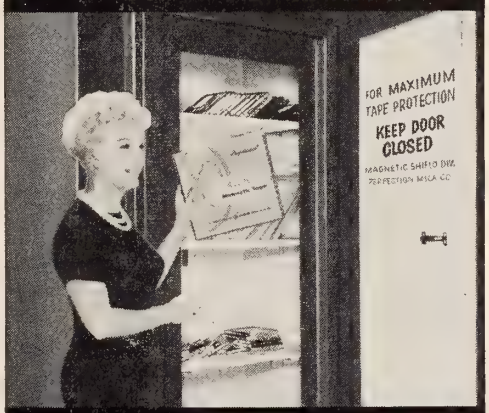
. . . It's happened to lots of magnetic tape users



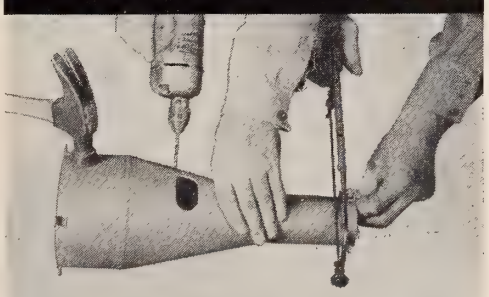
Burton browne advertising



Test factually demonstrates shielding effectiveness of Netic alloy material and enclosure design. Instrumentation used: magnetic field radiating source, AC vacuum-tube voltmeter, Variac, pickup probe and Netic Tape Data Preserver. For complete test details and results, request Data Sheet 142.



For safe, distortion-free storage of large quantities of vital magnetic tapes. Designed for Military Establishments, Radio & TV Broadcasters, Automated Plants, Libraries, Laboratories, Gov't. Agencies, etc.



Composite photo demonstrating that magnetic shielding qualities of NETIC alloy material are not affected by vibration, shock (including dropping) etc. Furthermore, NETIC does not retain residual magnetism nor require periodic annealing.

Maybe you've been one of these unfortunates . . . who've spent thousands of dollars . . . plus many man hours . . . to record valuable information on magnetic tapes . . . only to find the data useless from accidental distortion or erasure.

Unexpected exposure to an unpredicted magnetic field, and presto!—your valuable data is filled with irritating odd noises. Distortions may result in virtual data erasure.

Unprepared tape users never realize the danger of loss until it's too late.

Such losses have become increasingly common from damaging magnetic fields during transportation or storage. These fields may be produced by airplane radar or generating equipment or other power accessories. Also by generators, power lines, power supplies, motors, transformers, welding machines, magnetic tables on surface grinders, magnetic chucks, degaussers, solenoids, etc.

Since 1956, many military and commercial tape users successfully avoid such unpleasant surprises. Their solution is shipping and storing valuable tapes in sturdy NETIC Tape Data Preservers.

Data remains clear, distinct and distortion-free in NETIC Preservers. Original recorded fidelity is permanently maintained.

Don't take chances with *your* valuable magnetic tapes. Keep them *permanently clear* and *distinct* for *every* year of their useful life in dependable NETIC Preservers. Can be supplied in virtually any size and shape to your requirement. Write for further details today.



For complete, distortion-free protection of valuable tapes during transportation or storage. Single or multiple containers available in many convenient sizes or shapes.

MAGNETIC SHIELD DIVISION PERFECTION MICA CO.

1322 No. Elston Avenue, Chicago 22, Illinois

Originators of Permanently Effective Netic Co-Netic Magnetic Shielding

WEEK FULL OF CRISES

Networks focus attention on Laotian, Cuban developments

NBC-TV was turning out specials last week almost as fast as world developments were turning out crises.

Twice in two days, on little more than a few hours' notice, the network came up with background news programs tied to fast-breaking international developments. The first, a half-hour on the Laotian crisis, was presented Monday night. It was also the first "unscheduled" program sponsored by Gulf Oil Co. under its "instant sponsorship" deal with NBC. The second, a quarter-hour on the break in diplomatic relations with Cuba, was shown Tuesday night less than three hours after the break was announced.

CBS-TV meanwhile planned to deal with both crises in one program, an *Eyewitness to History* half-hour under Firestone Tire & Rubber Co. sponsorship at 10:30-11 p.m. EST last Friday (Jan. 6). This required a quick turnaround by CBS-TV too: It had been planning a report on the convening of Congress for that date.

NBC News started scouting film footage that might be used for a special on Laos on Friday (Dec. 30, 1960), when the Laotian situation began to warm up, but the final decision to proceed with the program was not reached until about noon the following Monday, nine hours before air time.

News and public affairs director Julian Goodman and producer Chet Hagan got the preliminary work under way with the screening of NBC newsfilm shot in Laos in recent months by Hong Kong correspondent James Robinson and NBC cameramen based in that area. At noon Monday Mr. Goodman put the idea of a special to William R. McAndrew, vice president for NBC News, and they agreed it should run that night at 9 p.m. NBC President Robert E. Kintner gave them the go-ahead.

Mr. Goodman notified producer Hagan, who in turn alerted director Robert Priaulx and correspondents Robinson, Cecil Brown (Tokyo) and Frank McGee, who was anchorman for the program. Messrs. Robinson and Brown, frequent visitors to Laos, were in New York for NBC's yearend news roundup. Mr. Hagan also contacted NBC News in Washington and set up reports from White House correspondent Ray Scherer and Washington correspondent Robert McCormick.

Getting Gulf sponsorship for the special was less complicated. The company recently put up more than $1 million for "special news reports" covering fast-breaking national and international news. When NBC is setting up such a program it notifies Gulf officials, who have the right to refuse sponsorship but say they don't expect they'll do so very often (BROADCASTING, Dec. 12, 5, 1960).

After the Monday night Laos show NBC News did it all over again, more or less, with the special report on Cuba at 11:15-30 p.m. Tuesday.

'Heckle & Jeckle' for sale

CBS Films Inc., N.Y., is offering Terrytoons' *The Heckle and Jeckle Cartoon Show* for syndication sale to stations and sponsors throughout the U. S. effective Jan. 1, 1961. Although the series of 26 half-hours, or a library of 104 cartoons, was not placed officially on the market until first of year, following stations placed early orders: WNBQ (TV) Chicago, WCCO-TV Minneapolis, KLZ-TV Denver, WMCT (TV) Memphis, WSIX-TV Nashville, WNDU-TV South Bend and KCPX-TV Salt Lake City.

NBC-TV buys British special

NBC-TV has bought from Independent Television Program Co. Ltd. an hour special, *A Night at the Palladium.* It will be scheduled sometime next spring, the network said.

Val Parnell, Palladium impressario and managing director of Associated TeleVision Ltd., is executive producer of the special, being taped during regular stage shows at the London house.

NOTHING IS CHEAP

Fate takes expensive swipes at 'Gershwin'

A "comedy of errors" plaguing the forthcoming CBS-TV presentation of *The Gershwin Years* (Sunday, Jan. 15, 8-9:30 p.m. EST) has upped the production budget. Latest episode in CBS-TV's version of "the perils of broadcasting" occurred on Thursday (Jan. 5) when the tv company paid $907.80 to buy out and darken for one night the entire 199-seat house of the off-Broadway East 74th St. Theatre. The unusual transaction was made to acquire the services of Carmen de Lavallade, star performer of "Ballet Ballads," the new song and dance production that is currently playing in the theatre.

Immediately after her Wednesday night performance, Miss de Lavallade was flown to Key West, Fla. by the network where a ten-minute dance sequence from "Porgy and Bess," subsequently to be shown on the Gershwin program, was retaped. The sequence has been a particularly costly one for CBS. It was originally taped early in December in a marshy area of New York City that authentically recreated the folk opera's famous Catfish Row. Three other performers besides Miss de Lavallade were included in the sequence which initially cost $10,000. At this point fate played its hand. Due to a technical blunder most of the sequence tape was erased and then the elements, adding snowfall to injury, made the marshy location a little Antarctica. Producer Leland Hayward after much floor pacing decided to restage the sequence in sunny Key West which necessitated transporting and continuing on the payroll Miss de Lavallade, her three co-performers and a small staff of production workers. As a bar to added costs the network utilized a technical crew covering the Jan. 2 Orange Bowl football game in Miami for the retaping.

As a windup to the expensive capers with 'Gershwin,' Miss de Lavallade was flown back to New York in time for her Friday evening performance.

EQUIPMENT & ENGINEERING

There's a profit in selling color tv sets

GEN. SARNOFF PREDICTS GLOBAL COLOR TV BY 1964

A pledge that at least 50,501 RCA color television sets would be sold for the four-month period ending Feb. 28 was made last Thursday (Jan. 5) by dealers representing 67 RCA distributor areas throughout the United States.

The pledges came at a dinner at the Waldorf-Astoria Hotel in New York, at which Brig. Gen. David Sarnoff, RCA chairman, and John L. Burns, president, outlined the six-year progress of color tv to its present status, which Mr. Burns described as "a $100 million-a-year industry" today.

The dinner was attended by dealers from 52 of RCA's 67 distributor organizations. Curtis Head, president of D&W Furniture & Appliance Co., an RCA Victor dealer in Abilene, Tex., said the dinner was a tribute to RCA for the leadership the company has taken in making color tv a "profitable reality." He presented Gen. Sarnoff and Mr. Burns with a bound volume containing the pledges, signed by 3,972 of approximately 10,000 RCA Victor color dealers throughout the country.

Global Color Tv ▪ Gen. Sarnoff told

the dealers that it was "entirely possible" that color tv would be broadcast globally by means of communications satellites as early as 1964 when the New York World's Fair opens. He recalled that the 1939 New York World's Fair ushered in black-and-white tv, and added:

"Officials of the 1964 New York World's Fair are already anticipating their own debut for world-wide television in color. From a technical standpoint, I am certain that date is feasible, that it will be possible to televise the Fair in natural color, over remote parts of the world by means of a satellite communications system."

He referred to the dealer pledges by saying that "The enthusiasm with which they have been put forth reaffirm the simple and unmistakable fact that color tv is the basic entertainment medium of the future." He compared the doubts about color tv six years ago with doubts expressed about other products and services, mentioning radio broadcasting, talking pictures and television itself.

"The pattern has been the same with color television," Gen. Sarnoff asserted. "First, it was ignored, then it was harshly criticized. Today, it is an important growth factor in the American economy, supported by a swelling chorus of critical praise. Nobody asks anymore: 'Where are all the Texas oil millionaires who can afford color sets?' "

Mr. Burns stated that color tv today is moving toward acceptance by the public, by advertisers and by tv stations. He observed that six years ago color tv set sales were scarce, but pointed out that in 1960, black-and-white receiver sales dropped 7% for the industry, while color sales rose by nearly 30%.

"Today color is a more than $100 million-a-year industry," he declared, "and RCA, together with its enterprising dealers and distributors, is enroute to higher and higher profits."

W. Walter Watts, president and board chairman of the RCA Sales Corp., said that color set sales were "breaking records in practically all areas due to the special effort being put forth by our dealers." He explained that the idea for dealer pledges was sparked by the company distributors, working through a committee headed by Thomas F. Joyce, president of the Raymond Rosen Co., Philadelphia. Mr. Watts pointed out that RCA distributors have played "a big part" in the surge in color tv set sales, because they convinced additional dealers that color tv can be sold today at a profit.

Tv set production down, sales climb, EIA reports

Tv set production slumped almost by 450,000 units for the 11 months of 1960, but sales remained 130,000 units

CONDENSING

Big Console Facilities into the Ease of Four Mixing Channels



GATES

STUDIOETTE Speech Input Console

The Gates Studioette is a perfect blending of workhorse versatility and reliability for day in and day out operation. An unusual generosity of controls, new performance standards, service ease and smart commercial appearance highlight this outstanding speech input console.

Four channel, step type mixer, with generous key switching facilities accommodates four microphones into two preamplifiers, three turntables, two tapes or projectors, network and three remote lines. Three utility keys are provided for your individual needs. The Studioette also includes a high gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4″ illuminated VU meter, self-contained power supply, complete cueing facilities for turntables, net, tapes and remotes, and output emergency key, plus many additional facilities to create wide versatility in meeting the needs of modern radio, television and recording.

In STOCK for Immediate Delivery . . . Place Your Order Today

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

above the comparable period in 1959.

Reports for January-November 1960 by Electronic Industries Assn. showed that more tv sets continued to be built with uhf—405,838 for the 11 months compared to 387,524 units for the same period in 1959. Production of auto radios was 1 million over the same period in 1959 and of fm sets almost double the preceding 11-month period.

EIA reported:

Period	PRODUCTION Television	Radio
Jan.-Nov., 1960	5,302,877*	15,604,784**
Jan.-Nov., 1959	5,756,210	14,069,049
	SALES	
Jan.-Nov., 1960	5,176,905	8,326,275†
Jan.-Nov., 1959	5,046,971	7,142,424

*Includes 405,838 with uhf.
**Includes 5,911,305 auto radios and 852,329 fm radios.
†Excluding auto radio sales.

JTAC studying space

A study of the technical problems relating to space communications has been undertaken by the Joint Technical Advisory Committee, sponsored by the Institute of Radio Engineers and the Electronic Industries Assn. A special committee to make this study has been established, with Lt. Gen. James D. O'Connell, USA (Ret.) as chairman. Other members: Richard Emberson, Associated Universities; Richard P. Gifford, GE; John P. Hagen, National Aeronautics & Space Administration; J. W. Herbstreit, National Bureau of Standards; Donald MacQuivey, State Dept.; Ross Peavey, National Academy of Sciences; Allen M. Peterson, Stanford Research Institute; C. A. Petry, Aeronautical Radio Inc.; Thomas F. Rogers, MIT; L. C. Tillotson, Bell Telephone Labs.

Technical topics...

New translator ▪ Adler Electronics Inc., of New Rochelle, N. Y., has developed a vhf tv translator to provide high quality reception in unserved areas. The Adler VST-1, together with standard vhf receiving and transmitting antennas, automatically picks up a vhf television signal off the air and converts it to a different channel for rebroadcast. Standard home receivers can pick up the broadcasts. Features of the VST-1, which was designed in accordance with the FCC ruling authorizing the use of such translators, include: 1 w output power; automatic, unattended operation; heterodyne conversion techniques; and remote control facilities.

Photoelectric control unit ▪ Farmer Electric Products Co., 2300 Washington St., Newton Falls, Mass., has announced a combination electronic timer and photoelectric scanner. The unit provides multiple programming sequences, adjustable delay and hold-in times, and provides for light and dark operation. Information is available on six systems that provide scanning ranges from 2 inches to 18 feet.

Thimble tube ▪ A thimble-size Nuvistor electron tube which makes possible improved television reception in weak signal areas has been introduced by RCA Electron Tube Div., Harrison, N. J. The tube, a high-mu triode called RCA-2CW4, is the third commercial tube utilizing the Nuvistor design concept.

New 3M division ▪ Minnesota Mining & Mfg. Co. announces it has changed Zenith Plastics Co. from a subsidiary into an operating division. Zenith, organized in 1943 and a subsidiary since 1956, makes reinforced plastics components for military, aerospace and marine industries and proprietary products for consumer and industrial markets. New status is intended increase in Zenith's effectiveness in plastics industry, according to C. P. Pesek, 3M vice president (engineering and staff manufacturing) responsible for Zenith operations.

New plant ▪ The General Instrument Corp., N. Y., manufacturers of semiconductors and other electronic equipment, has opened a $3 million dollar plant devoted to development and mass production of transistors and other semi-conductor devices at Hicksville, N. Y. The 50,000 square foot plant, which is located on a nine-acre site, has already started commercial manufacturing operations and will be in almost full production by early 1961.

Vtr first ▪ By putting into operation its second RCA video tape recorder, effective Jan. 1, KOB-TV Albuquerque, N. M., claims it has become the first tv station in New Mexico offering its advertisers complete vtr facilities. The station's new multiple tape operation will be used mainly to dub commercials and to pre-tape spots scheduled during tape broadcast periods.



Schafer's new year's sales surprise

Unveiling what he terms "a New Year's surprise" for his territorial sales engineers is Paul Schafer (kneeling), president of Schafer Custom Engineering Div. of Textron Electronics Inc., Burbank, Calif. The "surprise" is an all-new cartridge-type tape recorder, the Model 3,000, which Mr. Schafer describes as "the only one designed exclusively for broadcast station use."

All elements of the recorder are completely machined. It features a capstan idler which is brought into play position by precision linkage. The company claims that electronic maintenance is simplified by plug-in transistorized amplifier boards. Production is set for this month.

Viewing the new machine at the semiannual gathering of territorial sales engineers are (left to right): Dallas Barnard, Seattle; Ted Overby, Wichita Falls, Tex.; George Gailey, Charleroi, Pa.; Ed Edwards, Atlanta, and Tom Magowan, Burbank, Calif.

Civic servants honored with special WDZ awards

As a means of extending public recognition for exceptional service—and of helping to stimulate such service—by city and county employes, WDZ Decatur, Ill., has inaugurated a public-service award program.

The award goes each month to that member of the city police, fire, street or water departments, or of the Macon Co. sheriff's office, who is regarded as having demonstrated outstanding service and devotion to his job "above and beyond the call of duty." Included in the WDZ Superior Service Award is a $25 U.S. savings bond, a certificate of commendation and a letter taking note of the award.

Award candidates are nominated from the various departments by their supervisors, with the final selection made by the WDZ news staff. City officials cooperated with the news staff in setting up the award system.

WSTV helps a good cop make good kids

A policeman in Steubenville, Ohio, sickened by the number of teen-age arrests duty forced him to make, has done something about it. WSTV there has aided him in this campaign.

"Teenagers aren't bad," says George Thomas, the policeman, "It is mostly their background and surroundings. Give them the proper guidance and they'll be O.K." And so he spends his spare time in a canteen he has established for teenagers. There they can pass their time in a wholesome atmosphere, dancing and having fun, but discreetly supervised.

Officer Thomas personally approached four Steubenville businessmen and got them to sponsor the program that originates from the canteen over WSTV every Saturday night from 10-11 p.m. Through the program, adults have become interested in the canteen project and are supporting it.

And the 200-plus teenagers who now make the canteen a "second home" on weekends appreciate the radio coverage of their "social affairs."

Any four-foot actors?

Four-foot-tall actors stand to pick up a little work around the country this year. In fact, there is a potential of more than 180 tv dates. That figure is approximately the station line-up for Kellogg's *Huckleberry Hound* and other cartoons, and they all have been offered a new costume package for "personal appearances" by the cartoon characters.

The four-foot figure is a new member of the troupe, Baba Looie. The burro is sidekick to the star of *Quick Draw McGraw,* and the two are set to accompany Huck on one section of the promotional tour, the characters recreated at each date by local talent. Costumes have been prepared in two packages by Ed Justin, merchandising director of Screen Gems, distributor of the Hanna-Barbera cartoons. The other package features Huck with Yogi Bear and his new girl friend, Cindy Bear. In the first few days after the costume acts were offered, 27 stations responded.

Each act employs tape for lip-sync dialog and new songs. One of them, "Yogi Bear, the Casanova of the Cave Set," is a duet for two bears. The other is an equine duet, "Quick Draw's A-Comin' and Baba Looie Too." Kits also contain suggested formats and production run-down.

Air dates are being coordinated with department store promotions which tie in cartoon merchandise with the tv shows. The distributor also is suggesting other angles, such as a sanitation department tie-in with Quick Draw declaring he's "gonna clean up this here town."

Baba Looie's and Cindy Bear's outfits are new. Last year's costumes covered more than 150 dates at department stores, football games, parades and other local events. In addition, Screen Gems has a professional Huck-Yogi act on the road each season.

Kellogg (through Leo Burnett Co.) has *Huckleberry Hound* and *Quick Draw McGraw* on around 180 stations. The new *Yogi Bear* show starts this month for Kellogg on 130 stations replacing *Woody Woodpecker.*

NBC's 'Discussion Guide'

A weekly total of 250,000 NBC Discussion Guides, for use in connection with *The Nation's Future* series of debates, are being reproduced and distributed through a national effort by the network and its affiliates. The guides go to schools and national organizations for classroom and home use and for group discussion.

The program is carried on NBC-TV

PUT YOUR FINGER HERE!

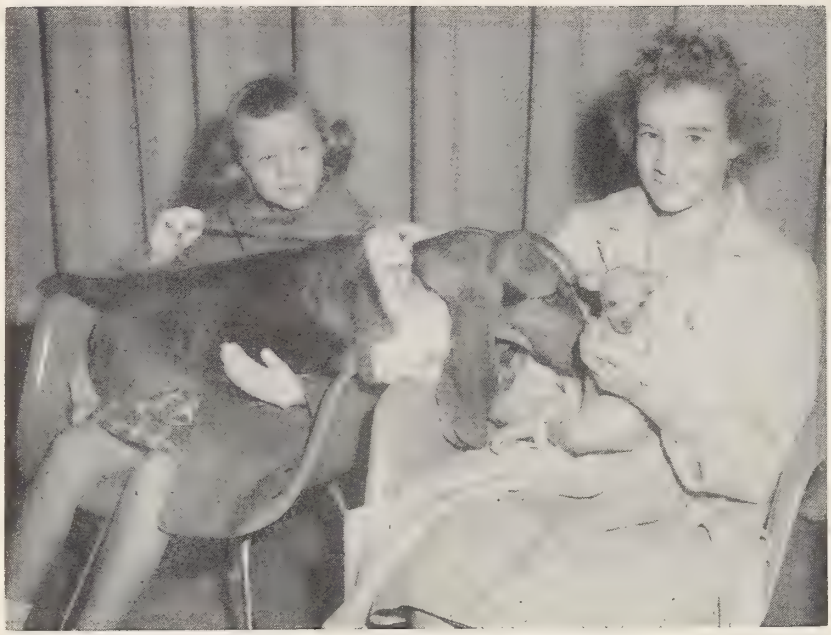
CBS SEATTLE

CBS TACOMA

A MARKET BIGGER THAN MILWAUKEE ... bigger than Baltimore and Toledo combined

Before you buy *any* television time in the rich and growing Pacific Northwest, ask your WEED TELEVISION man for the complete story about the prosperous Puget Sound Market and how KTNT-TV blankets this area of 1½ million people . . . this area of $3 billion in Spendable Income.

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area



WLOS-TV goes to the registered dogs

The traditional puppy contest was given a new twist by WLOS-TV Asheville, N.C. Area kennel clubs and the station joined forces to develop a children's contest with all the normal appeal that puppies provide.

The kennel clubs have frequently complained about the "drawing puppies out of a hat" technique usually employed in such affairs. The three AKC sanctioned clubs provided six purebred pups as prizes (dachshund, weimaraner, cairn terrier, shetland sheep dog, chihuahua, and bassett hound). Club members appeared on WLOS-TV children shows and explained different breeds and their care.

Viewers were asked to name any one of the pups and give reasons for wanting it. Nearly 5,000 entries were received. In the picture, a sleepy-eyed bassett hound examines a chihuahua as their proud new owners beam.

Saturdays (9:30-10:30 p.m. EST), except every third week when the network broadcast is scheduled from 9:30-10 p.m. with the remaining half-hour available to the affiliates for continuation of the discussion keyed to community needs.

A prize with a message

KBON Omaha, Neb., has gone serious—but with a light touch—using humor, originality and a prize that defies the imagination.

Sitting virtually in the shadow of the Strategic Air Command, the station, noting that public apathy towards the civil defense shelter program was rising, decided to do something about it.

Combining the efforts of many local civic organizations in a two-week promotion, KBON offered as a grand prize, a completely stocked fallout shelter built in the basement of the winner's home. All entrants received a pamphlet from the Omaha office of Civil Defense on how to build a fallout shelter. KBON officials expect to announce the winner this week. Civil Defense officials feel that KBON's efforts on fallout shelters will be widespread and lauded the station for its tacfulness in bringing to the front a serious situation.

A busy month at WLOL

WLOL Minneapolis-St. Paul tied a promotion into the Rose Bowl fever that swept the Twin Cities last month, and saw its popularity soar. Designed to sell WLOL as *the* "Sound of the Cities," the promotion consisted of a 10-day contest in which listeners were asked to identify 20 city sounds broadcast over the station. The winner received a Rose Bowl trip for two, including air transportation, hotel accommodations and game tickets.

Running at the same time as this contest was another in which a different mystery tune, introduced by a sound of the city, was played each hour, with the first listener telephoning the station with the name of the song winning a Helbros watch. Together, the contests produced an avalanche of mail for WLOL and a jammed switchboard. The station said it monitored 2,701 calls (with more backed up that never did get through) and counted 2,551 pieces of mail.

Nor did these contests exhaust WLOL's promotional activity last month; it also hitched a ride on Echo I. Noting that the Post Office was to issue a stamp on Dec. 15 commemorating the communications satellite, the station offered a first-day cover and cachet of the stamp to listeners who requested it. Almost 1,000 did, and received from Washington, envelopes bearing the stamp and the first-day postmark.

WLOL was interested in promoting the stamp not only because of its theme, "Communications for Peace," but as a matter of state pride—Echo I was built in Minnesota.

Drumbeats...

Christmas spirit ▪ KOL Seattle and the *Post-Intelligencer* buried their competitors' hatchets for the pre-Christmas season to jointly promote the newspaper's Christmas Fund drive. As a special incentive to give, each contributor to the fund had his name flashed across KOL's moving letter telenews sign. More than 1,000 contributors were recognized during the campaign. Use of KOL's sign was mentioned daily in the newspaper.

It pays to gripe ▪ Gripers in Evansville, Ind., have discovered a sympathetic and sometimes generous benefactor. WJPS there is sponsoring a "Gripe Contest" and listeners are invited to "squawk" to their un-frustrated delight with a weekly prize of one silver dollar each awarded to five contestants submitting the most constructive complaints. The campaign has proved to be one of the more successful of the station's several past promotions. Most frequent gripes submitted concern noisy train whistles and better mail, telephone and traffic services. WJPS forwards all gripes to the proper authority.

Business greeting ▪ A recording of the "Jest of Flair"—selected portions from ABC Radio's *Flair,* program service—has been sent to advertisers and to agencies as a "New Year's reminder." In a note accompanying the recording, Robert R. Pauley, vice president in charge of the network, commented, "Hope you enjoy it and add *Flair* and other ABC shows to your schedule in 1961."

Endurance contest ▪ WIL St. Louis personalities Ron Lundy and Robin Scott conducted a marathon broadcast to raise funds for the Boys Club of St. Louis. They raised over $11,000 in pledges before a doctor advised Mr. Lundy to drop out of the endurance contest due to "traumatic laryngitis." Mr. Scott established what WIL claims is a St. Louis marathon record of 67 hours and eight minutes. Each contributor was given a guess on which WIL-man would lose consciousness first and at what time for $100 prize.

BROADCAST ADVERTISING

Harold Breitner, formerly senior vp of Wesley Assoc., N. Y., joins Fladell/Harris Adv., N. Y., (now Fladell, Harris & Breitner Adv.) as president. **Ernest Fladell** becomes vp in charge of creative services and **Leslie A. Harris,** administrative head, serves as vp and media director.

Robert D. Myers, president of Mahool Adv., Baltimore, assumes similar position in merger of Mahool with Peter Torrieri Adv., that city. **Peter Torrieri** becomes secretary-treasurer.

William K. Foster, formerly account executive at Ted Bates, New York, named assistant vp.

N. T. Garrabrant, James W. Green, Frank Westbrook and **Arnold R. Reisinger** named vps at North Adv., Chicago. Mr. Garrabrant was media director; Mr. Green was account director; Mr. Westbrook was creative director of visuals and Mr. Reisinger was account director.

Robert W. Hall, head of radio-tv department at Thompson-Koch Adv., N. Y., named media director.

John A. Fitz Randolph, officer of J. Walter Thompson, N. Y., resigns to become general partner in investment firm of Francis I. duPont & Co.

Harry C. Groome Jr., and **Neal O'Connor,** elected vps of N. W. Ayer & Son, Philadelphia. Mr. Groome is associate managing director of plans and marketing department, while Mr. O'Connor is service supervisor on Sealtest account in agency's New York office.

Thomas L. Blosl, radio-tv director of Botsford, Constantine & Gardner, Seattle, Wash., advertising agency, promoted to vp.

E. Bradford Hening elected executive vp of Bauer & Tripp, Philadelphia.

Kenneth F. Curry named account executive at Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. **James A. Mowen** appointed merchandising executive.

Roy Silver joins Rose-Martin, New York, as account executive. He formerly was director of client services at E. D. Gottlieb Co., that city.

Richard M. Toal joins Albert Frank-Guenther Law, Philadelphia, as production manager.

Alex Goodman, formerly manager of N. W. Ayer's New York Plymouth News Bureau, joins executive staff of Edward Gottlieb & Assoc., pr firm.

T. S. Thompson, national sales manager of Maxwell House coffee division of General Foods, White Plains, N. Y., named to newly created post of assistant general manager of division. **Walter Cohan,** eastern region sales manager, becomes national sales manager, while **Warren Powers,** production services manager, is named production manager for the coffee division.

Arch MacDonald, formerly vp and creative director at Campbell-Mithum, appointed associate creative director at Cunningham & Walsh, Chicago.


Mr. Baiter

Richard E. Baiter, merchandising manager of Pepsodent Div. at Lever Bros., N. Y., named marketing vp of that division. Before joining Lever Bros. in 1956 as merchandising manager for company's toilet soaps, Mr. Baiter had 20 years experience in the grocery field.

Edward F. Archer, formerly with Fletcher D. Richards Inc. (now Fletcher Richards, Calkins & Holden), N. Y., appointed supervisor of accounting department and office manager for Foote, Cone & Belding, N. Y. He succeeds **Charles H. Newbrand,** assistant secretary and assistant treasurer in charge of agency's New York office, who transfers to FC&B, Chicago, where he will assume additional responsibilities in agency's financial department.

James P. Grymyr, A. E. (Gene) Carr and **Ronald H. Oakland** join Knox Reeves Adv., Minneapolis, as copy chief, associate copy chief and assistant radio-tv director, respectively.

Bernard Levine, formerly research-project director at Grey Adv., N. Y., joins Gardner Adv., that city, as research group supervisor. **Richard L. Rich,** formerly of Geer-DuBois, joins Gardner as copywriter.

Ralph F. Moriarty, formerly marketing manager of SOS Div. of General Foods Corp., Chicago, to Leo Burnett Co., there, as marketing supervisor. He had been with General Foods in various marketing and advertising positions for 6½ years.

Robert E. Alvares, formerly of Compton Adv., New York, joins copy department of Lennen & Newell, that city.

Douglas P. Walker, formerly with Erwin, Wasey, Ruthrauff & Ryan, Los Angeles, to Hollywood office of N. W. Ayer & Son as assistant regional account executive on Plymouth Dealers' Assn.

Eugene F. Hunt, copy supervisor at Ketchum, MacLeod & Grove, Pittsburgh, promoted to creative supervisor.

Howard Flynn, account executive at Walter McCreery Inc., Hollywood, resigns. He will continue daily news show on KMPC Los Angeles.

Carolyn Hatt, formerly with J. Walter Thompson Co., New York, to Henry J. Kaufman & Assoc., Washington, as copywriter.

John W. J. McCrosky, previously account executive at J. Walter Thompson Co., Chicago, to Needham, Louis & Brorby, that city, in similar capacity. **Herbert H. Clark,** formerly with Erwin Wasey, Ruthrauff & Ryan, to NL&B as art director.

Edward M. Thiele, vp and director at Leo Burnett Co., Chicago, elected executive vp in agency's client service division. Elected to board of directors are **Robert G. Everett** and **Roy Lang,** vps in client service division, **John Matthews,** vp associate copy director and print copy department manager, and **Don Tennant,** vp in charge of tv commercial department. **John C. Ianiri,** account supervisor, elected vp.

Howard Haas promoted from na-



MORE LISTENERS PER DOLLAR ON KRLA

THE NEW LEADER IN LOS ANGELES RADIO

DIAL 1110 • 50,000 WATTS

REPRESENTED NATIONALLY BY DONALD COOKE INC.

tional sales manager to marketing director at Sealy Inc. (mattress products), Chicago.

Budd Weeding, formerly with Los Angeles office of Leo Burnett Co., joins Clinton E. Frank, Chicago, as tv writer-producer.

Jacqueline Wille and **Dixie Steck** named executive assistants in account service department of Krupnick & Assoc., St. Louis.

Sig Rehbock, formerly head of own advertising agency, joins Rose-Martin, New York, as member of client service group.

C. Peter Davis joins pr staff of Doremus & Co., New York. He formerly was pr director for Sheraton Corp. of America.

THE MEDIA

Lloyd Amoo, vp in charge of engineering of North Dakota Broadcasting Co. (KXJB-TV Valley City, KBMB-TV Bismarck, KXMC-TV Minot, KXAB-TV Aberdeen, KXGO-TV Fargo-Moorhead and KXGO Fargo, all North Dakota), appointed executive vp. **Neal Edwards,** station manager of KXAB-TV, named vp of company in charge of station.

William J. Page named station manager and assistant to general manager of WWOK Charlotte, N. C. He formerly was manager and part owner of WABZ Albemarle, N. C., and manager of WEZL Richmond, Va.

John Vath, manager of WWL New Orleans, resigns to accept similar position with WSMB, that city. He will be succeeded at WWL by **William Dean** who moves up from operations manager. Changes are effective Jan. 15.


Mr. Pfeiffer

Edwin W. Pfeiffer, sales manager of WGR-TV Buffalo, promoted to station manager. Previously he was commercial manager of KOTV (TV) Oklahoma City. Before that he was account executive for Edward Petry & Co.

Bernard Wilson, manager of KNOG Nogales, to KAAA Kingman, both Arizona, in similar capacity. Before assuming post at KNOG he was sales manager of KAAA.

Harold E. Hill, administrative vp of National Assn. of Educational Broadcasters, transfers to association's Washington office, effective March 1.

Pierre Willis Jr. joins WRIM Pahokee, Fla., as general manager and program director.

Realignments announced at ABC News

Francis N. (Fritz) Littlejohn Jr., ABC director of news and public affairs for past seven years, resigns, effective immediately. No reason was given for his resignation. **John Madigan,** ABC manager of New York newsrooms, was named acting director, replacing Mr. Littlejohn, until final arrangement is made. **Frank LaTourette,** ABC News special projects producer, appointed to newly-created post of ABC News national news editor—radio. Mr. Littlejohn's action followed resignation six weeks ago of his former superior, John C. Daly, who was


Mr. Littlejohn


Mr. Madigan

ABC vp in charge of news, special events and public affairs. **James C. Hagerty,** news secretary to President Eisenhower, is scheduled to succeed Mr. Daly shortly after Inauguration Day.

Mark Ethridge, publisher of *Louisville Times* and *Courier-Journal* (licensee of WHAS-AM-TV Louisville) and formerly NAB president (March-August, 1938), named Man of The Year by Louisville Advertising Club.


Mr. Denenholz


Mr. Reulman

Daniel Denenholz, vp and director of research and promotion of The Katz Agency, N. Y., station rep, elected secretary of company. Mr. Denenholz, who joined firm in 1931, was elected vp in 1957. **Stanley Reulman,** manager of Katz' San Francisco office, elected vp charge of west coast operations. He becomes first vp elected by Katz for coast territory.

Thomas Haviland promoted from commercial to general manager at WCFL Chicago, succeeding **Martin Hogan,** who resigned.

Walter Cronkite, veteran CBS News correspondent, named Outstanding Television-Radio Personality of 1960 by Baltimore Advertising Club. He will be honored at banquet Feb. 11.

Byron E. Goodell, on sales staff of NBC-TV Spot Sales, N. Y., named eastern division sales manager.

Ted Court Jr., formerly on sales staff of WROV Roanoke, to WEET Richmond, both Virginia, as local sales manager.

John Conomikes, account executive for WTAE (TV) Pittsburgh, promoted to local sales manager.

Edward J. Peters named local sales manager of WMBD Peoria, Ill. **John Coleman,** weatherman and air personality at WCIA, that city, to WMBD-AM-FM-TV in similar capacity.

Richard J. Hayes, formerly of Edward Petry & Co., N. Y., joins Blair Television Assoc., that city, as account executive.

Don W. Peters joins sales staff of KTIV (TV) Sioux City, Iowa. He had been with Northeast Nebraska Telephone Co.

Don Waterman, formerly executive vp at Bob Dore Assoc., New York, to WNBC, that city, as member of sales staff.

Robert L. Simmons, formerly with Electra Teleproductions, Baltimore, joins WJZ-TV, that city, as account executive. He succeeds **Daniel S. Jacobson,** who moves to KOTN Pine Bluff, Ark., as general manager.


Mr. Maier

H. W. Maier, account executive at Blair-Tv, Dallas, transfers to Atlanta to head company's new tv sales office there. Mr. Maier, stationed in Dallas for three years, formerly was with CBS Spot Sales from 1952-55, during part of which time he was headquartered in Atlanta. **Jack Van Volkenburg Jr.,** formerly of sales staff of KNXT (TV) Los Angeles, succeeds Mr. Maier as account executive in Dallas.

James McQuade appointed sales service manager for WCBS New York. He had been supervisor of CBS Radio Network program clearances.

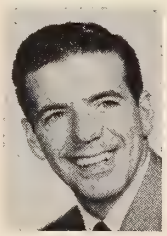
William F. MacCrystall, head of tv sales for H-R Television Inc., appointed manager of firm's Los Angeles office. He succeeds **Harold Lindley** who retires after 17 years with company. **Richard**

A. Leader joins organization as senior account executive for radio. Mr. Leader was formerly general sales manager of KWIZ Santa Ana, Calif.

Earl Harder, manager of traffic at WNBC-AM-TV New York, named to newly-created post of director of continuity acceptance.

Ron Thompson appointed program director at KFJZ Ft. Worth, Tex. He previously has been with KTOW and KOMA, both Oklahoma City, and WVKO Columbus, Ohio.

Harry Mohr, formerly promotion-publicity director at WTVN (TV) Columbus, Ohio, to WKRC-TV Cincinnati as program manager.


Mr. Burton

William K. Burton, formerly account executive, National Advertising Co., subsidiary of Minnesota Mining & Mfg., joins Robert E. Eastman Co., as manager of Detroit office. Mr. Burton replaces **Frank L. Boyle,** who will move to New York office to assume major agency sales responsibilities. Mr. Boyle joined Eastman Co. in September 1959. Before that he was local sales manager of WJR Detroit.

Holt Gewinner Jr. named director of newly organized and expanded merchandising department of WSB-TV Atlanta. **Jean Hendrix,** assistant to general manager, assumes supervision of publicity and promotion department in addition to her current duties. **Wallace Rogers II** named assistant publicity and promotion director and **Roger Marx** is advanced to traffic operations manager after three years as producer.

Carl Anderson joins sales staff of KMA Shenandoah, Iowa.

Bill Sawyers, formerly station manager of KBIQ (FM) Los Angeles, to sales department of KPOL-AM-FM, that city.

Alice Necker previously assistant film manager at WCBS-TV New York, to WBBM-TV Chicago as film manager. She replaces **Mrs. Paula Schwarz** who resigned.

Dan Henry appointed chief announcer of WDAF Kansas City. He retains duties as host of own show.

Olin Morris, news director of WPTA (TV) Roanoke, Ind., promoted to program-production manager.

Lloyd Ellingwood appointed executive producer at WTTW (TV) Chicago (educational station). New assignment entails responsibility for development and production of new program series for distribution of 50 station National Educational Television Network.

Carter Davidson, foreign editor of WBBM-TV Chicago, named winner of France's coveted Legion of Honor for his contribution to American understanding of international problems through his reporting while member of Associated Press.

Jules Rind promoted to news director WPEN Philadelphia. **Lee Norman,** formerly with WCAO Baltimore, and **James Klash,** who had been with WNAR Norristown, Pa., added to news staff.

Robert E. Sharon, vp and general manager of KDEO San Diego, to KFWB Los Angeles as sales manager.

Robert C. Fehlman, manager of WHBC Canton, Ohio, to WPDQ Jacksonville, Fla., in similar capacity, effective March 1. **Paul E. Gilmor,** sales manager, succeeds Mr. Fehlman who held position for 15 years. Both stations are affiliates of Brush-Moore Newspapers Inc.

W. E. McClenahan, general manager of KWEB Rochester, Minn., resigns. He will announce future plans shortly.

William T. Klumb, national sales manager for WTMJ-TV Milwaukee resigns, effective Jan. 21 and will leave broadcasting. Station will name successor shortly.

Nelson Griswold, formerly city editor of *The Buffalo* (N.Y.) *Evening News,* joins WBEN-AM-FM-TV, that city, as director of news and public affairs.

Lawrence E. Dennis, vp for academic affairs, Pennsylvania State U., elected chairman of Joint Council on Educational Tv, succeeding **Dr. Albert N. Jorgensen,** U. of Connecticut president. Mr. Dennis represents American Council on Education on JCET. **Dr. Edgar Fuller,** executive secretary of Council of Chief State School Officers, chosen vice chairman of JCET.

Peter Clapper,.. head of radio-tv branch of Division of Information, Headquarters Marine Corps, Washington, joins ABC News as Washington commentator. He is son of the late Raymond Clapper, well-known radio and newspaper reporter and columnist.

Don McMullin, news editor, WCIA (TV) Champaign, Ill., elected treasurer of Illinois News Broadcasters Assn. for 1961.

George Spelman, formerly disc jockey at WBUD Trenton, N. J., to WILM Wilmington, Del., as program manager.

William H. Birch joins WBKB (TV) Chicago as chief cameraman. He formerly was with news department of WNBQ (TV), that city.

James E. Edwards, with *Prairie Farmer* and its enterprises for 47 years and president since 1948, retires. Among enterprises which he headed was WLS Inc. (WLS Chicago) which separated from *Prairie Farmer* this year.

Luther Self, formerly children's personality at KTLA (TV) Los Angeles, to KNTV (TV) San Jose, Calif., in similar capacity.

Hal Fisher, assistant director of news and public affairs department of WBBM-TV Chicago, promoted to director of newly formed public affairs department.

Irwin Brown, news editor at WSUN-AM-TV St. Petersburg, Fla., appointed acting director of news.

E. E. (Ed) Herbert, news editor and commentator at WTVT (TV) Tampa-St. Petersburg, Fla., promoted to assistant news director.

Kyle Rote, co-captain of New York football Giants and sports broadcaster, signs as director of sports and community relations at WNEW New York, for second year.

David C. Horowitz appointed to news staff of KRNT-TV Des Moines, Iowa.

William Garrett, formerly of WWNY Watertown, N. Y., joins WGLI-AM-FM Babylon, N. Y.

Steve Schickel, formerly d.j. at WGN Chicago appointed publicity director for Mercury Records, that city.

Dave Davis joins WWIL-AM-FM Ft. Lauderdale, Fla., as air personality.

PROGRAMMING

Ben Kranz, producer at Robert Lawrence Productions, N. Y., named vp and senior producer. **Harold Bernard** of editorial staff named editorial supervisor.

Louis Mucciolo, formerly vp in charge of studio operations for Robert Lawrence Productions, N. Y., joins ARTS (Advertising, Radio & Television Services Inc.), that city, as executive vp in charge of production, Gerald Productions Inc., subsidiary of ARTS.

John P. Atherton, vp in charge of tv production at Kastor Hilton Chesley Clifford & Atherton, N. Y., joins Wilbur Streech Productions, that city, as vp and musical director.

Joseph S. Seroka, sales promotion manager of Benrus Watch Co., N. Y., announces formation of Seroka-Calvert Inc., Mamaroneck, N. Y. New organization will specialize in advertising and sales promotion programs. Mr. Seroka was with Benrus for nine years.

Bill Barr, on creative staff at Goodson-Todman Productions, N. Y., named associate producer of new game show,

Number Please, on ABC-TV (Mon.-Fri., 12:30-1 p.m. EST).

Fred L. Strozier, former South American manager of AP, Buenos Aires, transfers to New York as administrative assistant to Oliver Gramling, assistant general manager in charge of AP broadcast activities.

Doris Gilbert, Maurice Tombragel and **Martin Wark** elected directors of the tv-radio branch of Writers Guild of America, West, bringing board to its full strength of 11 persons. Miss Gilbert and Mr. Tombragel represent tv writers; Mr. Wark represents Guild's radio division.


Mr. Collier

Bruce Collier appointed Southwestern Div. manager for United Artists Assoc. Mr. Collier, formerly was with Crosby/Brown Productions. **B. Cranshaw Bonner,** formerly account executive, Jayark Corp., N. Y., named UAA account executive for Atlanta.

Tony Muto, continuing as tv research director, takes on additional duties as head of 20th Century Fox Productions story department, succeeding **Kenneth Evans,** resigned.

Hal Marienthal joins Paramount Television Productions as salesman for video tape services. He formerly was owner-operator of National Videotape Service Inc., Hollywood.

Ken Drake joins staff of On Film Inc., Princeton, N. J., as animation and aerial image director. Formerly he was production manager of UPA Pictures Inc., supervising expansion of firm's New York office and organizing London office.

Kenneth D. Gilmore, northeastern division representative of United Press International, retires after 34 years with news agency.

Harold Klein, attorney, named executive director of Film Producers Assn. of New York.

Joe Trentin, formerly of film department of United Artists-TV Inc., N. Y., joins Sponsors Film Service, Union City, N. J., as vp and general manager.

EQUIPMENT & ENGINEERING

George T. Stewart and **Austin J. White** named regional sales vps by Sylvania Electric Products Inc. Mr. Stewart had been vp, distribution; Mr. White, general manager, Chicago branch. **Ralph L. Bloom** appointed district manager and **Gerald P. Goetten** assistant district manager, both with headquarters in Los Angeles.

Pierre A. Portman promoted to assistant director in Research and Development Directorate of Page Communications Engineers Inc., Washington, D. C., subsidiary of Northrop Corp.

Juan Chiambro appointed chief engineer by ITA Inc., Lansdowne, Pa., manufacturers of broadcast equipment. **R. Paul Comstock Jr.,** formerly with Schafer Engineering, division of Textron Electronics, appointed director of sales.

R. S. Egolf, manager of international program-radiophoto services at RCA Communications Inc., New York, retires. He is succeeded by **Louis G. Donato.**

Ross H. Snyder appointed staff assistant to director of marketing division of Eitel-McCullough Inc., San Carlos, Calif., manufacturer of electron-power tubes. **Walter Boiko** named senior sales engineer with headquarters in New York.

Robert M. Carstens appointed assistant sales manager of Zenith Sales Corp.'s international sales division.

J. A. Brustman, RCA computer engineer, named manager, electronic systems engineering of advanced systems development engineering activity, RCA Electronic Data Processing Div.

Stephen Krsna, formerly of NJE Corp., joins PRL Electronics Inc., Rahway, N. J., as chief engineer.

George Capsis, formerly lecturer, Dept. of Communications, Columbia U., joins RCA as manager of presentations and exhibits.

Robert F. O'Hare and **Kenneth L. LaPlante,** both of Sylvania Electric Products Inc., N. Y., named sales engineers for eastern region. **John F. McCole,** senior engineer for Sylvania's microwave device operations, Mountain View, Calif., named sales engineer for midwestern region, Dallas. **Peter K. Packard** becomes sales engineer, midwest, headquartering in Chicago. Joining Pacific region are **Perry Dudley** and **David H. Simon.**

INTERNATIONAL

James W. Dodd appointed manager of sales administration for NBC international enterprises. Since 1954 he has been international sales coordinator of Screen Gems.

Thomas L. Anderson, board chairman of Cockfield, Brown & Co., Toronto, retires after 40 years with agency. He has been vp, manager of Toronto office, director, managing director and president.

Joseph I. Stampleman, president and managing director, Gillette of Canada Ltd., Montreal, elected board chairman. **Richard S. Reuland,** executive vp, becomes president and managing director.

Augusto Godoy, formerly of Godoy & Godoy, advertising agency in Havana, Cuba, joins J. Walter Thompson, as manager of its Lima, Peru office. **J. G. O. Webster** will return to Santiago, Chile, to resume direction of JWT Chilena S. A. C.

Bernard Goulet, radio program producer of Montreal appointed to fill vacancy on Canadian Board of Broadcast Governors left by resignation last summer of **Roger Duhamel,** French-language editor who is now Queen's Printer at Ottawa, Ont. **Carlyle Allison,** full-time member of BBG since its formation two years ago, appointed vice-chairman.

George Brown, production manager of CFAC Calgary, to sales manager of CHCT-TV, that city.

Sheldon Lodge, media director of McCann-Erickson (Canada) Ltd., Montreal, named radio representative of Paul Mulvihill & Co., station rep firm, that city.

ALLIED FIELDS

Dr. William E. Kendall, on president's staff of The Psychological Corp., N. Y., named head of its marketing and social research division.

DEATHS

C. A. (Fritz) Snyder, 62, longtime broadcasting and advertising executive, consultant to stations in south most recently, died suddenly in Myrtle Beach, S. C. Dec. 16. He began his advertising career with Chrysler Corp. in 1923 and later served as assistant advertising manager of Standard Oil Co.; account executive for The Biow Co.; assistant to president of Bulova Watch Co.; account executive for J. Stirling Getchell Adv., and in station relations executive posts with both CBS and ABC.


Mr. Spence

Edwin M. Spence, 72, former secretary-treasurer of NAB, and former part-owner of WWDC Washington, died Dec. 31 of stroke in Miami. Mr. Spence was first manager of municipally - owned WPG Atlantic City in early 20's and had lived in Miami since 1943. He held part interest in one of applicants for Miami ch. 7, Sunbeam Television Corp., in case now under review.

Brewster Bowen Morgan, 53, independent tv producer and former producer with N. W. Ayer and CBS, died Dec. 25 in Beverly Hills, Calif.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; F., film; L, live; T, video tape. All times EST. Published first issue in each quarter

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.,
NBC-TV 10-10:30 No network service; 10:30-11 *Look Up and Live*, sust., L.

11-12 Noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 No network service; 11:30-11:55 *Camera Three*, sust., F; 11:55-12 *News*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Meet the Professor*, Gen. Mills, L.; 12:30-1 *Pip the Piper*, Gen Mills.
CBS-TV *Meet the New Senators*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '61*, sust.; 1:30-2 *Issues and Answers*, sust.
CBS-TV No network service.
NBC-TV 1-1:15 *News*. sust., 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV 2-2:30 No network service; 2:30-4 *CBS Sports Spectacular*, part.
NBC-TV *Pro Basketball* part.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *Roundup, U.S.A.*, sust.
CBS-TV *Sports*, cont.
NBC-TV *Pro Basketball* cont.

4-5 p.m.

ABC-TV 4-4:30 *Championship Bridge*, North American Van Lines, Shwayder, F.; 4:30-5 *Paul Winchell Show*, Hartz Mountain, L.
CBS-TV No network service.
NBC-TV *Basketball*, cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel, F.; 5:30-6 *Rocky & His Friends*, Gen. Mills, American Chicle, Peter Paul, F.
CBS-TV 5-5:30 *Ted Mack and the Original Amateur Hour*, J. B. Williams, L.; 5:30-6 *GE College Bowl*, Gen. Elec., L.
NBC-TV 5-5:30 *Celebrity Golf*, Kemper, F.; 5:30-6 *Chet Huntley Reporting*, Kemper, L.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents*, part., F.
CBS-TV 6-6:30 *Oh, Those Bells*, TBA; 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, Co-op., L.; 6:30-7 *People Are Funny*, E. R. Squibb, F.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney Presents*, cont.; 7:30-8:30 *Maverick*, Kaiser, Armour, Noxema, R. J. Reynolds, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F.; 7:30-8 *Dennis the Menace*, Best Foods, Kellogg, F.
NBC-TV *Shirley Temple*, Malto, Nabisco, Beechnut Life Savers, L.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV 8-8:30 *National Velvet*, Rexall, Gen. Mills, F.; 8:30-9 *Tab Hunter*, P. Lorillard, Westclox, F.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers, F.; 9:30-10:30 *The Islanders*, L & M, Warner-Lambert, United Motors, Ludens, F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec., F.; 9:30-10 *Jack Benny Program*, Lever, State Farm Mutual, F.
NBC-TV *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Islanders*, cont.; 10:30-11 *Winston Churchill; The Valiant Years*, Edward Dalton Co., F.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Meyers, F.; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show* Toni, Warner-Lambert, alt., F.; 10:30-11 *This Is Your Life*, Block Drug, L.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust., L.; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *December Bride*, part., F.; 10:30-11 *Video Village*, part., L.
NBC-TV 10-10:30 *Say When*, part., L.; 10:30-11 *Play Your Hunch*, part., L.

11 a.m.-noon

ABC-TV 11-11:30 *Morning Court*, part., L.; 11:30-12 *Love That Bob*, part., F.
CBS-TV 11-11:30 *I Love Lucy*, part., F.; 11:30-12 *Clear Horizon*, part., F.
NBC-TV 11-11:30 *The Price Is Right*, part., L.; 11:30-12 *Concentration*, part., L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part., F.; 12:30-1 *Number, Please*, part., L.
CBS-TV 12-12:30 *Love of Life*, part., L.; 12:30-12:45 *Search for Tomorrow*, P&G, L.; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Truth or Consequences*, part., L., 12:30-12:55 *It Could Be You*, part., L.; 12:55-1 *News*, Gen. Mills, L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L.; 1:30-2 No network service.
CBS-TV 1-1:05 *News*, sust., L.; 1:05-1:30 No network service: 1:30-2 *As the World Turns*, part., L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court*, part., L.; 2:30-3 *Road To Reality*, part., L.
CBS-TV 2-2:30 *Full Circle*, sust., 2:30-3 *Art Linkletter's House Party*, part., L.
NBC-TV 2-2:30 *Jan Murray Show*, part., L.; 2:30-3 *Loretta Young Show*, part., F.

3-4 p.m.

ABC-TV 3-3:30 *Queen For a Day*, part., L.; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, part., F.; 3:30-4 *The Verdict Is Yours*, part., L.

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TV SPECIALS FOR JANUARY, FEBRUARY & MARCH

Note: Subject to change.

ABC-TV

Jan. 20: 11 a.m.-3 p.m.
Inaugural Ceremonies, sust.
Jan. 20: 11 p.m.-midnight
Inaugural Ball, sust.
Jan. 21: 10-11 p.m.
National Star Bowling Tournament, Miles, Gillette.
Jan. 22: 5:30-6:30 p.m.
Bing Crosby Golf Tournament, Oldsmobile.
Jan. 22: 9:30-10:30 p.m.
Bell & Howell Close-Up, Bell & Howell.
Feb. 6: 10:30-11 p.m.
Bell & Howell Close-Up, Bell & Howell.
Feb. 16: 10:30-11 p.m.
Bell & Howell Close-Up, Bell & Howell.
Mar. 13: 9:30-10:30 p.m.
Bing Crosby Special, Oldsmobile.
Mar. 29: 10-11 p.m.
Bell & Howell Close-Up, Bell & Howell.

CBS-TV

Jan. 12-13: 7:30-8:30 p.m.
Family Classics, Breck
Jan. 15: 8-9:30 p.m.
Gershwin Years, GE.
Jan. 18: 8:30-10 p.m.
DuPont Show of the Month, duPont.
Jan. 22: 4-5:30 p.m.
Leonard Bernstein & the New York Philharmonic, Ford
Feb. 12: 4-5 p.m.
New York Philharmonic Young Peoples' Concert, Shell Oil.
Feb. 18: 9:30-11 p.m.
DuPont Show of the Month, duPont.
Feb. 26: 4-5:30 p.m.
Leonard Bernstein & the New York Philharmonic, Ford
Mar. 6: 9-10:30 p.m.
Ingrid Bergman Special, Revlon.
Mar. 19: 4-5 p.m.
New York Philharmonic Young Peoples' Concert, Shell Oil.

NBC-TV

Jan. 11: 9-10 p.m.
Bob Hope Buick Show, Buick.
Jan. 31: 9-10 p.m.
Bobby Darin Show, Revlon.
Feb. 5: 5-6 p.m.
Omnibus, Aluminium Ltd.
Feb. 5: 3-5 p.m.
NBC Opera, sust.
Feb. 7: 7:30-9 p.m.
Hallmark Hall of Fame, Hallmark.
Feb. 9: 8:30-9:30 p.m.
Remember How Great, American Tobacco.
Feb. 15: 10-11 p.m.
Bob Hope Buick Show, Buick.
Mar. 2: 9:30-11 p.m.
25 Years of Life, Life Magazine.
Mar. 5: 5-6 p.m.
Omnibus, Aluminium Ltd.
Mar. 11: 9:30-10 p.m.
Our American Heritage, Equitable Life Assurance Society.
Mar. 18: 8:30-9:30 p.m.
Bob Hope Buick Show, Buick.
Mar. 25: 7:30-8:30 p.m.
Timex Circus, Timex.
Mar. 26: 3-5 p.m.
NBC Opera, sust.
Mar. 26: 5-6 p.m.
Omnibus, Aluminium Ltd.
Mar. 26: 6:30-8 p.m.
Hallmark Hall of Fame, Hallmark.
Mar. 28: 9-10 p.m.
Project 20, Purex.
Mar. 29: 7:30-8:30 p.m.
Project 20, Savings & Loan Foundation.
April 1: 9:30-10 p.m.
Our American Heritage, Equitable Life Assurance Society.

NBC-TV 3-3:30 *Young Dr. Malone*, part., L.; 3:30-4 *From These Roots*, part., L.

4-5 p.m.

ABC-TV *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, L.; 4:15-4:30 *Secret Storm*, part., L.; 4:30-5 *Edge of Night*, part., L.
NBC-TV 4-4:30 *Make Room For Daddy*, part., F.; 4:30-5 *Here's Hollywood*, Hartz Mountain, Procter-Silex, F.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Rocky & His Friends*, (Mon., Thurs.); *Rin Tin Tin*, (Tues., Fri.); *Lone Ranger*, (Wed.), part., F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, sust., 6:15-7:30 No network service, except Tue., 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L.; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part., T.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Union Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, A. C. Spark Plug, Peter Paul, Dow, F.
CBS-TV *To Tell the Truth*, American Home Products, Helene Curtis, L.
NBC-TV 7:30-8:30 *The Americans*, Dow, Pepsi-Cola, Pan American Coffee, Readers' Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Surfside 6*, Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac, Cluett-Peabody, F.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation, F.; 8:30-9 *Bringing Up Buddy*, Scott, F.
NBC-TV 8-8:30 *The Americans*, cont.; 8:30-9 *Wells Fargo*, American Tobacco, Beechnut, F.

9-10 p.m.

ABC-TV 9-9:30 *Surfside 6*, cont.; 9:30-10:30 *Adventures in Paradise*, Whitehall, J. B. Williams, Noxezema, L&M, Ludens, F.
CBS-TV 9-9:30 *Danny Thomas*, Gen. Foods, F.; 9:30-10 *Andy Griffith Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Klondike*, R. J. Reynolds, and sust., F.; 9:30-10 *Dante*, Alberto-Culver, Singer Sewing Machines, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds, F.
CBS-TV 10-10:30 *Hennessey*, Gen. Foods, P. Lorillard, F.; 10:30-11 *June Allyson Show*, duPont, F.
NBC-TV 10-10:30 *Barbara Stanwyck Theatre*, Alberto-Culver, Amer. Gas Assn., F.; 10:30-11 *Jackpot Bowling*, Bayuk Cigars, Brunswick-Balke.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Colgate, F.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, Pittsburgh Plate Glass, Beechnut, American Gas Assn., Union Carbide, Pepsi-Cola, R. J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G, F.; 8:30-9 *Wyatt Earp*, P&G, Gen. Mills, F.
CBS-TV 8-8:30 *Father Knows Best*, Kellogg, Scott, Bristol-Myers, F.; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, F.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, United Motor Service, Miles, Ralston, Gen. Foods, F.
CBS-TV 9-9:30 *Tom Ewell Show*, Quaker Oats, P&G, F.; 9:30-10 *Red Skelton*, Pet Milk, S. C. Johnson, L.
NBC-TV *Thriller*, All-State, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa, F.; 10:30-11 No network service.
CBS-TV *Garry Moore Show*, Polaroid, S. C. Johnson, Plymouth, L.
NBC-TV *Specials*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Beecham, Derby, F.
CBS-TV 7:30-8:30 *Aquanauts*, Carter, Lorillard, Vicks, Kellogg, Procter & Gamble, Gen. Foods, F.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Ford, National Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of Ozzie & Harriet*, Eastman Kodak, Coca-Cola, F.
CBS-TV 8-8:30 *Aquanauts*, cont.; 8:30-9 *Wanted Dead or Alive*, Brown & Williamson, Kimberly Clark, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Price Is Right*, Lever, F.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Whitehall, American Chicle, Beecham, Carter, Oldsmobile, F.
CBS-TV 9-9:30 *My Sister Eileen*, Colgate, F.; 9:30-10 *I've Got a Secret*, R. J. Reynolds, Bristol-Myers, L.
NBC-TV *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV *Naked City*, A. C. Spark Plug, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, F.

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CBS-TV *U. S. Steel Hour-Circle Theatre*, U. S. Steel alt. with Armstrong, F.
NBC-TV 10-10:30 *Peter Loves Mary*, P&G, F.; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-Up, F.
CBS-TV *Ann Sothern Show*, S. C. Johnson, Gen. Foods, F.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, Pan American coffee, Brown & Williamson, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup, F.; 8:30-9 *Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Angel*, S. C. Johnson, Gen. Foods, F.; 8:30-9 *Zane Grey*, S. C. Johnson, P. Lorillard, F.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9 *Bat Masterson*, Sealtest, F.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet, F.; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, F.
CBS-TV *The Witness*, R. J. Reynolds, Helene Curtis, Esquire, Schick, L.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home Products, F.; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Dutch Masters, L.
CBS-TV *Face the Nation* and *CBS Reports*, alt., sust.
NBC-TV 10-10:30 *The Groucho Show*, P. Lorillard, Toni, F.; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel, F.
CBS-TV 7:30-8:30 *Rawhide*, Nabisco, Parliament, Gen. Foods, Drackett, Bristol-Myers, F.
NBC-TV 7:30-8:30 *Dan Raven*, Brown & Williamson, F. Last play date Jan. 13.; *Happy*, (7:30-8) DuPont

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals, F.; 8:30-9 *Flintstones*, Miles, R. J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide* cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet, F.
NBC-TV 8-8:30 starts Jan. 13—*One Happy Family*, sust., F.; 8:30-9 *Westinghouse Playhouse*, Westinghouse, F.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds, F.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Jackie Gleason Show*, L&M, Plymouth, L.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

NBC-TV *Bell Telephone Hour* (alternate weeks) AT&T, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G, F.; 10:30-11 *Law & Mr. Jones*, P&G, F.
CBS-TV 10-10:30 *Twilight Zone*, Gen. Foods, Colgate, L.; 10:30-11 *Eyewitness to History*, Firestone, L.
NBC-TV *Michael Shayne*, Pittsburgh Plate Glass, Oldsmobile, F.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part., L.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Remco, American Doll & Toy, L.; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets, F.

11 a.m.-noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg, F.; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets, F.; 11:30-12 *Lone Ranger*, Gen. Mills, F.

NOON-1 p.m.

ABC-TV 12-12:30 *Lunch With Soupy Sales*, Gen. Foods, L.; 12:30-1 *Pip the Piper*, Gen. Mills, F.
CBS-TV 12-12:30 *Sky King*, Nabisco, F.; 12:30-1 *Mighty Mouse*, Colgate, F.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz, F.; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout & the News*, Sust., L.; 1:30-2 No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV *College Basketball*, Gen. Mills, Bristol-Myers, L.
CBS-TV No network service.
NBC-TV 2-4:30 *NBA Basketball*, Anheuser-Busch, L.; 4:30-5 *Bowling Stars*, Gen. Mills, F.

5-7:30 p.m.

ABC-TV 5-6 *All Star Golf*, Reynolds Metals, Armour; 6-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-5:30 *Captain Gallant*, Gen. Mills, F.; 5:30-6 *Saturday Prom*, Beechnut; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Beecham, Colgate, American Chicle, Derby, Carter, F.
CBS-TV 7:30-8:30 *Perry Mason*, Parliament, Colgate, Sterling Drug, Drackett, L.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, RCA, Pillsbury, F.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It to Beaver*, Ralston, Gen. Elec., F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug, F.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams, L.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers, F.; 9:30-10:30 *The Nation's Future*, sust., L.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles, L.; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette, F.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand, F.; 10:30-11 No network service.
NBC-TV 10-10:30 *The Nation's Future*, cont.; 10:30-11 No network service.


PLEASE SAY
YES

SPOT THESE MARCH OF DIMES FILMS AND DISCS IN JANUARY

TV SPOT FILMS

Fund-raising spots

1. Linda Breese #1		1:00
2. Ralph Bellamy		1:00
3. Linda Breese #2		1:00
4. Linda Breese #3		:20
5. "PLEASE SAY YES" jingle		:20
6. Linda Breese #4		:20
7. Ralph Bellamy	ID	:10
8. Poster	ID	:10
9. Crutches	ID	:10
10. Ambulance	ID	:10

Special 1-minute fund-raising spot. "PLEASE SAY YES."

Included in the TV package will be slides, buttons, flip cards, canisters, desk plates and live announcements.

RADIO TRANSCRIPTIONS

"PLEASE SAY YES" Special recording of New MARCH OF DIMES song
Adam Wade 2:25

Ten 1-minute celebrity spots:

1. Ralph Bellamy	2. Gary Cooper
3. Robert Cummings	4. Kirk Douglas
5. Tab Hunter	6. Danny Kaye
7. Jack Lemmon	8. Anthony Quinn
9. Tony Randall	10. John Wayne

Two 5-minute musical shows with songs
1. Pat Boone "ALABAM" 4:30
2. Earl Grant "PLEASE SAY YES" 4:30

Two 5-minute shows for the Mothers' March with songs
1. Rosemary Clooney "AREN'T YOU GLAD YOU'RE YOU" ... 4:30
2. Patti Page "DON'T READ THE LETTER" 4:30

Seven "Discs for Dimes" for the Mothers' March

1. Rosemary Clooney	2. Connie Francis
3. Betty Johnson	4. Patti Page
5. Jo Stafford	6. Sarah Vaughan
7. "PLEASE SAY YES" jingle	

Two disc jockey interviews for the Mothers' March with songs
1. Connie Francis "THAT'S AMORE" 5:21
2. Sarah Vaughan "SERENATA" .. 5:33

Ten "Discs for Dimes"

1. Paul Anka	2. Louis Armstrong
3. Frankie Avalon	4. Pat Boone
5. Fabian	6. Earl Grant
7. Kingston Trio	8. Steve Lawrence
9. Adam Wade	10. "PLEASE SAY YES" jingle

Three disc jockey interviews with songs
1. Paul Anka "THE STORY OF MY LOVE" 4:40
2. Kingston Trio "BLUE EYED GAL" 4:47
3. Adam Wade "MY REVERIE" ... 5:04

Eight 1-minute Mothers' March announcements

1. Miss America	2. Joan Crawford
3. Bette Davis	4. Arlene Francis
5. Helen Hayes	6. Shirley Jones
7. Betsy Palmer	8. Eleanor Roosevelt

15-minute Spanish show PLEASE SAY YES
1. Anthony Quinn, special guest
2. Johnny Lopes 3. Gloria Castel
4. Don Enrico and his Orchestra

Ten 1-minute Spanish announcements
Buck Canel

1961 NEW MARCH OF DIMES

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Dec. 28 through Jan. 4. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KXMB-TV Bismarck, N. D.—North Dakota Bcstg. Co. Changed from KBMB-TV.

New am stations

ACTION BY FCC

Kirkland, Wash.—Carl-Dek Inc. Granted 1460 kc. 5 kw. D. P.O. address 1206 Malcolm Ave., Los Angeles, Calif. Estimated construction cast $54,000, first year operating cost $120,000, revenue $150,000. Principal applicant is **Carl E. Haymond** (51%) and others. Mr. Haymond is majority holder of KIT Yakima, Wash. Ann. Jan. 4.

APPLICATIONS

Abilene, Kan.—Wyman N. and **William M. Schnepp.** 1560 kc, 250 w. D. P.O. address Box 390, Marysville, Kan. Estimated construction cost $17,285, first year operating cost $36,000, revenue $42,000. Mr. and Mrs. Schnepp, joint tenants, own KNDY Marysville, Kan. Ann. Dec. 30, 1960.

Beloit, Kan.—KRFS Radio. 1560 kc, 250 w D. P.O. address American Legion Bldg., W. 8th St., Superior, Neb. Estimated construction cost $15,092, first year operating cost $35,000, revenue $60,000. Principals include **David L. Tucker** and **William L. Gratopp,** equal partners. Messrs. Tucker and Gratopp own WRFS Superior, Neb. Ann. Dec. 30, 1960.

Farmerville, La.—Union Bcstg. Co. 1470 kc, 1 kw D. P.O. address Box 64. Estimated construction cost $17,045, first year operating cost $30,000, revenue $42,000. Principals include **Don M. Barron, Thomas L. Gaddis Jr., Doyle L. Barron,** 33⅓% each. Mr. Don Barron is employe of construction company. Messrs. Doyle Barron and Gaddis own electrical supplies store. Ann. Dec. 30, 1960.

Albuquerque, N. M.—Frank Donald Hall. 650 kc, 10 w D. P.O. address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $54,545, first year operation cost $42,000, revenue $48,000. **Mr. Hall,** sole owner, has 75% interest in KFEL Pueblo, Colo. Ann. Dec. 30, 1960.

Mount Airy, N. C.—Carolina Radio. 1240 kc, 250 kw. P.O. address S. Franklin Rd. Estimated construction cost $3,850, first year operation cost $30,000, revenue $42,000. **Clagett (Woody) Wood** and **Paul Edgar Johnson** are equal partners. Mr. Johnson is employe of WSYD Mt. Airy, N. C. Mr. Wood is employe of U. S. Post Office. Ann. Dec. 27, 1960.

Everett, Pa.—Dennis A. and **Willard D. Sleighter.** 1050 kc, 250 kw D. P.O. address State and 4th Sts. Estimated construction cost $26,638, first year operating cost $39,060, revenue $52,416. Messrs. Sleighter, equal partners, are partners in furniture store. Ann. Dec. 30, 1960.

Alvin, Tex.—Alvin Bcstg. Co. 1120 kc, 250 w D. P.O. address 1403 Adoue St. Estimated construction cost $25,490, first year operating cost $47,480, revenue $53,976. **Odell V. Robinson,** 57.5%, president of corporation, owns insurance company. Ann. Jan. 3, 1961.

Arlington, Tex.—Richard Tuck Enterprises 1240 kc, .1 kw. P.O. address Box 731. Estimated construction cost $16,700, first year operating cost $36,000, revenue $48,000. **W. Richard Tuck Jr.,** sole owner, owns KBEC Waxahachie, Tex. and has interest in KBBA Benton, Ark. Ann. Dec. 30, 1960.

Existing am stations

APPLICATIONS

WGBS Miami, Fla.—Cp to increase nighttime power from 10 to 50 kw, make changes in DA system and change trans. location from Miami, Fla. to Pensuco, Fla. (710kc) Ann. Dec. 30.

WEOK Poughkeepsie, N. Y.—Mod. of cp (BP-12565, which authorized increase power and installation of DA) to change hours of operation from daytime to unlimited using power of 1 kw night and 5 kw day, make changes in DA system (DA-2) and change trans. location. Requests waiver of sec 3.28(c) of Rules. (1390kc) Ann. Dec. 30.

WMAN Mansfield, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. Dec. 30.

WKYN Rio Piedras, P. R.—Mod. of license to change station location from Rio Piedras, P. R. to San Juan, P. R. (630kc) Ann. Dec. 30.

KBFS Belle Fourche, S. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Dec. 30.

WOGA Chattanooga, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Dec. 27.

KTSM El Paso, Tex.—Cp to nicrease daytime power from 1 kw to 5 kw and install new trans. (1380kc) Ann. Dec. 30.

KGOS Torrington, Wyoming—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. Dec. 30.

CALL LETTERS ASSIGNED

KTOB Petaluma, Calif.—Lloyd Burlingham. Changed from KAFP.

KDHI Twenty-Nine Palms, Calif.—Hi-Desert Bcstg. Corp.

WBSG Blackshear, Ga.—Collins Corporation of Georgia.

WEAD College Park, Ga.—College Park Bcstg. Co. Changed from WEAS.

WOKW Brockton, Mass.—Associated Enterprises.

WFFF Columbia, Miss.—Fortenberry Enterprises.

WXKW Troy, N. Y.—Iroquois Bcstg. Co.

KSDR Watertown, S. D.—Paul D. Bernards.

KGNS Laredo, Tex.—Southwestern Operating Co.

KBER San Antonio, Tex.—Alamo Bcstrs. Changed from KIKK.

WAVA Arlington, Va.—United States Transdynamics Corp. Changed from WARL.

KAPY Port Angeles, Wash.—Port Angeles Radio Inc.

New fm stations

ACTION BY FCC

Lansing, Ill.—Gordon Boss & Assoc. Granted 106.3 mc, 1 kw. P.O. address 16415 Evans Ave., South Holland, Ill. Estimated construction cost $14,611, first year operating cost $12,500, revenue $20,000. Principals include **Gordon D. Boss, Harold D. Botma, William H. Botma** and **Joseph J. Van Schouwen,** 25% each. Mr. Boss is in tv sales and service. Mr. Harold Botma is music teacher. Mr. William Botma is owner of collection agency. Mr. Van Schouwen is barber. Ann. Jan. 4.

APPLICATIONS

Cullman, Ala.—Cullman Bcstg. Co. 97.1 mc, 24.58 kw. Ant. height above average terrain 147 ft. P.O. address Box 620. Estimated construction cost $17,761, first year operating cost $1,000, revenue $1,000. **Hudson C. Miller Jr.,** sole owner, owns WKUL Cullman. Ann. Dec. 27, 1960.

Montgomery, Ala.—Advertiser Co. 103.3 mc, 29.1 kw. Ant. height above average terrain 212 ft. P.O. address 107 S. Lawrence St. Estimated construction cost $45,340, first year operating cost $53,953, revenue $49,153. Group headed by **R. F. Hudson,** 72%, president. Ann. Dec. 30, 1960.

Jasper, Ala.—Bankhead Bcstg. Co. 102.5 mc, 5 kw. Ant. height above average terrain 315 ft. P.O. address Box 622. Estimated construction cost $29,541, first year operating cost $5,000, revenue $9,000. Group headed by **Walter Will Bankhead,** 80.4%, chairman. Ann. Dec. 30, 1960.

Palo Alto, Calif.—Y. T. Corporation. 99.3 mc, 880 w. Ant. height above average terrain —120 ft. P.O. address 3264 Murray Way. Estimated construction cost $10,445, first year operating cost $36,000, revenue $42,000. Y T Corporation is headed by **Otto J. Feucht Jr.,** president. Ann. Nov. 28, 1960.

South Beloit, Ill.—Beloit Bcstrs. Inc. 103.1 mc, 1 kw. Ant. height above average terrain 131.2 ft. P.O. address c/o Russ Salter, 914 S. Catherine, LaGrange, Ill. Estimated construction cost $7,950, first year operating cost $1,000. Fm applicant will duplicate WBEL South Beloit, Ill. Ann. Dec. 30, 1960.

Hershey, Pa.—Hershey Bcstg. Co. 92.9 mc, 20 kw. Ant. height above average terrain 190 ft. P.O. address Box 15. Estimated construction cost $30,346, first year operating cost $37,800, revenue $41,160. Hershey Bcstg. Co. is owned by **Hershey Estates,** which is headed by **J. B. Sollenberger,** president. Ann. Jan. 3, 1961.

Cleveland, Tenn.—Southeastern Enterprises Inc. 100.7 mc, 1 kw. Ant. height above average terrain 294 ft. P.O. address 33 Ocoee St. Estimated construction cost $13,793, first year operating cost $10,000, revenue $12,000. Fm applicant will duplicate WCLE-AM Cleveland. Ann. Dec. 30, 1960.

University Advertising Co., Dallas, Tex.—Mod. of cp (BPH-2722 which authorized new fm broadcast station) to change station location from Dallas, Tex. to Highland Park-Dallas, Tex. and change studio location from Dallas, Tex. to Highland Park, Tex. Request waiver of sec. 3.205(b) of rules. Ann. Jan. 3.

El Paso, Tex.—Tri-State Bcstg. Co. 99.9 mc, 26.7 kw. Ant. height above average terrain 1847 ft. P.O. address 801 N. Oregon St. Estimated construction cost $23,750, first year operating cost $12,000, revenue $10,000. Fm applicant will duplicate KTSM El Paso. Ann. Dec. 30, 1960.

Midland, Tex.—Moran Bcstg. Co. 93.3 mc, 30.92 kw. Ant. height above average terrain 342 ft. P.O. address Midland National Bank Bldg. Estimated construction cost $27,600, first year operating cost $36,000, revenue $48,000. **John Edgar Moran,** sole owner, is in oil and gas business. Ann. Jan. 3, 1961.

Existing fm stations

CALL LETTERS ASSIGNED

WZOK-FM Jacksonville, Fla.—WZFM Inc. Changed from WZFM (FM).

WRMP (FM) Allen Park, Mich.—Robert M. Parr.

EDWIN TORNBERG
& COMPANY, INC.
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District 7-8531

WBEX-FM Chillicothe, Ohio—Shawnee Bcstg. Co.

WMCO (FM) New Concord, Ohio—Muskingum College.

WAVA-FM Arlington, Va.—United States Transdynamic Corp. Changed from WARL-FM.

KNDX (FM) Yakima, Wash.—David Zander Pugsley.

Ownership changes

ACTION BY FCC

KRIB Mason City, Iowa—Granted transfer of control from **Franklin Bcstg. Co.** to **Peter A. Barnard**, et al. (**Mr. Barnard**, president, has minority interest in WSPT Stevens Point Wis., and WMIN St. Paul, Minn.); consideration $110,000. Ann. Jan. 4.

WWKY Winchester, Ky.—Granted assignment of license to **WWKY Inc (Donald J. Horton,** president, has interest in WOMP AM-FM Bellaire, Ohio); consideration $80,000. Ann. Jan. 4.

KYSS Missoula, Mont. — Granted assignment of license to **Garden City Bcstg. Inc.** (comprising three KYSS employes); consideration $75,000. Ann. Jan. 4.

WOMP-AM-FM Bellaire, Ohio. — Granted transfer of control from **G. D. Kincaid** to **Donald J. Horton;** consideration $5,100 for 51 shares to give Mr. Horton 100% interest. Ann. Jan. 4.

KEYS Corpus Christi, Tex.—Granted assignment of licenses to **Charles W., James V.,** and **V. L. Rossi,** d/b under same name; consideration $195,000. Ann. Jan. 4.

WFRV(TV) Green Bay, Wis.—Granted transfer of control from **Valley Communications Inc.** to **Valley Bcstg. Co. Inc.** (controlled by **WAVE Inc.,** licensee of WAVE AM-TV Louisville, Ky., and owner of WFIE Evansville, Ind.); consideration $1,609,794. Ann. Jan. 4.

APPLICATIONS

WBHM Birmingham, Ala.—Seeks assignment of cp from **Birmingham Bcstg. Co.** to **Magic City Bcstg. Corp.** Change from partnership to corporate form of business with no financial transaction involved. Ann. Dec. 30, 1960.

WDAE-AM-FM Tampa, Fla.—Seeks transfer of control of **Smiley Properties Inc.** from **David E. Smiley,** 64.18%, deceased, to **Joseph F. Smiley,** executor of estate of David E. Smiley. Ann. Dec. 30, 1960.

WABR Winter Park, Fla.—Seeks assignment of license from **Contemporary Bcstg. Co.** to **Carl T. Langford,** receiver in bankruptcy. Ann. Dec. 30, 1960.

KHJK Hilo and **KHVH-TV Honolulu,** both **Hawaii**—Seek transfer of control of **Kaiser Hawaiian Village Tv Inc.** from **Kaiser-Burns Development Corp.** to **Henry J. Kaiser Co.** Henry J. Kaiser Co. is 50% owner of Kaiser-Burns Development Corp. Ann. Dec. 27, 1960.

WJIL Jacksonville, Ill.—Seeks assignment of cp from **Guy E. McGaughey Jr.** to **Don Udey,** sole owner, for $7,411. Mr. Udey is employe of WDBN (FM) Selille, Ohio. Ann. Dec. 29, 1960.

WJOB Hammond, Ind.—Seeks assignment of license from **South Shore Bcstg. Corp.** to **Colby Bcstg. Corp.** Merger of subsidiary company into parent company. At this time **Julian Colby,** sole owner of Colby Bcstg. Corp. proposes to sell 50% interest to **Sheiman Inc.,** Colby family corporation, for $54,000. Ann. Dec. 28, 1960.

KKAN Phillipsburg, Kan.—Seeks transfer of control of **North Central Bcstg. Inc. Russell M. Steward,** 47.5%, and **Lois C. Stewart,** 2.5%, are transfering all interests to **Guy Christian,** 97.5% (presently owns 47.5%), for $25,000. Interests of **Ann Christian,** 2.5%, remain same. Ann. Dec. 28, 1960.

WCCM, WGHJ (FM) Lawrence, Mass.—Seeks transfer of control of **Lawrence Bcstg. Co.** from **George H. Jaspert,** sole owner, deceased, to **Eileen M. Jaspert,** executrix of estate. Ann. Dec. 30, 1960.

KMIS Portageville, Mo.—Seeks transfer of control of **New Madrid County Bcstg. Co. Jewel P. White** is buying 33⅓% interest for $10,666. **J. Shelby McCallum** and **Smith Dunn,** equal partners, will then own 33⅓% each. Ann. Dec. 30, 1960.

KUSN St. Joseph, Mo.—Seeks transfer of control of **KUSN Corp.** from **Midland Bcstrs. Inc.** to **Frederick P. Reynolds** and **Jeanne P. Reynolds,** joint tenants. Mr. and Mrs. Reynolds presently own over 95% interest of stock of Midland Bcstrs. Inc. Ann. Dec. 30, 1960.

WEMJ Laconia, N. H.—Seeks transfer of control of **New Hampshire Bcstg. Corp.** from **George H. Jaspert,** deceased, to **Eileen M. Jaspert,** executrix of estate. Mr. Jaspert owned 30% interest, plus was sole owner of Lawrence Bcstg. Co. which has 50% interest in New Hampshire Bcstg. Co. Ann. Dec. 30, 1960.

WBNX New York, N. Y.—Seeks assignment of license from **United Bcstg. Co.** to **United Bcstg. Co. of New York Inc.,** subsidiary corporation. United Bcstg. Co. will be parent corporation. Ann. Dec. 30, 1960.

WRVM-AM-FM Rochester, N. Y.—Seeks transfer of control of **State Bcstg. Co. Sterling B. Beeson** will buy 10% interest from **Frank W.** and **Lee W. Miller,** 45% each (presently are equal partners), for $14,376. Mr. Beeson is employe of WRVM Rochester. Ann. Dec. 30.

KADA Ada, Okla.—Seeks transfer of control of **KADA Bcstg. Inc.** from **Mary K. Morris,** 49.85%, and **Brown Morris,** .15%, to **Katherine Hoover,** 99.70%, and **Bill Hoover,** .30%. Sale of 50% interest to Mr. and Mrs. Hoover for $122,460. Ann. Dec. 27, 1960.

KWSH Wewoka, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Co.** from **Mary K. Morris,** 48.45%, and **Brown Morris,** 1.55%, to **Katherine Hoover,** 96.90%, and **Bill Hoover,** 3.10%. Transfer of 50% interest to Mr. and Mrs. Hoover for $47,100. Ann. Dec. 27, 1960.

KBES-TV Medford, and **KOTI Klamath Falls,** both **Oregon**—Seeks assignment of license from **California-Oregon Tv Inc.** to **Southern Oregon Bcstg. Co.** Merger of subsidiary corporation into parent corporation with no financial transaction involved. Ann. Dec. 30, 1960.

KWVR Enterprise, Ore.—Seeks assignment of license from **Robert O. Edwards** and **Gene W. Wilson,** equal partners, to **Gene W. Wilson,** sole owner. Transfer of 50% interest to Mr. Wilson for $211. Ann. Dec. 30, 1960.

WHEY Millington, Tenn.—Seeks transfer of control of **Shelby County Bcstrs. Inc. John M. Latham** is transfering 50% interest to **Eugene P. Vance,** sole owner (presently owns 50%) for $5,000. Ann. Dec. 27, 1960.

KSVN Ogden, Utah—Seeks transfer of control of **Downbeat Bcstg. Associates. Robert Sherman** is selling 50% interest to **George I. Norman,** sole owner (previously owned 50%) for $57,000. Ann. Dec. 30, 1960.

KSVN Ogden, Utah—Seeks assignment of license from **George I. Norman,** sole owner, to **George Norman Bcstg. Co.** Change to corporate form of business with no financial transaction involved. **Mr. Norman** will own 99%, **Frances Norman** (wife) will own less than 1%, and **George Norman** (father) will own less than 1%. Assignment of license is contingent on grant of transfer of control. Ann. Dec. 30, 1960.

KWRL Riverton, Wyo.—Seeks assignment of license from **Joseph P. Ernst,** owner, to **Riverton Bcstg. Co.** for $105,000. Principals include **F. Loren Ellis, Tony A. Kehl, C. N. Sorensen,** and **Robert B. Fancher,** 25% each. Messrs. Ellis and Kehl are employes of Frontier Bcstg. Co. Dr. Sorenson is physician. Mr. Fancher is employe of lumber company. Ann. Dec. 27, 1960.

Hearing cases

FINAL DECISIONS

■ Commission reconsidered its action of December 7 in renewing licenses of King Bcstg. Co. (KING-AM-FM-TV, and auxiliaries, and Queen City Bcstg. Co.), (KIRO-AM-FM-TV) and auxiliaries, all Seattle, Wash., so as to delete condition that Pacific National Bank of Seattle dispose of its interest in Queen City Bcstg. Co. Chmn. Ford dissented. Ann. Jan. 4.

KMBO Tucson, Ariz.—Waived sec. 3.188(b)(2) of rules and granted application for mod. of cp (940 kc, 250 w, DA-1, unl.) to move trans. site approximately one mile. Ann. Jan. 4.

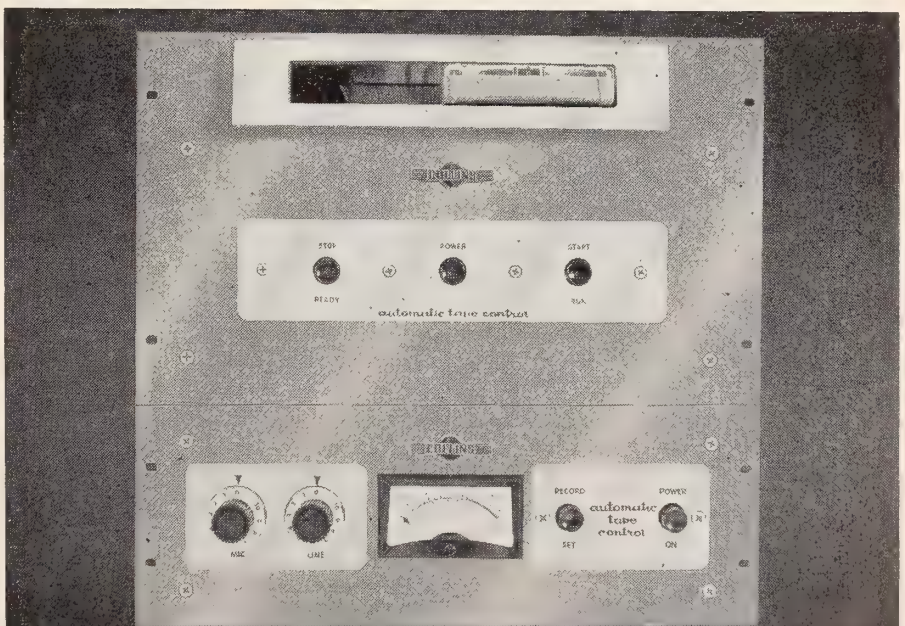
■ Following fm stations were granted SCA to engage in multiplex operations: WITH-FM Baltimore, Md.; WPFB-FM Middletown, Ohio; KATT Woodland, Calif.; KAFM Salina, Kan.; WBBB-FM Burlington-Graham, N. C.; WVOT-FM Wilson, N. C.; WNWC Arlington Heights, Ill.; WSEV-FM Sevierville, Tenn.; KFMA Little Rock, Ark. and WBVA Woodbridge, Va., conditions. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition for reconsideration by Charlottesville Bcstg. Corp., removed from consolidated hearing in dockets 13712 et al., and granted its application to increase daytime power of WJMA Orange, Va., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase

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NORTH WALES · PENNSYLVANIA

power to 1 kw. Chmn. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition for reconsideration by E. Anthony & Sons Inc., removed from consolidated proceeding in dockets 13711 et al, and granted its application to increase daytime power of WNBH New Bedford, Mass., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to acceptance of such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Chrm. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied petition by New England Microwave Corp. for reconsideration of Sept. 28 action which postponed effectiveness of April 29 grant of its applications to provide common carrier tv relay service to Mohawk Valley Tv Inc., CATV system, at Athol, Mass., pending outcome of hearing on protest by Springfield Tv Bcstg. Corp. (WRLP, ch. 32), Greenfield, Mass. Chmn. Ford absent. Comr. Cross and King dissented and issued statements. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied petition by Capitol Bcstg. Co. for rehearing and oral argument on Sept. 13 decision which denied its application for new am station to operate on 730 kc, 500 w, DA, D, in East Lansing, Mich., and which dismissed for failure to prosecute similar application of W. A. Pomeroy for new station on 730 kc, 250 w, D, in Tawas City-East Tawas, Mich. Comr. King not participating. Ann. Jan. 4.

■ By order, commission made effective Nov. 15 initial decision and granted application of Donze Enterprises Inc., to move KSGM from St. Genevieve, Mo., to Chester, Ill., continued operation on 980 kc, 500 w, DA-N, unl.; engineering condition. Comr. King dissented with statement. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Southwestern Operator Co. (KGNS-TV, ch. 8), Laredo, Tex., (2) vacated order which stayed effective date of April 22, 1959 grants of applications of Mesa Microwave Inc., for microwave relay facilities to pick up programs of stations WOAI-TV, KENS-TV and KONO-TV, all San Antonio, for delivery to proposed catv system in Laredo, and (3) terminated proceedings in dockets 12928-30. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Channel 7 Co. (KLTV, ch. 7), Tyler, Tex., (2) vacated order which stayed effective date of April 30, 1959 grant of applications of East Texas Transmission Co. for microwave relay facilities to pick up programs of stations WBAP-TV and KFJZ-TV (new KTVT) Fort Worth, and KRLD-TV and WFAA-TV Dallas, for delivery to catv system in Tyler and Jacksonville, and (3) terminated proceedings in dockets 12925-7. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by Henry Perozzo (KAYE) Puyallup, Wash., KBKW Inc. (KBKW) Aberdeen, Wash., and Carl-Dek Inc., Kirkland, Wash., severed from consolidated proceeding with application of Columbia River Bcstrs. Inc., Mount Vernon, Wash., in dockets 13771-4, and granted applications of KAYE and KBKW to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw; also granted application by Carl-Dek for new station to operate on 1460 kc, 5 kw, D. Chmn. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Gordon Boss & Associates, severed from consolidated proceedings in dockets 12604 et al., and granted its application for new class A fm station to operate on 106.3 mc, ERP 1 kw, ant. height 239 ft., in Lansing, Ill., subject to accepting such interference as may be imposed upon its operation as result of subsequent grant of any of applications for new fm stations of Blue Island Community Bcstg. Co., Blue Island, Ill., Hi-Fi Bcstg. Co. and Radio America, Chicago, Elmwood Park Bcstg. Corp., Elmwood Park, Ill., and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of fm station WXFM Elmwood Park, all pending in dockets 12604 et al. Ann. Jan. 4.

INITIAL DECISION

■ Hearing Examiners James D. Cunningham and Herbert Sharfman issued supplemental initial decision looking toward granting protest by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S. C., to extent of setting aside commission's April 30, 1954 grant of application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV (ch. 7), Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain and make equipment changes, etc. This is Court of Appeals remand proceeding. Ann. Dec. 30.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted protest and petition for reconsideration by Aztec Community Tv Inc., operator of community antenna system serving Aztec and Blanco, N. M., to extent of setting aside Nov. 3 grants and designating for hearing applications of Bloomfield Non-Profit Tv Association for temporary authority to operate three vhf tv repeater stations on chs. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13); made protestant party to hearing to be held in Bloomfield at time to be specified in subsequent order; denied protestant's request that Bloomfield Non-Profit Tv Association be required to immediately cease operation of its vhf tv repeater facilities, pending final determination after hearing. Ann. Dec. 28.

■ By memorandum opinion and order, commission (1) granted protest and petition for reconsideration by Centex Radio Co. (KEFC-FM) Waco, Tex., to extent of designating for evidentiary hearing application of WACO Bcstg. Corp. for new class B fm station (WACO-FM) to operate on 99.9 mc, ERP 3.9 kw, ant. height 150 ft., in Waco, ordered Nov. 2 grant to remain in effect and authorized WACO Bcstg. Corp. to utilize authorization pending commission's decision after hearing, and made Centex party to proceeding; and (2) dismissed for lack of standing protest and petition for reconsideration by Music Unlimited Inc. Ann. Jan. 3.

■ Commission advised Earl R. Perrin, Chicago, that his "petition" for immediate action on assignment of station licenses of Gila Bcstg. Co. to Earl Perrin Co. will be held in abeyance pending determination of pending petitions in proceedings involving applications for renewal of Gila station licenses. Stations—all in Arizona—are KGLU Safford; KVNC Winslow; KCLF Clifton, KCKY Coolidge, and KZOW and KWJB-FM Globe. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Big Horn Bcstg. Co., licensee of KWYO Sheridan, Wyo., to extent of designating for evidentiary hearing, on limited issues, application by Sheridan Bcstg. Co., for new am station (KROE), in Sheridan, but continued in effect November 2 grant to KROE pending decision in this proceeding. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Central Bcstg. Co. for waiver of sec. 1.354(h)(1) of rules with respect to Sept. 28 amendment to its application for new daytime am station in Carrington, N. D. to change requested frequency and power from 1470 kc, 1 kw, to 1600 kc, 500 w, retention of existing file number, and for processing its amended application under old file number. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied (1) joint motion by all four applicants in am consolidated proceeding in dockets 13341-4 (Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., and Tinker Area Bcstg. Co. and M. W. Cooper, Midwest City, Okla.) for waiver of sec. 1.51 of rules limiting length of pleadings and (2) joint petition for review of examiner's order denying petition by Tinker and Cooper to amend their applications regarding power and ant. patterns. Comr. King not participating. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted appeal by Broadcast Bureau from examiner's ruling, and denied petition by Mid-America Bcstrs. Inc. (KOBY) San Francisco, Calif., for leave to amend its application by adding new towers and realigning its DA, which is in consolidated hearing with application of Robert L. Lippert, Fresno, in dockets 12919-20. Comr. King not participating. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Booth Bcstg. Co. (WJLB) Detroit, Mich., severed from present consolidated proceeding following 13 applications for new stations or for increased daytime power, and retained sev-

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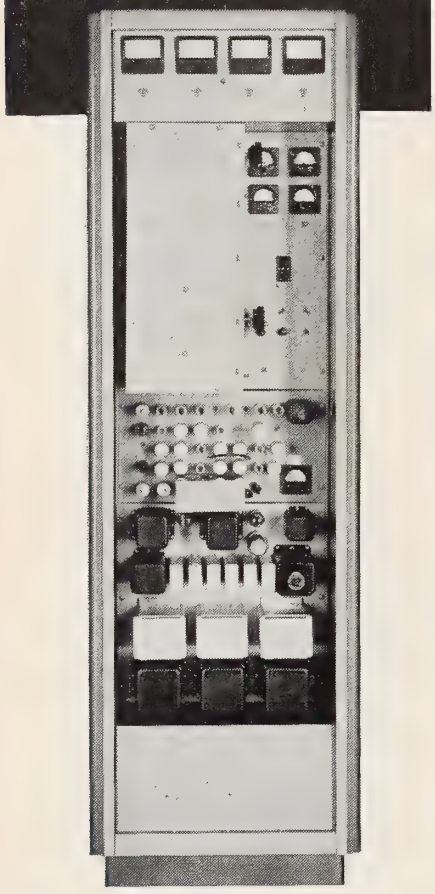
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ered applications in separate consolidated proceeding on issues with parties applicable to them: Mid-America Bcstg. System Inc., Highland Park, Ill.; North Suburban Radio Inc., Highland Park, Ill.; WHFC Inc. (WHFC) Cicero, Ill.; Robert F. Neathery, Frederickstown, Mo.; Paducah Bcstg. Co., Paducah, Ky.; WPFA Radio Inc. (WCVS) Springfield, Ill.; Southern Michigan Bcstg. Corp. (WELL) Battle Creek, Mich.; Booth Bcstg. Co. (WJLB) Detroit, Mich.; Elgin Bcstg. Co. (WRMN) Elgin, Ill.; Green Bay Bcstg. Co. (WDWZ) Green Bay, Wis.; Racine Bcstg. Corp. (WRJN) Racine, Wis.; Knorr Bcstg. Corp. (WSAM) Saginaw, Mich.; and WSJM Inc. (WSJM) St. Joseph, Mich. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Metropolitan Bcstg. Corp. to modify issues in Wilmington, Del., tv ch. 12 proceeding to extent of (1) deleting financial issue with respect to Metropolitan, (2) modifying issue to consider waiver of multiple ownership rule with respect to it (but did not delete multiple ownership issue); also included waiver of multiple ownership issue with respect to applicant National Telefilm Associates Inc. Chmn. Ford absent. Comrs. Bartley and Lee concurred in part and dissented in part and issued statements. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Abilene Radio and Tv Co. to modify issues in proceeding on applications of itself, E. C. Gunter and Dornita Investment Corp. for new tv stations to operate on ch. 3 in San Angelo, Tex., to following extent: (1) mod. issue to consider waiver of multiple ownership rule with respect to Abilene Radio (but did not delete multiple ownership issue), (2) added financial issue as to applicant Dornita, (3) added issue to determine role played by Electron Corp. in Dornita application, and (4) struck "comments" purportedly filed on behalf of Dornita and Electron signed by Mort Zimmerman, president of Electron Corp. Chrm. Ford absent. Comr. Hyde dissented in part; Comr. Lee, Craven and Cross concurred in part and dissented in part and issued statements; Comr. King not participating. Ann. Jan. 4.

■ By order, commission made effective immediately Nov. 17 initial decision and granted application of Kenneth F. Warren for new class B fm station to operate on 96.9 mc, ERP 10.85 kw, ant. height 2,495 ft. Comr. King dissented with statement. Ann. Jan. 4.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Valley Telecasting Co., for dismissal without prejudice of its application, and retained in hearing status application of Central Wisconsin Tv Inc., both for new tv stations to operate on ch. 9 in Wausau, Wis. Action Dec. 23.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for Jan. 12, 1961, in proceeding on am applications of John Laurino, Waynesboro, Va., et al. Action Dec. 23.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for Jan. 12, 1961 in proceeding on applications of Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., for am facilities in Brunswick, Ga. Action Dec. 22.

■ On own motion, corrected transcript of record in proceeding on am application of Dunlea Bcstg. Industries Inc. (WMFD) Wilmington, N. C.; afforded five days for objection. Action Dec. 22.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Jan. 11, 1961, in proceeding on am application of Auburn Bcstg. Co., (WAUD) Auburn, Ala. Action Dec. 22.

■ Granted motion by Miners Bcstg. Service Inc., and continued dates designated for various procedural steps in proceeding on am applications of Four States Bcstg. Co., Halfway, Md., et al (group I); continued hearing on engineering issues from Feb. 14 to March 14, 1961 and on issues other than engineering from March 6 to April 4, 1961. Action Dec. 23.

By Hearing Examiner H. Gifford Irion

■ Scheduled further hearing for Jan. 13, 1961, in Medford, Ore., tv ch. 10 proceeding. Action Dec. 23.

■ Scheduled prehearing conference for Jan. 20, 1961, in proceeding on am applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., Del Rio, Tex. Action Dec. 22.

By Hearing Examiner Herbert Sharfman

■ Scheduled prehearing conference for Jan. 13, 1961, in proceeding on applications of Arthur A. Deters and College Radio for am facilities in Greenfield and Amherst, both Massachusetts. Action Dec. 22.

■ Scheduled further prehearing conference for group V for Jan. 5, 1961, to discuss whether 1960 census figures should be used, in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Dec. 23.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreements reached at Dec. 22 prehearing conference in proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al (group 2), scheduled dates with respect to engineering phases and evidence with respect to possible waiver of sec. 3.28(c) of rules, and scheduled hearing on engineering phases for March 7, 1961. Action Dec. 22.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of December 30

WCCM, WGHJ(FM) Lawrence, Mass. — Granted involuntary transfer of control from **George H. Jaspert** to **Eileen M. Jaspert**, executrix of estate of George H. Jaspert, deceased.

WEMJ Laconia, N. H.—Granted involuntary transfer of control from **George H. Jaspert** to **Eileen M. Jaspert**, executrix of estate of George H. Jaspert, deceased.

KUSN St. Joseph, Mo.—Granted transfer of control from **Midland Bcstrs. Inc.** to **Frederick P.** and **Jeanne P. Reynolds**, joint tenants.

WACE Chicopee, Mass.—Granted transfer of control of **Commonwealth Bcstg. Corp.**, parent corporation, from **Paul Smallen, Lazar Emanual** and **Blair Walliser** to **Communications Industries Corp.**

WEOK Poughkeepsie, N. Y.—Granted transfer of control from **Paul Smallen, Lazar Emanual** and **Blair Walliser** to **Communications Industries Corp.**

WRRA (FM), WRRC (FM), WRRD (FM), WRRE(FM), WRRL(FM) Ithaca, Cherry Valley Township, Deruyter Township, South Bristol Township and **Wethersfield Township, New York**—Granted assignment of licenses and SCAs to **Ivy Bcstg. Co.**; and acquisition of negative control of **Ivy Bcstg. Co.**, parent corporation of licensee corporation, each by **George** and **Janice B. Abbott** (family group) and **Phebe W.** and **E. E. Erdman** (family group) through purchase of stock from **Pauline B. Treman** and **James J. Clynes Jr.**

WOLF Syracuse, N. Y.—Granted acquisition of negative control of **Ivy Bcstg. Co.**, parent corporation of licensee corporation, each by **George** and **Janice B. Abbott** (family group) and **Phebe W.** and **E. E. Erdman** (family group) through purchase of stock from **Pauline B. Treman** and **James J. Clynes Jr.**

KMIS Portageville, Mo.—Granted assignment of license to **J. Shelby McCallum**, et al d/b under same name.

WBNX New York, N. Y.—Granted assignment of license to **United Bcstg. Co. of New York Inc.**

KSVN Ogden, Utah—Granted assignment of licenses to **George I. Norman** d/b under same name; and to **George Norman Bcstg. Co.**

WOLF Syracuse, N. Y.—Granted assignment of license to **Ivy Bcstg. Co.**

WBHM Birmingham, Ala.—Granted assignment of cp to **Magic City Bcstg. Corp.**

WRFL(FM) Winchester, Va.—Granted license covering installation of new trans. and ant. as aux. trans. and ant.

WJDY Salisbury, Md.—Granted mod. of license to operate trans. by remote control; conditions.

WMRB Greenville, S. C.—Granted cp to install old main trans. as aux. main trans. location; remote control permitted.

WFAM St. Cloud, Minn.—Granted mod. of cp to delete request for change in ant. system and change in site; condition. .

WOOK Washington, D. C.—Granted mod. of cp to change type trans. and make changes in ant. system (decrease height); condition.

Continued on page 98

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California 5 kw expanding area incentive plan for aggressive manager. Box 535D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Salesman—excellent opportunity for good producer. Top St. Louis independent multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume. Box 977C, BROADCASTING.

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$400 guarantee to experienced young salesman for radio in upstate New York. Commission makes it possible to earn over $1,000 per month. If you can't close, don't write. Box 444D, BROADCASTING.

Sales suburban Chicago AM-FM. 1 kw AM with 5 kw pending. 180 kw FM, young organization. 15 year old station. Original ownership. Advance with extremely liberal commission. All details first letter. WEAW, Evanston, Illinois.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

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Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Texas medium market station needs mature voiced announcer with production experience. Box 462D, BROADCASTING.

Personality jocks: Major market station lining up staff for modern radio personality format. Fast paced, creative showmen wanted . . . bright, mature voices. Experience necessary but comers will be considered. Send tape and resume today. Box 488D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

Northern Ohio station has immediate opening for experienced dj-newsman. Salary dependent on ability. Send photo, tape, background, and references to Box 510D, BROADCASTING.

Eastern South Carolina station wants bright morning man. Send audition, resume, and minimum starting salary to Box 528D, BROADCASTING .

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer-engineer, emphasis on announcing. Box 529D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

Wanted immediately, experienced morning announcer, capable of operating own board. Adult programming. Send photo, tape and resume to Manager, P.O. Box 1489, Alexandria, Louisiana.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Prefer announcer with first ticket but not essential. Will train if necessary. KSRC, Socorro, New Mexico.

Help Wanted—(Cont'd)

Announcers

Hard working announcer/board operator, single, age 20 to 25, experienced, competent. Car necessary. Fast-moving, independent station operation, wide-area service from small-town location. Air mail photo, details, references KVWM, Show Low, Arizona.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer with first class ticket for thirty-five year old five thousand watt. Easy listening, quality music NBC station. Send tape, references, resume, salary requirements Hugh Barclay, WCOA, Pensacola, Florida.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio.

Wanted, two better than average announcers for better than average pay. Send tape, photo and full particulars immediately to Manager, WGBR, Goldsboro, North Carolina.

Announcer with first ticket for evening shift. Good opportunity for young man to complete education at beautiful local college. WGTC Radio, Greenville, N. C.

Immediate opening for good dj. Modern production minded station. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Top forty disc jockey needed. The right man for the right job. Rush resume and tape to Mel Bernam, WNOW, York, Penna.

Michigan independent needs experienced morning man immediately. WOAP, Owosso, Michigan.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Texas kilowatter needs negineer with good announcing voice. Must be able to handle routine maintenance. Box 463D, BROADCASTING.

Chief engineer to assume complete responsibility for long established sound and intercommunication organization. Must have proven ability to organize and supervise shop and outside installation crews. Rough drafting for layouts of systems. Excellent financial plan offered for right man. Full hospital and surgical benefits included. Write complete details enclosing photograph. Replies confidential. Box 495D, BROADCASTING.

Engineer—first class for 5 kilowatt full time directional in Great Lakes area. Experience necessary and interview desirable. Send engineering resume in first letter to Box 503D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Southern California daytimer needs combo man with 1st telephone license. Production and copy writing helpful. Voice and board more important. Rush tape and resume to Box 504D, BROADCASTING.

Chief engineer or chief engineer-announcer, southeast New York state. Salary open. Box 537D, BROADCASTING.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Suburban Chicago—First phone 180 kw FM-5 kw AM — multiplex, etc. Immediate-Permanent. WEAW, Evanston, Ill. UN 4-7600.

Immediate opening combination first-class engineer-announcer. Top working conditions. Excellent pay. Contact Dean Finney, North Country Stations, St. Johnsbury, Vermont.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Copywriter-announcer in charge of copy department and do regular air work. Experienced only. Box 487D, BROADCASTING.

Wanted, competent traffic manager, good typist. Excellent future. Box 401D, BROADCASTING.

Newsman-announcer experienced reporter to assist news editor and do regular air shif. Box 486D, BROADCASTING.

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Immediate opening radio-tv sports director. Two tv shows per day, radio play-by-play. Good salary and outstanding opportunity for advancement in midwest multiple station operation. Box 516D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

Wanted February 1, KWEB, Rochester, Minn. Hard worker who knows gathering and writing local news plus programming and production to take charge of "inside" operation. No regular shift, but must have good voice to handle news and features. Position of responsibility and real opportunity. Contact Northland Radio Corporation, 1821½ Logan Ave. South, Minneapolis 5, Minn.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

RADIO

Situations Wanted—Management

Commercial manager with prosperous southwestern operation, major market, changing ownership. Box 460D, BROADCASTING.

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Manager, twenty years experience all phases radio, looking for new opportunity. Have first phone license. Now located in small southwest town. Have also managed station in southeast. Have best business references. Any offer considered. Box 482D, BROADCASTING.

Copyrighted concepts for radio '61. New sales, new programming and new profits. Florida preferred. Box 501D, BROADCASTING.

Ready to manage small-medium market. Thoroughly experienced. Family man, civic leader, top salesman. Midwest. Box 515D, BROADCASTING.

Sales

Articulate, personable sales maker for an alert radio or tv station interested in a man who takes an interest. Announcing, time sales or both. Available now. Resume on request. Box 473D, BROADCASTING.

Experienced radio salesman, 3 years, billing $3000 month with newspaper desires non rate cutting midwest radio or tv station. Radio major. Box 489D, BROADCASTING.

Aggressiveness stymied by tired blood—can't sell, announce, nor write humor — lack creativity—aren't presently employed in one of Pennsylvania's top 4 markets—Proverbial gold watch not a prerequisite—not desireous of solid radio sales opportunity with some announcing, or advertising agency account executive position. Don't forget to tell it to Sweeney! Box 540D, BROADCASTING.

Gettin' out and ready to go! Completing 2 years Army service January 30, 1961, 1/Lt. Battalion Adjutant, Ft. Riley, Kansas. B.S. Business, Indiana University. Foundation experience in radio and tv sales and production. Married, 24 years old. Eager for sales opportunity in progressive organization. Location unimportant, only the job counts. Expect to work for a living and be paid for accomplishments. Let's get together! John G. Enoch, 1927 College Heights, Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer-salesman, married. Bright sound. Tight format. Will settle. DE 3-5027, Jersey City, Box 399D, BROADCASTING.

Announcer, experienced. No floater. Married. Will settle. Run own board. Box 400D, BROADCASTING.

Announcer. N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of popular music, terrific. Audience pleaser. Box 416D, BROADCASTING.

Announcer. Top man present medium market station. 5 years experience. Seeks to relocate. Prefer midwest. Box 434D, BROADCASTING.

7 years experience. 5 years with top rated metro Michigan station. Wishes to relocate in Michigan or Ohio. Extensive working knowledge of programming, production and personality air work. Married with solid references. Box 467D, BROADCASTING.

Announcer with very slight experience desires position. Also broadcasting school plus private speech instruction. Some college, third phone. Box 472D, BROADCASTING.

Ambitious, want future with program, production, or news; with jock work too. Am now major station jock. Tape, etc.: Available. Box 470D, BROADCASTING.

Radio-tv announcer working in northwest wishes to relocate in east. Also experienced copy, programming, traffic. Box 475D, BROADCASTING.

Young, experienced, tight-board dj, well up on production from spot to documentary. Money not as important as potential. Prefer commuting distance from New York or San Francisco, but will go anywhere if offer is right. Tape of what you want on request. Box 476D, BROADCASTING.

Announcer, dj, experienced, 1st phone, college grad, vet, family man, 28. Southeast preferred. Box 477D, BROADCASTING.

Personality-dj. Bright, cheerful, experienced. Creative showman. References, tape available. Box 478D, BROADCASTING.

Announcer, mature. Authoritative news. Smooth dj. Multi station markets only. Box 479D, BROADCASTING.

News director! TV-radio. Prestige newscasts by dynamic, thoroughly informed writer-editor-analyst. Stimulating public service that serves-and sells! Box 480D, BROADCASTING.

Night-time personality dj: Looking for permanent north-east good music station. Have three years radio and television experience. Delivery: Night-time quality, soft and smooth. Box 483D, BROADCASTING.

Southern Wisconsin: Program director at Iowa station desires to move back to home state. Now making $130. Four years experience. Can do play-by-play. No rock and roll. Single, 22. Good references. Complete information upon request. Box 497D, BROADCASTING.

Sloppy board operator—Light experience—Wants slow-paced station job. Box 506D, BROADCASTING.

College graduate, veteran, professional school training. One year experience, small market, seeking advancement. Strong on news, adult audience—prefer east. Box 511D, BROADCASTING.

Personality ten years radio, tv. Strong music and sports. Have reached maximum salary possible in major eastern market. Desire permanent re-location for family. Tape, photo, resume ready. Box 513D, BROADCASTING.

Announcer-salesman. Four years experience. Maried. Desire position with small growing station. References. Box 514D, BROADCASTING.

READY FOR THE BIG STEP

50KW major market independent is now auditioning for two key disc jockeys. Must have 3 to 5 years experience in top 50 markets with a top rated contemporary show. A sense of timing, pace, music balance and a SMOOTH VOICE THAT SELLS is a prerequisite. We believe that personality is vital to a top rated music and news station. Are you ready for the big step? 7½" audition tape and resume to:

Box 532D, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Tennessee stations: Young married man seeks change. Experience, schooling, references. Now employed in Chattanooga. Box 523D, BROADCASTING.

Announcer, dj, experienced, fast board, combo, good ad-lib wants to settle. Box 526D, BROADCASTING.

Top country d.j.—12 years experience. No hick—can do staff. Employed. Musician. Box 530D, BROADCASTING.

Announcer-2 years experience, wants adult station. Mature, pleasant voice. Good news, ad-lib, commercials. Box 538D, BROADCASTING.

See Box 539D, under Production-Programming.

Newscaster, editor, commentator, staff announcer. Sports play-by-play, anything but ice hockey. Extensive public relations, speaking, motion picture, theatrical background. Limited radio sales experience, but don't like it. Retired Army officer. Presently employed, but must locate in warmer climate. Prefer Florida or Arizona. Will give present employer as reference. Radio and tv experience. Prefer dual operation. Box 543D, BROADCASTING.

Returning to California chief engineer-announcer. Experienced production, engineering, operate own board your pace. Available now. Box 545D, BROADCASTING.

Negro announcer, two years experience at L.A. station, two years of college, first phone, graduate of radio and tv school. Married and will locate anywhere. 1926 Palm Grove, Los Angeles 16, California, Webster 8-6781.

In FM, or good music AM station; metropolitan area preferred. Canadian, experienced, good educational background; data and tape upon request. Write: W.M.C.—121 Stanley St., Belleville, Canada.

Competent announcer desires permanent affiliation with successful, discerning station—medium paced operation. No frantic formats. Send complete details position open. Will send you complete tape of my work. Prefer northern half of country. Greg Gregory, 312 Upson, El Paso, Texas or phone Keystone 2-0510.

Medium market, modern dj desires to become established with station that is ready to make change to modern radio. If you need livewire dj (pd), let me put my ideas to work for you. Call Chuck Howard, Wilmington, North Carolina, RO 3-9345.

Attention growing stations—dee jay-announcer, experienced in working 500,000 market. Looking to relocate. Lance, 1105 Jerome Avenue, New York City. LUdlow 8-1673.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer, sales, sports, management; 4 years experience. Employed, desire different location. Married. 26. vet. college grad. Owens, MA 7-8968, Quincy, Florida.

Anxious to start radio career. Have 2nd class license. Can type, single, co-operative attitude. Will travel. Tom Stanton. 5951 Washington, St. Louis 12, Mo., PA 5-1761.

Technical

First phone, 12 years AM and FM. Desires to relocate in Florida. All inquiries answered. Box 464D, BROADCASTING.

Experienced engineer-announcer currently employed chief engineer-announcer seeks opportunity. Box 468D, BROADCASTING.

Need an engineer, technical director, video switcher, production man? Here's versatility in one complete package! First phone, 25, vet, married and 3 years experience. Box 471D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Available immediately, engineer-announcer-salesman, in Texas, not less than $100 plus commission. 16 years experience. Box 481D, BROADCASTING.

Mature, experienced chief engineer, top market, wishes to locate west coast AM, FM similar capacity. Thorough knowledge studio, transmitter, directional remote control, tv studio, vtr. Would consider position assistant chief combined operation. Box 492D, BROADCASTING.

Chief engineer-announcer. Now employed. Box 505D, BROADCASTING.

Chief engineer—20 years in radio, construction, operation, maintenance, Manufacturing with RCA. Some announcing. UHF and VHF television experience as staff engineer, transmitter, studio maintenance. Some video tape. Box 527D, BROADCASTING.

Chief engineer, chief announcer, 13 years experience. Top talent for good remuneration with progressive station. Box 531D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

1st class license, radio or tv, experienced. Phone T. O. Collins, Screven, Ga., LY 6-2266.

Production-Programming, Others

Executive secretary with complete accounting knowledge and 10 years radio and television experience hopes to relocate in right position after January 15th. Experience includes (1) all phases of general office including secretarial; (2) accounting from daily detail to balance sheet and P & L with analysis and budget controls; (3) F.C.C. applications, reports, etc.; (4) office organization, systems and procedures; (5) handling of corporate records such as minutes, stock books, etc.; (6) personnel interviewing and training; (7) creating job description manuals; (8) radio and tv traffic; (9) Research, sales presentations and assistance to salesmen in preparing material and planning calls; (10) Limited continuity. Preference: secretary to busy broadcast executive who needs assistance in organization of his office to save valuable time, interruptions, etc. Shorthand and typing excellent. Age, 29. Most experience with one organization. Not afraid of hard work. Interesting position more important than salary. Please write Box 422D, BROADCASTING.

Can promote your station to number one. Major market disc jockey desires p.d. experience. Creative! Cheap! Available immediately. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced. family, references. Box 466D, BROADCASTING.

Talented, energetic young pro seeks programming position in important market. Box 469D, BROADCASTING.

Experienced as program-news director. All phases radio: top 40-quality-personality. Sales. College grad. Married. Desire responsible position or top news force. Conscientious and progressive. Box 490D, BROADCASTING.

Young newsman. Experienced with initiative and know-how in responsible radio-journalism now seeks position within commuting distance of New York. Metropolitan area background. College grad. Car. Broadcasting and reporting experience. Personal interview preferred. Box 493D, BROADCASTING.

Am looking for southeast station that . . . needs production spots that sell? Needs program director who is? Needs adult morning personality? Resume and tape on request. Box 508D, BROADCASTING.

FM stations: Single young man desires production-programming-copy position with adult-minded station. Will also consider educational radio. Experienced all phases. Box 522D, BROADCASTING.

College grad, BA in music, 3 years experience large educational station desires position with college station. Box 524D, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Golden apple turned wormy, presently employed #1 station in top thirty market. Nations top promotion man, fair voice, excellent production qualified for promotion or program director, know top forty and others. Married, college, veteran, top references, experienced in major markets. If you want to be #1 lets talk. Box 536D, BROADCASTING.

Are you looking for a P.D. to put your station on top . . . #1. Are you willing to spend money to make money? Do you want something to sell? I have 5 years experience and a creative imagination, 1st phone and enthusiasm all at your disposal. Box 539D, BROADCASTING.

TELEVISION

Help Wanted—Management

Multiple operator desires to consolidate management of two tv stations in substantially the same regional. Excellent opportunity for experienced manager. Give full background. Confidential. Box 519D, BROADCASTING.

Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Opportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Leading NBC-TV affiliate in wealthy Iowa market has excellent opportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph Box 388D, BROADCASTING.

Film sales representative for established and protected territory which includes Texas, Oklahoma, Arkansas and Louisiana. You will represent a major distributor of feature and western films. You will offer a new Post '48 feature group just being released to tv, in addition to hundreds of features and westerns in the Post and Pre '48 categories. You will operate as an independent agent, with the privilege of carrying other lines. Your territory will be protected and you will benefit from all business including pending situations. You will receive generous commissions which are paid promptly. For interview in your city, contact P.O. Box 1034, Studio City, California.

Announcers

Announcer: For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Iowa.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

WBTW—A full power channel 8 Jefferson Standard Television Station has openings for engineers with first class license. Television experience preferred but will consider qualified radiomen. Apply with resume to Engineering Manager, WBTW, Florence, S. C.

Chief engineer 1 kw uhf. WXTV, Youngstown, Ohio.

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, P.O. Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Technical

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Experienced director switcher-producer. Immediate opening for permanent addition midwest tv station. Must be artistic and know lighting. New and modern operation. Write including complete experience, references and recent photo. Box 395D, BROADCASTING.

Excellent position open for male or female continuity writer. Ability to write, selling commercials for local accounts a must. Excellent salary, position is now open in the midwest. Send sample copy, photograph and references. If you can write, this is your opportunity. Box 451D, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programing, Others

Our sports director is leaving to take a major market assignment. We must replace him immediately with an aggressive sports man able to do weekly live bowling and live wrestling show on tv plus regular tv and radio play-by-play sports. Good salary and excellent future for right man. Reply by collect wire stating years experience, availability date and starting salary. Sports, KWWL Radio and TV, Waterloo, Iowa.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening for tv only. Traffic director, experience required. Contact Program Director, WNEM-TV, Pleasant 5-8191, Saginaw, Michigan.

TELEVISION

Situation Wanted—Management

Have you been unemployed at Christmas? Experienced salesmanager. National, regional, local. Finest industry references. I love sales, results, progress! Must have 10-12 guaranteed. Don't generalize, be specific! Box 385D, BROADCASTING.

Young, successful general manager for southwest tv station or tv-radio combination. Good references from all previous employers. Tell me where to send full story. Box 465D, BROADCASTING.

Announcers

TV staff announcer. Seasoned, mature, professional. Minimum $160.00 weekly. Box 491D, BROADCASTING.

Successful announcer-personality. In tv since '53. Looking to step up to major market. Box 494D, BROADCASTING.

Technical

Experienced tv man available, prefer transmitter operation and maintenance. Box 442D, BROADCASTING.

Going to Europe at own expense. Graduate electronic engineer would like to work while there. Excellent background in sales as well as service. Experience in commercial telecasting systems including color and vtr, high powered short wave. Length of time in Europe at employers option. Write Don Britton, 8959 Wonderland Ave., Hollywood 46, Calif. Top references.

Production-Programming, Others

Have promotion know-how, will use it for you if price and job are right. Currently advertising manager of major oil company, 12 years experience in road show advance, newspaper and radio. Box 507D, BROADCASTING.

TV production: Currently in radio with wide background including sales. Desire expansion to tv production and copy in either educational or commercial tv. Box 520D, BROADCASTING.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

FM transmitter, Collins 737A, spares, two exhaust fans; Ampex 351 console recorder. Box 502D, BROADCASTING.

One eight bay FM antenna for sale immediately. Box 509D, BROADCASTING.

RCA BTF 3-B 3kw FM transmitter complete with tubes, set of spare tubes, 3 crystals and some spare parts. Transmitter is in good operating condition. Price: $3500.00 cash, F.O.B. Des Moines, Iowa. Write or wire Frank McGivern, KSO Radio, Des Moines.

Used broadcasting audio equipment R.C.A., Collins and Gates. Write to: WNLC, New London, Conn. for price and list.

FOR SALE

Equipment (Cont'd)

RCA TF-6AH 6 bay channel 13 antenna, 280′ 6⅛″ UHF transmission line, 3 90° 6⅛″ elbows, GE PF-3-C projector, GE TC-22-A master control panel, GE TC-36-A television pre-set panel and relay chassis, GE TV-30-A television pre-set panel and relay chassis, GE TV-30A synclock and control panel, 2 GPL PA-100A 16mm projectors, 2 Presto 64A turntables with GE pickups and equalizers, RCA TP-10A portable projector, 2 40″ x 30″ projection television receivers. WQED, 4337 Fifth Avenue, Pittsburgh, Penna.

Two Magnecorders type PT-6-AH tape transport. One completely reconditioned with new record and playback heads. Complete set of new drives, the other in good operating condition. Best offer over $200 takes both. Call collect: Gene Baldridge, Chief Engineer, WSIP, Paintsville, Kentucky.

1 limiting amplifier Raytheon, model RL-10, complete with instruction manual in excellent working condition. $150.00 C.O.D. WYAM, P.O. Box 1053, Birmingham, Alabama.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tested perfect 5820—I.O. at $210.00 each, 6474 color I.O. at $260.00 each. Want any microwave test gear and tubes or what have you. Electrofind, 440 Columbus Avenue, N. Y. C.

Tower—444′ galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models. 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝″ and ⅞″ Nos. 551-3 and 550A with fittings, hardware, for AM, FM, VHF and communications. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

FM station in southeast, southwest, or New England area. Prefer partnership in C.P. or new operation. Box 521D, BROADCASTING.

Three young radiomen interested in solid career in radio. Chief engineer 5 years electronic background. Newsman with ability. East listening d.j.-program director. All would like to lease with option to buy station midwest or northwest. Reply Box 525D, BROADCASTING.

Wanted, AM radio station in city 10 to 35,000 population. Prefer middle Atlantic states. Will consider purchase of majority interest or outright. No brokers. Box 533D, BROADCASTING.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Pulse transformer used in Dumont studio sync generator—Dumont part #20B4919 180 cycle counter. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Wallet press card, emblazoned your name, station. Any radio-television staffer identification! Applicable remotes, emergencies! Prominent lettering against cardinal background. Plastic inclosed. Send name, station, $2 money order: Pat Adams, Box 386D, BROADCASTING.

Would like to lease Kentucky or other southeastern one kilowatt daytimer single market station. Am responsible party with current ownership. Box 406D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel. Box 592, Huntsville, Alabama.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

RADIO

Situations Wanted—Announcers

NON-FRANTIC PERSONALITY

Deep-voiced Deejay with soft-sell technique seeks a quality market with "easy listening" format. 3-years' experience in isolated 300,000 population area—now in suburban Chicago. Best references. Married, 24, draft exempt. Will travel. Personal interview, my expense, if you're in the midwest.

Box 496D, BROADCASTING

PLAY-BY-PLAY

Desire baseball, basketball, and football schedule. 10 years experience . . . just completed sixth year National Football League. Regional and national networks Age 34. Excellent references. Presently employed.

Box 544D, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Situations Wanted

Production-Programming, Others

EXPERIENCED, SUCCESSFUL

TELEVISION PROMOTION DIRECTOR/ FILM BUYER AVAILABLE

Age 37, ten years in media promotion with successful record in rejuvenation of problem properties.

Solid knowledge all phases of promotion, merchandising, etc., with film and programming experience.

My employers know of this ad and would be happy to recommend me.

Box 498D, BROADCASTING

COMBINATION P.D. ANNOUNCER-DIRECTOR-PRODUCER-DIRECTOR

4 years experience, Masters Degree in TV. Seeking larger market and opportunities. Excellent references. Write or call:

Phil Markert
379 W. Gray Street
Elmira, N. Y. **RE 4-0774**

TELEVISION

Help Wanted—Announcers

TV STAFF ANNOUNCER

Qualifications:

Minimum 5 years experience
Commercially versatile
Warm, friendly personality
Deep resonant voice

Send:

Still photo
VTR or film (will be returned)
Resume
References (4)

Program Manager
WJBK-TV
7441 Second Boulevard
Detroit 2, Michigan

Technical

SALES ENGINEER

MID-WEST

Major mid-west broadcasting equipment manufacturer has openings for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.
Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 499D, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FINGER ON THE PULSE

Experienced personnel . . .
. . . Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
Maude Lennox Personnel Service, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
CIrcle 6-0276
Send tapes, resumes before calling.

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Spotmaster

NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self cueing record-playback combo unit.
For details or demonstration write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

FOR SALE

Stations

HAWAIIAN PARADISE

Beat the cold. Live and invest in America's 50th state. Fulltime 5 kilowatt facility well equipped and beautifully appointed. Doing good gross now with excellent potential for future. $200,000 on terms.
Box 450D, BROADCASTING.

S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N. W.	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
1519 Connecticut Avenue, N.W.
Washington 6, D. C.
DEcatur 2-2311

Continued from page 92

■ Following stations granted extensions of completion dates as shown: WISK(FM) Medford, Mass. to March 28; WYOU(FM) Baltimore, Md. to Jan. 31; KLUB-FM Salt Lake City, Utah to Jan. 31.

Actions of December 29

KHVH-AM-TV KHJK(TV) Honolulu, Hawaii — Granted transfer of control from **Kaiser-Burns Development Corp.** to **Henry J. Kaiser Co.**

KUDE-AM-FM Oceanside, Calif.—Granted assignment of license and cps to **Dolph-Pettey Bcstg. Co.** (Virginia Corp.).

WJOB Hammond, Ind.—Granted assignment of licenses to **Colby Bcstg. Corp.**

KMCD Fairfield, Iowa — Granted assignment of license to **Burlington Bcstg. Co.**

KDVR(FM) Sioux City, Iowa—Granted assignment of cp to **Wolff Bcstg. Corp.**

WSAF Sarasota, Fla.—Granted mod. of cp to change type trans.

WMTV(TV) Madison, Wis.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 49 kw. ant. height to 1,010 ft., and make changes to ant. system.

WPDQ Jacksonville, Fla.—Granted mod. of cp to make changes in DA pattern.

■ Following stations granted authority to remain silent for periods shown: KPSR(FM), KPSR Inc., Palm Springs, Calif. for period ending March 1; KELE(FM), Anjo Bcstrs. and Telecasters Inc., Phoenix, Ariz., period ending March 14; WWOD-FM, Lynchburg Independent Bcstrs. Inc., Lynchburg, Va. period ending March 20; WDBQ-FM, WDBQ Bcstg. Co., Dubuque, Iowa, period ending March 1.

■ Following stations granted extensions of completion dates as shown: KTXT-TV Lubbock, Tex. to July 21; KXRQ(FM) Sacramento, Calif. to March 15; KSEA(FM) San Diego, Calif. to March 18; WPDQ Jacksonville, Fla. to Jan. 31; KENS San Antonio, Tex. to April 29; KBOX Dallas, Tex. to March 31; WWIL Ft. Lauderdale, Fla. to June 8.

Actions of December 28

■ Granted STA for following vhf tv repeater station: Carbon County, chs. 8, 10 and 12, Price, Utah (KUTV, ch. 2, KCPX-TV, ch. 4, KSL-TV, ch. 5, Salt Lake City, Utah).

WMKE(FM) Milwaukee, Wis.—Granted involuntary assignment of license to **Norman H. Quale**, receiver.

KCRA-AM-FM-TV Sacramento, Calif. — Granted involuntary transfer of negative control from **Ewing C. Kelly** to **Nina N. Kelly**, executrix of estate of Ewing C. Kelly, deceased.

KWYO Sheridan, Wyo.—Granted involuntary acquisition of negative control by **Rosalie E. Carroll**, individually and executrix of estate of James W. Carroll, deceased.

KKAN Phillipsburg, Kans.—Granted acquisition of positive control by **Guy Christian** through purchase of stock from **Russell M.** and **Lois Stewart.**

KALE Pasco, Wash.—Granted acquisition of positive control by **Harold K. Deutsch** through purchase of stock from **L. G. Dix.**

WHOW Clinton, Ill.—Granted asquisition of positive control by **J. R.** and **Leffel E. Livesay** (family group) through purchase of stock by **Leffel E. Livesay** from **James C.** and **Marian M. Williams.**

KURV Edinburg, Tex. — Granted assignment of license to **Magic Valley Radio Inc.**

FOR SALE

Stations

STATIONS FOR SALE

PACIFIC NORTHWEST. Exclusive. $40,000 gross. Good profit. Asking $75,000 including real estate. 29% down.

NORTHWEST CENTRAL. Daytimer. Absentee owned. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WRNL-AM-FM Richmond, Va. — Granted assignment of license and cps and licenses to **WRNL Inc.**

WAPE Jacksonville, Fla.—Granted assignment of license to Brennan Bcstg. Co.

WQXI Atlanta, Ga.—Granted assignment of licenses to **Esquire Inc.**

WCMB, WDTV Harrisburg, Pa.—Granted assignment of cp and license and cp to **Hudson Bcstg. Corp.**

WSVL Shelbyville, Ind.—Granted assignment of cp to **Shelby County Bcstg. Co.**

Actions of December 27

WGRM Greenwood, Miss. — Granted involuntary assignment of license to **Fayette C. Ewing,** executor of estate of Mrs. P. K. Ewing, deceased.

WKTL Sheboygan, Wis.—Granted assignment of license to **Sheboygan Radio Inc.**

WBYG Savannah, Ga. — Granted assignment of license to **Space Bcstg. Inc.**

WTHT Hazelton, Pa.—Granted assignment of cp to **Radio 13 Inc.**

Actions of December 23

KSUE Susanville, Calif.—Granted mod. of cp to change type trans.

■ Granted STA for following vhf tv repeater stations: Leo Hargrave, ch. 6, Ranch Home, Colo. (KFBC-TV, ch. 7, Eagle Booster Castle Peak, Colo.; Springfield T.V. Inc., ch. 3, Springfield, Colo. (KGLD, ch. 11, Garden City, Kan.); Arthur I. Thompson, ch. 7, Beulah, N. D. (KFYR, ch. 5, Bismarck, N. D.); Devil Mountain Tv Assn., ch. 9, Dyke, Colo. (KOB-TV, ch. 4, Albuquerque, N. M.); Wedderburn Tv Assn., ch. 12, Wedderburn, Ore. (KIEM-TV, ch. 3, Eureka, Calif.); Laramie Community Tv Co., chs. 11, 13, Laramie, and 8, Tie Siding, Wyo. (KRWA-TV, ch. 6, KTVR, ch. 2, Denver, Colo.); North Country Tv Club, ch. 13, Ophein, Glentana and Community, Mont. (KUMV-TV, ch. 8, Peerless, Mont.; Valier Community Club, ch. 9, Valier, Mont. (CJLH, ch. 6, Lethbridge, Canada); City of Clay Center, ch. 8, Clay Center, Kan. (WIBW, ch. 13, Topeka, Kan.); Milk River T. V., ch. 2, Browning, Mont. (CJLH, ch. 7, Lethbridge, Canada).

KEWB Oakland, Calif.—Granted assignment of license to **Crowell-Collier Bcstg. Corp.**

KDWB St. Paul, Minn.—Granted assignment of licenses to **Crowell-Collier Bcstg. Corp.**

KPOI-AM-FM Honolulu, Hawaii—Granted relinquishment of positive control by **H. G. Fearnhead** through sale of stock to **Colgreene Bcstg. Co.**

WUST, WJMD Bethesda, Md. — Granted relinquishment of positive control by **Milton Diener** through sale of stock to **Walter, Daniel,** and **Jack Diener.**

WSLM-FM Salem, Ind.—Granted cp to replace expired permit for new fm station.

KIBS Bishop, Calif.—Granted cp to install new trans.

KOOD Honolulu, Hawaii—Granted mod. of cp to change type trans.

KZUN-FM Opportunity, Wash. — Granted mod. of cp to change type ant. and increase ERP to 3.7 kw.

WAEB-FM Allentown, Pa.—Granted extension of completion date to June 30, 1961.

Actions of December 22

■ Granted STA for following vhf tv repeater station: Skyline Tv Club, ch. 13, Whitewater and Loring, Mont. (KOOK-TV, ch. 2, Billings, Mont.).

K70AL, K73AD Palm Springs, Calif. — Granted licenses for tv broadcast translator stations.

WHRW Bowling Green, Ohio—Granted cp to make changes in DA pattern; conditions.

KPHO-TV Phoenix, Ariz.—Granted cp to maintain previously licensed main trans. and ant. as aux. trans. and ant. system, at main trans. site.

WDAF-FM Kansas City, Mo. — Granted mod. of cp to change type ant. and decrease ERP to 36 kw.

KEEZ San Antonio, Tex.—Granted mod. of SCA to add subchannel 41 kc for background &/or storecasting purposes.

KFNF Shenandoah, Iowa—Granted extension of authority to sign-off at 7:15 p.m., Monday through Saturdays and sign-off at 7:30 p.m., on Sundays, except for special events, for period ending April 1, 1961.

■ Following stations were granted extensions of completion dates as shown: KTAG-TV Lake Charles, La., to July 9, 1961; WRHT Ocilla, Ga., to May 24, 1961.

Actions of December 21

WLTV Bowling Green, Ky.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, type trans., type ant., to make changes in equipment and ant. height to 850 ft.

WMAX Grand Rapids, Mich. — Granted mod. of cp to move ant. 250' North (same site) and make changes in ground system.

KWNT Davenport, Iowa—Remote control permitted.

Actions of December 20

KPLI Riverside, Calif.—Granted cp to install new trans.

WKOF(FM) Hopkinsville, Ky. — Granted license for fm station and change type trans.

WYSL Amherst, N. Y.—Granted license covering change in ant.-trans. location, ant. and ground systems.

KXRX San Jose, Calif.—Granted license to use old main trans. as aux. trans. at present site, using DA-1.

KRKH-FM Lubbock, Tex.—Granted license covering installation of new type ant. and changes in ant. system.

KPEN San Francisco, Calif.—Granted license covering increase in ERP and ant. height, installation of new ant. and changes in ant. system.

KEYJ Jamestown, N. D.—Granted license covering increase in daytime power and installation of new trans.

KLRO San Diego, Calif.—Granted license for fm station.

WDBN Barberton, Ohio—Granted license for fm station.

WETT Ocean City, Md.—Granted license for am station.

WODY Bassett, Va.—Granted license for am station and specify studio location.

K76AA Prineville & Redmond, Ore. — Granted license covering changes in tv translator station.

KSBW Salinas, Calif.—Granted mod. of license to operate trans. by remote control, using DA-2; conditions.

WNOB Cleveland, Ohio—Granted cp to install new type trans.

WIRM Iron Mountain, Mich.—Granted request for cancellation of cp for new tv station on ch. 8; call letters deleted.

WPFP Park Falls, Wis.—Granted mod. of cp to change type trans.

KBBR North Bend, Ore.—Granted mod. of cp to change type trans.

WBIZ Eau Claire, Wis.—Granted mod. of cp to change type trans.

WBAA West Lafayette, Ind. — Granted authority to remain silent Dec. 25 and Jan. 1, 1961.

■ Following stations were granted extensions of completion dates as shown: KFOY-TV, Hot Springs, Ark., to March 15, 1961; WORT New Smyrna Beach, Fla., to March 31, 1961.

Actions of December 19

■ Granted STA for following vhf tv repeater stations: Verde Valley Tv Club Committee, ch. 2, Lower Verde Valley & Lower Oak Creek, Ariz. (KOOL-TV, ch. 10, Phoenix, Ariz.); Bond McCoy Tv Association, ch. 6, Bond, ch. 13, McCoy, Colo. (KOA-TV, ch. 4, Denver, Colo.); City of Hill City, ch. 5, Hill City, Kan. (KCKT-TV, ch. 2, Great Bend, Kan.); Wayne County T.V., chs. 2, 4, 5, Loa, Lyman, Bicknell, Teasdale and Torrey, all Utah (KUTV, ch. 2, KCPX-TV, ch. 4 and KSL-TV, ch. 5, Salt Lake City); Town of Grand Lake, ch. 13, Grand Lake, Colo. (KOA-TV, ch. 4, Denver, Colo.).

KECK Odessa, Tex.—Granted assignment of license to Radio Industries Inc.

WMUZ Detroit, Mich.—Granted involuntary assignment of license to **Ruth Marjorie Crawford,** executrix of estate of Percy B. Crawford.

WVBR-FM Ithaca, N. Y.—Granted license to use old main trans. as aux. trans. at main trans. site; remote control permitted.

WVBR-FM Ithaca, N. Y.—Granted license covering increase in ERP and installation of new trans.

WMDN Midland, Mich.—Granted cp to change ant.-trans. and main studio location.

WRNL-FM Richmond, Va.—Granted cp to change type trans. and increase ERP to 140 kw; condition; deleted remote control operation; franted cp to use old main trans. as an aux. trans.

WOW-FM Omaha, Neb.—Granted mod. of cp to change type trans. and increase ERP to 40 kw.

WRNJ Atlantic City, N. J.—Granted mod. of cp to decrease ERP to 3.3 kw, increase ant. height to 300 ft., change trans. and studio locations, type trans. and ant. and ant. system (increase height).

■ Following stations were granted extensions of completion dates as shown: WPLM-FM Plymouth, Mass., to June 27, 1961; WHIM-FM Providence, R. I., to June 13, 1961; KVFD Fort Dodge, Iowa, to February 28, 1961; WRIT-FM Milwaukee, Wis., to March 21, 1961; KVKM Monahans, Tex., to March 20, 1961 and KEST Boise, Idaho, to May 31, 1961.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 5

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,500	40	119	843
FM	753	66	203	102
TV	480	17[2]	113	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 5

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

Information to aid the Press
from STANDARD OIL COMPANY
(INDIANA)

How our reorganization affects information sources; names, telephone numbers listed; areas of supervision defined.

STANDARD OIL COMPANY (INDIANA)

910 South Michigan Avenue, Chicago 80, Illinois • HArrison 7-9200

This is the parent company. It concerns itself with broad management policy, including corporate finance and co-ordination of its affiliates.

Director of Public Relations.....Don Campbell
Manager of Press Relations.....Vic West

THE AMERICAN OIL COMPANY

910 South Michigan Avenue, Chicago 80, Illinois • HArrison 7-9200

American Oil Company is a principal subsidiary of Standard Oil Company (Indiana). It manufactures, transports, and markets petroleum products nationally in the United States. It also is one of the world's leading companies in petroleum research. Product and price information and refinery news are included in the information it releases.

Director of Public Relations.....James M. Patterson
Manager of Information Services.....John Canning
Supervisor of Information Services....Carl H. Adam
Supervisor of Information Services..Walton M. Rock

SALES REGION PUBLIC RELATIONS MANAGERS

Atlanta, Ga., John L. Humphreys....TRinity 5-0731
Baltimore, Md., George M. Glazier SAratoga 7-6700
Chicago, Ill., Charles W. Gansz..ANdover 3-2345
Des Moines, Ia., N. J. Moreland...CHerry 4-6211
Detroit, Mich., Jerry Vanek.....KEnwood 8-1000
Indianapolis, Ind., Wm. R. Terrell..WAlnut 4-4541
Kansas City, Mo., Charles F. Hood.LOgan 1-4140
Milwaukee, Wis., Victor E. Johnson..HIlltop 4-8910
Minneapolis, Minn. W. T. Foreman FRanklin 4-4312
New Orleans, La., Allan B. Carleton..TUlane 3571
New York City, N.Y., H. A. Swanson PLaza 2-0800
Salt Lake City, Utah, (ask for Mgr.)..DAvis 8-8466
St. Louis, Mo., T. Mel James....VOlunteer 3-7820
Wood River, Ill., Richard F. Judson..CLinton 4-7351
El Dorado, Ark., J. L. Wylie.....UNion 3-3171
Mandan, N. D., Myron D. Larson.....535
Salt Lake City, Utah, (ask for Mgr.)..DAvis 8-8466
Yorktown, Va., W. S. Sedgwick...TWilight 8-5411
Neodesha, Kan., Phil E. Moon.....237
Casper, Wyo., F. E. Mathews.....23-41220
Baltimore, Md., (ask for Manager)...ELgin 5-2100
Savannah, Ga. (ask for Manager)..ADams 2-4196

REFINERY PRESS CONTACTS

Whiting, Ind., Wm. J. Obermiller 659-2700
Texas City, Tex., Carl I. Huss.....WIlson 5-2311
Sugar Creek, Mo., Wynne D. Jones.CLifton 2-4800

Information services of other principal subsidiaries were not affected by the reorganization. The other subsidiaries are:

PAN AMERICAN PETROLEUM CORPORATION

Pan American Building, Tulsa 2, Oklahoma • LUther 2-3211

Finds and produces crude oil and natural gas; conducts geological, geophysical, and production research. Its subsidiary, Pan American International Oil Corporation, engages in oil exploration and development outside of North America.

Public Relations Supervisor—A. G. Fiedler, Jr.

SERVICE PIPE LINE COMPANY

Service Pipe Line Building, Tulsa 2, Oklahoma • LUther 7-6511

Transports crude oil for American Oil Company refineries and for others.

Public Relations Supervisor—Cleve Bullette

INDIANA OIL PURCHASING COMPANY

Pan American Building, Tulsa 2, Oklahoma • LUther 7-1261

Buys, sells, and trades crude oil in the U. S.

Press Contact—F. J. Ryan

AMOCO CHEMICALS CORPORATION

130 East Randolph Drive, Chicago 1, Illinois • 476-6161

Manufactures and markets chemicals from petroleum.

Public Relations Representative—John F. Amos

TULOMA GAS PRODUCTS COMPANY

Pan American Building, Tulsa 2, Oklahoma • LUther 2-3261

Markets liquefied petroleum gas, natural gasoline, and related products.

Public Relations Representative—J. D. Perryman, Jr.

Note to City Desks: If a subject about which you need information is not covered here, any of the men listed above can put you in touch with the proper source.

STANDARD OIL COMPANY
(INDIANA)

910 South Michigan Avenue, Chicago 80, Illinois

OUR RESPECTS to Arthur Hatcher McCoy, executive vp, John Blair & Co.

He has a 'two platoon' system working for him

Radio ought to get its message across to the national advertiser.

That's the simple though compelling and exhaustive objective that permeates the media air that Arthur H. McCoy breathes as executive vice president of John Blair & Co. It has surrounded him—and colored his actions—from the year 1940 when he first became associate associated with the radio station representation field.

One of the more novel approaches to the radio rep business has just been formulated by the Blair organization and only last week placed formally into effect.

This is the so-called Blair Group Sales department in which Mr. McCoy has played the role of architect in the past three years he's been in Blair's top management.

Two Platoon ▪ Mr. McCoy describes the new setup as a "two platoon sales system" established at the rep firm, though he confesses it has had all the pain, frustration and planning which usually accompany formation of a new company. The new department, made up of eight people who represent skilled hands in sales, marketing and media, will concentrate on new business development (for example, demonstrate to an advertiser how he can use a specific spot radio campaign). The much larger John Blair & Co. sales force will continue to concentrate on "selling stations in depth for business that's currently breaking," Mr. McCoy explains.

Mr. McCoy, born in Roseville, Ohio, and raised in Pueblo, Colo., followed a midwesterner's path in moving along in radio sales from a pre-war post in Chicago to a post-war executiveship in New York.

Mr. McCoy was an early bird in the business, joining Free & Peters in February 1940, while in his senior year at Northwestern U. He got that job (in the bookkeeping department) on the strength of his approach to his career. (In an interview with the university's placement director, Art McCoy, then studying marketing, explained he wanted to sell radio time, the first such request the director had and one he well remembered when F&P asked the school to place a graduate in its Chicago office.)

Bookkeeper to Salesman ▪ In a year's time, bright and steady Art McCoy had earned himself a sales niche at F&P (which included putting out promotion pieces, and "running off my own stuff" on the mimeograph).

In the winter of 1944, Mr. McCoy became a resident of New York for Free & Peters where his major activity was on Sonovox, a sound effect technique (as used in the now historic Bromo Seltzer radio commercial that gave in its sound effect the idea of a bubbling, effervescence). He worked with the Navy on the application of the process as an aid in teaching the Morse code.

While in New York and nearly a year later (September 1945), Mr. McCoy helped found Lewis H. Avery Inc. (which became Avery-Knodel a year later), as treasurer, founding partner, director and stockholder. When tv arrived, he became director of radio sales. He proudly notes, "I've always concentrated in the radio field."

In May 1955, Mr. McCoy moved to sales with John Blair & Co. and in the spring of 1957 was elected vice president and sales manager. In September 1957 he became executive vice president.

Drum Beater ▪ Art McCoy has the trim, business-like figure that strongly suggests cool efficiency and the executive's ability to see things with an objective view. In fact, he appears to be anything but the drum beater he is.

But he's a drummer in the literal and musical sense. In college years he played the drums in the band and in the symphony orchestra. During that period he also appeared with dance bands at dude ranches for three summers (last summer he was at a dude ranch but as a vacationing dude, not as an entertainer), gave private lessons on the drums to help finance his way through college and finally sold them "after I got married to pay the grocery bill."



Blair's McCoy
A new sales system

The McCoy touch with the drumsticks is seldom applied nowadays—"only when asked at parties." But it has left him with an enthusiastic interest in music.

On The Links ▪ Another key interest is golf. That has been keen enough to prompt Mr. McCoy to organize, three years ago, an annual Blair golf tournament (trophy is awarded), in obtaining membership in the select Metropolitan Advertising Golf Assn. (made up of the elite in advertising) and in maintaining regular play at the Whipoorwill Country Club (in Westchester County).

Mr. McCoy also has a soft spot for mountain country ("it's one weakness I have"), a holdover from his Colorado youth. In fact, he often takes to the trails in upstate New York (he lives in Chappaqua, N. Y. in upper Westchester). He indulged himself with an intake of scenic (and mountainous) beauty at Yosemite only last summer.

His wife is the former Fay Walpole of Pueblo to whom he was married in September 1940. They have a daughter, Barbara, 17, and a son, Craig, 15.

His business organization affiliations include membership in Radio & Television Executives Society, the University Club and in Station Representatives Assn. where for three years he was chairman of the Radio Trade Practices Committee and where he helped develop SRA's all-industry slide presentation on spot radio about two years ago.

With the SRA activity in his background, Mr. McCoy is quick to point to radio's troubles of today—barter in radio—which he declares must be stamped out in 1961. He asserts the practice is the only "major black cloud" in what otherwise would appear to be a year of great opportunity for the radio medium.

The coming to fruition at Blair of a specially-created group to work on new business development is regarded by Mr. McCoy as a personal achievement. As he puts it, the department "came into focus" during his Blair tenure: "I blueprinted and followed it through."

President Collins

WITHOUT fanfare LeRoy Collins last week retired as governor of Florida and assumed the presidency of the NAB. Thus he became the spokesman for the nation's broadcasters—an assignment no less rigorous than that of running the affairs of a state.

While Mr. Collins has never served in Congress or held federal appointive office, he is seasoned in public service and politics, after six years as head of his state and a quarter century in public life. His selection for the NAB came before the elections and was made without regard to partisan considerations. It happens that Mr. Collins is a Democrat with excellent party acceptance. His judicious handling of the Democratic convention last July as permanent chairman had much to do with his selection for the NAB presidency.

Mr. Collins takes over a going organization. The three-man regency which had so ably directed NAB policy since the death last March of Harold E. Fellows, saw to this. But Mr. Collins does not have to accept what he has inherited. Except for the secretary-treasurership—the only elective office other than his own—he will have a free hand in making policy and choosing personnel.

It will take time for Mr. Collins to appraise his organization. We hope he is given the help of a chairman of the board, selected from the association's membership. This would give him the benefit of experienced counsel and give recognition, from year to year, to an outstanding broadcaster.

Mr. Collins comes to his new post with no blueprint. He recognizes broadcasting as something "more than an industry" and looks upon it "as a vital and indispensable part of America and its culture." This is a philosophy with which all broadcasters will agree.

He should not be deluded by the sweet talk about harmony between the regulators and the regulated. History proves that they are basically in conflict.

What is and always has been needed is a national policy that will recognize broadcasting as a free institution. That is Mr. Collins' mission. He will have the help of every clear-thinking broadcaster as he undertakes it.

Wanted: a united front

THREE years is a long time, but it may not be a moment more than needed to find a workable solution to a complicated problem that is sure to confront television advertising three years from now.

The problem is that of negotiating another talent union contract upon expiration of the one recently agreed upon, after weeks of painful bargaining, between the television networks, agencies and film producers on one hand and the Screen Actors Guild and American Federation of Television & Radio Artists on the other. Getting a sensible contract would be difficult in the best circumstances; under the conditions that have existed up to now, it just may be impossible.

The whole system of negotiating doesn't make sense. On the management side the networks are the principal negotiators, working out terms not only for themselves but also for spot television. The advertising agencies, who hire much of the talent at whatever fees are decided upon in the negotiations, are consulted as "observers" and sign "letters of adherence" when a contract is reached, but they do not participate as negotiators. Television stations, whose livelihoods may be jeopardized by the terms reached for spot commercials, are represented by an NAB "observer," but they must rely on the stout-mindedness of the network representatives and have no voice of their own around the bargaining table. And the advertisers, the poor devils who pay the bills, are "observers" too, and no better off.

No wonder, then, that the air has been full of recriminations flung by stations and advertisers who don't like the shake they got in the last go-round. The networks, beset by charges that they "sold out" spot advertising in return for a minimal rise in network talent rates, have kept their silence thus far, but we would venture that they might be the first to welcome some advertiser and station support in the in-fighting as preferable to shouts of "they can't do this to us" from the sidelines.

The only thing that makes the present system bearable is that, as yet, nobody has come up with anything that makes more sense. Station people, or many of them, feel that they have no status as negotiators because for the most part they do not themselves hire talent and hence have no cause to sign the union contracts.

Advertisers have shunned direct participation in talent union bargaining at least partly because, although they pay the bills, they are reluctant to sign any union contract they don't have to: if they signed with the talent unions and anything went awry and a strike resulted, they might be picketed and this would be bad for business.

We are glad to see signs that at least some advertisers are beginning to have second thoughts about this aloofness. We are equally encouraged that not only the NAB but also the Station Representatives Assn. and the Television Bureau of Advertising are devoting fresh thought to the problem of more direct representation of stations. This problem needs all the brains that can be mustered.

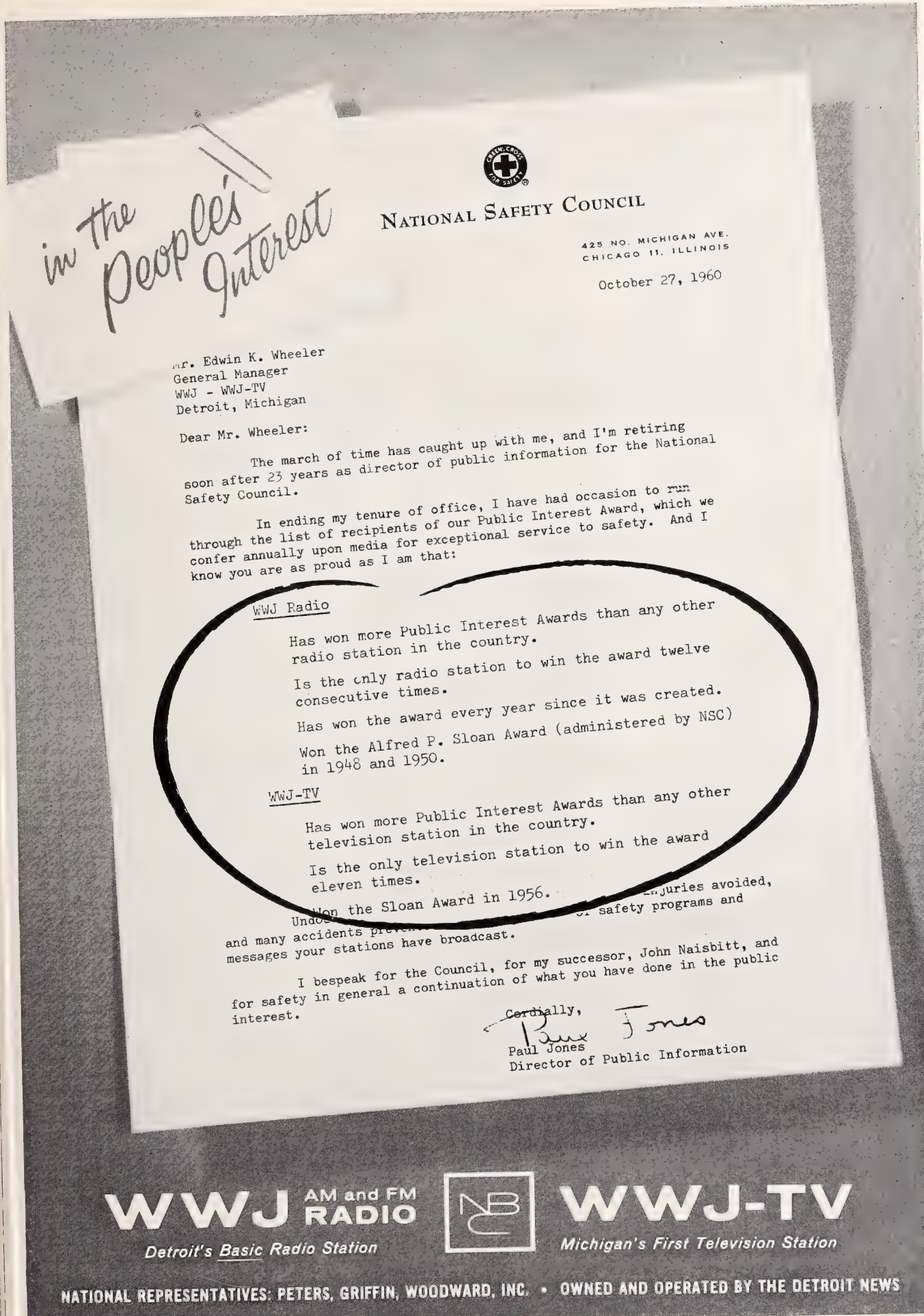
We don't know what the solution is. Presumably the networks would not wish to yield their place at the bargaining table even if they could. But perhaps they and the producers might be joined by a professional negotiator who would be hired by the other elements involved and thus would be responsible directly to them for the protection of their common interests. There is some question about whether the unions would negotiate with stations directly, because stations don't hire much talent, but perhaps some such joint approach might be acceptable if advertisers, as the bill payers, became contract signatories. This course might not be feasible, and it might be illegal. The antitrust laws are wondrously contraceptive sometimes.

If there is a solution we venture it isn't apt to be found without individual effort and combined cooperation of all elements concerned both directly and indirectly. If such a cooperative search seems rash without prior approval of the Justice Dept., the National Labor Relations Board or whomever, that approval should be sought without delay. Until a workable solution is found, the unions will carry an advantage into these negotiations and, no matter what the outcome, somebody will feel he has been hurt and cries of "foul" will be heard long afterward.



Drawn for BROADCASTING by Sid Hix

"I thought you said they couldn't sell liquor on tv!"


in the People's Interest
NATIONAL SAFETY COUNCIL
425 NO. MICHIGAN AVE.
CHICAGO 11, ILLINOIS
October 27, 1960
Mr. Edwin K. Wheeler
General Manager
WWJ - WWJ-TV
Detroit, Michigan
Dear Mr. Wheeler:
The march of time has caught up with me, and I'm retiring soon after 23 years as director of public information for the National Safety Council.
In ending my tenure of office, I have had occasion to run through the list of recipients of our Public Interest Award, which we confer annually upon media for exceptional service to safety. And I know you are as proud as I am that:
WWJ Radio
Has won more Public Interest Awards than any other radio station in the country.
Is the only radio station to win the award twelve consecutive times.
Has won the award every year since it was created.
Won the Alfred P. Sloan Award (administered by NSC) in 1948 and 1950.
WWJ-TV
Has won more Public Interest Awards than any other television station in the country.
Is the only television station to win the award eleven times.
Won the Sloan Award in 1956.
and many accidents
messages your stations have broadcast.
I bespeak for the Council, for my successor, John Naisbitt, and for safety in general a continuation of what you have done in the public interest.
Cordially,
Paul Jones
Director of Public Information
WWJ AM and FM RADIO
Detroit's Basic Radio Station
WWJ-TV
Michigan's First Television Station
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Effective January 1, 1961

20th Century Fox

appoints

Young TV

as exclusive national representative for

KMSP-TV

MINNEAPOLIS-ST. PAUL



Prior to January 1, Young Television Corp. represented KMSP-TV everywhere but in New York. Now Young TV will be telling the KMSP-TV story throughout the United States.

YOUNG TELEVISION CORP.

where creativity is the catalyst for growth

An Adam Young Company

NEW YORK	CHICAGO	ST. LOUIS	LOS ANGELES	SAN FRANCISCO	DETROIT	ATLANTA	DALLAS
3 East 54th St.	*Prudential Plaza*	*915 Olive St.*	*6331 Hollywood Blvd.*	*135 Montgomery St.*	*2940 Book Bldg.*	*1182 W. Peachtree*	*211 North Ervay*
New York 22, N. Y.	*Chicago 1, Ill.*	*St. Louis, Mo.*	*Los Angeles 28, Calif.*	*Room 1410*	*Detroit 26, Mich.*	*Atlanta, Ga.*	*Dallas, Texas*
PL 1-4848	*MIchigan 2-6190*	*MAin 1-5020*	*HOllywood 2-2289*	*San Francisco 4, Calif.*	*WOodward 3-6919*	*TRinity 3-2564*	*RIverside 8-6957*
				YUkon 6-5366			

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 16, 1961

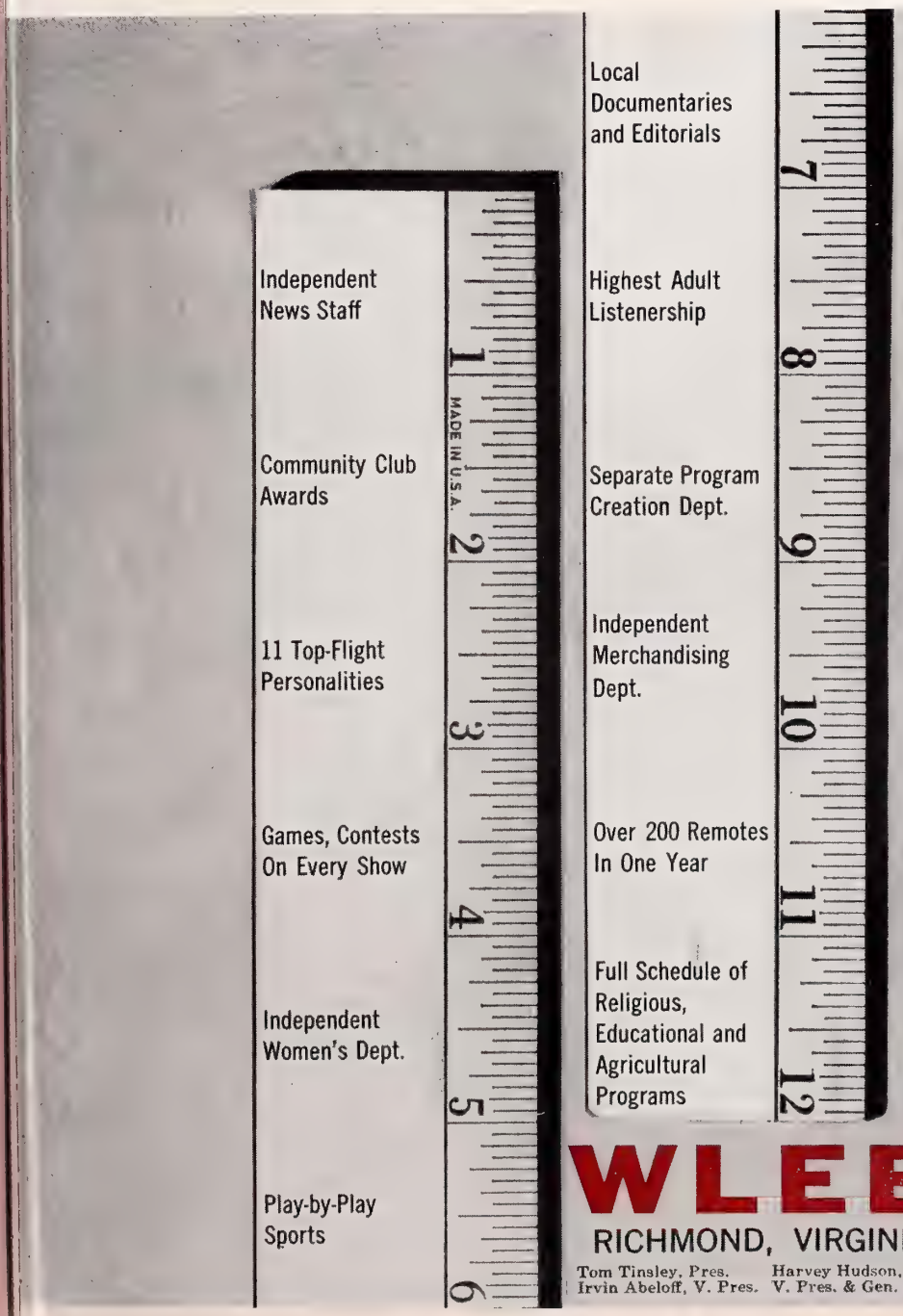
Agencies aren't wild about proposal to cut prices on public affairs program 27

NBC-TV's monthly billings pass CBS-TV's, but latter says it'll bounce back 37

Kennedy's selection for FCC helm: Newton Minow, Adlai Stevenson's law partner . . . 54

FCC-FAA interagency squabble flares anew over tv towers jurisdiction 68

COMPLETE INDEX PAGE 7



OUR FOOT IN YOUR DOOR

WLEE rates the big welcome from advertisers who measure results carefully, because these twelve points have made WLEE the greatest selling medium in Richmond and Central Virginia. So . . . give us an inch and we'll put your product out in front by a mile!

And . . . if you use the ratings as a rule,*
PULSE RATES WLEE #1 IN RICHMOND
*PULSE, January thru October (latest available), 1960

WLEE
RICHMOND, VIRGINIA
Tom Tinsley, Pres. Harvey Hudson, Irvin Abeloff, V. Pres. V. Pres. & Gen. Mgr.

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.



AS ADVERTISED ON KVTV

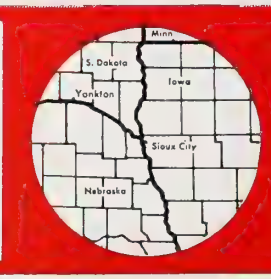
MORE GOODS ARE SOLD ON KVTV FOR A VERY SIMPLE REASON . . . MORE SIOUX CITY PEOPLE WATCH KVTV THAN ANY OTHER STATION

Statistics can be manipulated to say most anything you want them to say. And certainly, we have a whole rate card full of pertinent, and favorable statistics. But in the final analysis only one thing is important—did we move the goods? And this is where KVTV excels—in moving goods in the Sioux City market. Sioux City is a potent market—over ¾ million customers with over one-billion dollars to spend. It's KVTV consistently for audience *and*, more important, audience action. For complete information see your Katz man. He's our man, too.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

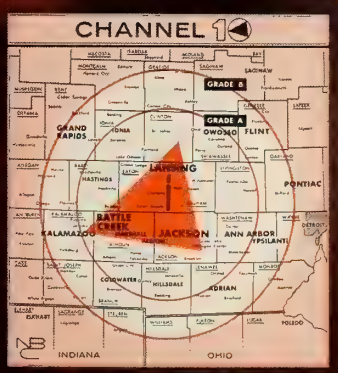


PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia

ONE SHOT TAKES ALL THREE

LANSING • JACKSON • BATTLE CREEK



The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc.

WILX TV

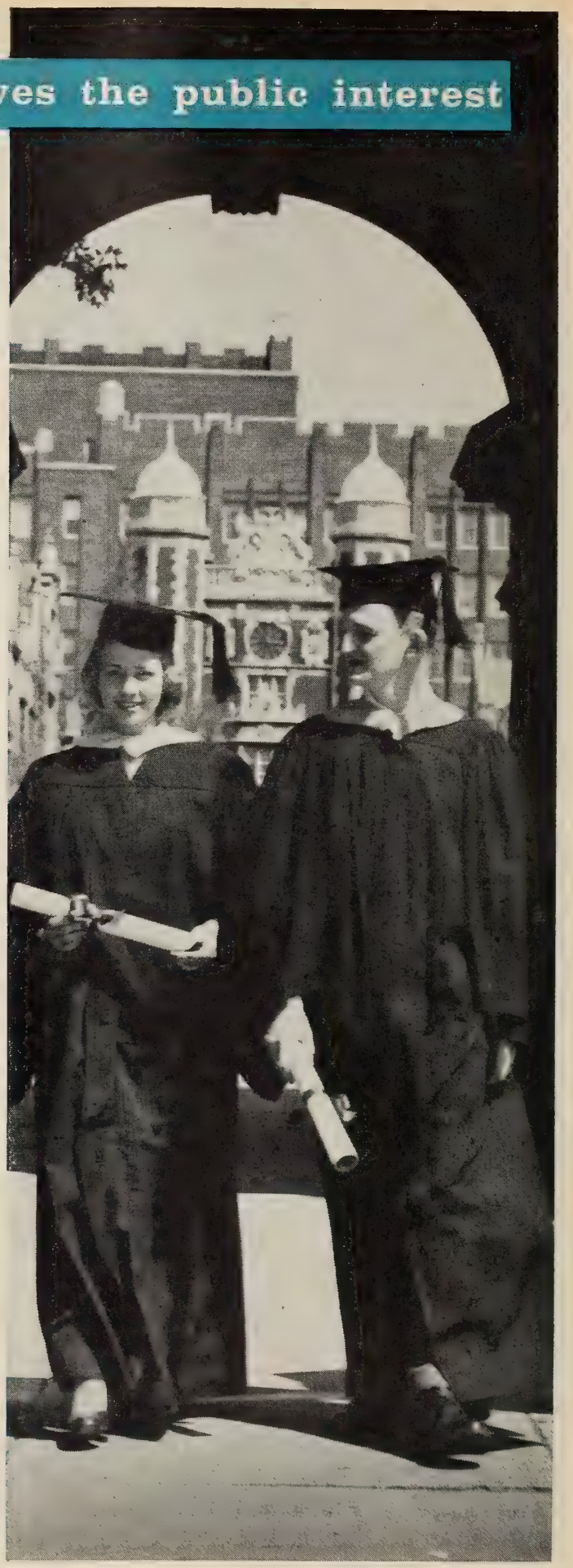
SERVING MICHIGAN'S GOLDEN TRIANGLE

*SRDS Consumer Market Data
**Television Age 100 Top Markets 11/30/59

WILX is associated with WILS - Lansing WPON - Pontiac

NBC

WGAL-TV serves the public interest



College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Nafi Disenchanted?

Is Nafi Corp., which acquired three vhf tv stations during past two years, becoming disenchanted with broadcast operations? Reports were prevalent last week that it is pricing properties possibly in advance of considering possible liquidation of broadcast interests. Stations are KPTV (TV) Portland, Ore. (ABC) which it acquired in July 1959 for $3.75 million; KCOP (TV) Los Angeles, purchased last year in stock exchange based on 1957 purchase price of $4 million, and KTVT (TV) (formerly KFJZ-TV) Fort Worth, purchased last year for $4 million. Additionally, it owns KXYZ Houston.

Nafi's principal interest now is Chris-Craft but it also is engaged in oil production and originally was in automobile accessory field, in which it still is engaged, but on modified basis. Kenyon Brown, well-known broadcaster and now identified with ownership of new Los Angeles Angels, American League team, recently resigned as president of Nafi's broadcast operations (BROADCASTING, *Dec. 12, 1960*).

Outside Piloting

C. Terence Clyne, McCann-Erickson's radio-tv chief, was in Hollywood last week negotiating new co-production deal with Desilu-Culver. If initial negotiation sets deal it'll signal production of pilot for hour-long series to be based on activities of U. S. counter-intelligence during World War II and Korean War. Series would be sold to advertiser in fall. Already in hand are 13 scripts.

Significance of Mr. Clyne's trip west: co-production (co-financing and risk sharing) would be between film producer and McCann-Erickson's M-E Productions which Mr. Clyne also heads. This deal, if set, has explosive potential. For first time in years—and certainly since tv has reached dominance in mass communications—major agency and producer would team in partnership without prior advertiser money or other commitment on tv property. Mr. Clyne for some time has felt advertisers are getting short shrift from networks, has hinted in past M-E might want to produce on its own.

Minow in the Swim

Problems of becoming national figure compounded quickly last week for Newton N. Minow, young Chicago law partner of Adlai Stevenson who is to be new FCC chairman. By Tuesday afternoon he was forced to isolate himself from world, especially well-wishers and newsmen, so he could arrange orderly disposition of seven lawsuits he is handling, plus other legal work. At home, continuous phone calls exhausted Mrs. Minow. One poser: future of his secretary for six years, Roxane Eberlein, who holds Ph.D. degree, speaks French and German. It's tug-of-war with Gov. Stevenson. Does she go with Mr. Minow to FCC or with Gov. Stevenson to United Nations?

Inside stuff

How come federal Prison Director James V. Bennett showed so much savvy in his campaign against Al Capone segments of *The Untouchables* (ABC-TV) as to use threat of opposition to license renewals against 10 stations whose licenses actually are pending renewal (see page 62)? He won't talk, but record shows three former FCC staff lawyers now with Justice Dept.: Richard A. Soloman, former FCC assistant general counsel; Daniel R. Ohlbaum and Henry Geller, both formerly in FCC general counsel's office.

Form Fitting

Subject of special Friday (Jan. 13) meeting at FCC was controversial revision of program renewal forms—subject of several other meetings in recent past (CLOSED CIRCUIT, Dec. 12, 1960). "We jockeyed it around awhile, but we had no agreements," one spokesman said while another thought final draft was all but approved. Several changes were made in staff document as presented to commissioners and it is due to come up again soon with changes.

As now drafted, there is no "typical week" of programming to be reported as now required. It was felt by some that staff instructions were "vague" and left too much liberty to document drafters without specific FCC instruction. Crux of new form will require narrative programming report in license application for renewal.

King Seat?

So great is popularity of FCC Commissioner Charles H. King, whose recess appointment winds up whenever Newton N. Minow's nomination is confirmed, that Democratic observers in Washington are urging his appointment to Republican vacancy on one of other agencies—possibly Federal Trade Commission. Mr. King has made hit, not only with his FCC colleagues but with practitioners and communications people since he accepted interim appointment last July.

Bicks' successor

Who will succeed Robert A. Bicks as antitrust chief of Department of Justice? Among names mentioned are Harold Leventhal, Washington attorney and counsel for Democratic National Committee; Herb Maletz, chief counsel of Rep. Emanuel Celler's (D-N. Y.) House Judiciary Committee, an antitrust expert, and Victor Kramer, Washington attorney, formerly chief deputy in Antitrust Division. Mr. Kramer, however, reportedly is "unavailable" while Mr. Maletz is represented as not actively seeking post but would accept.

Aluminum Co. Budget Boost

Look for Aluminum Co. of America, Pittsburgh, to up its network tv budget next fall. Advertiser, and its agency, Fuller & Smith & Ross, New York, are preparing new program format that will include alternating sponsorship of hour-long program (replacing present weekly half-hour *Alcoa Presents* on ABC-TV, Tuesday) and in addition 8-10 specials during season.

Booraem Echo

Current talk of Madison Ave. confirms that speech made by Hendrik Booraem Jr., Ogilvy, Benson & Mather's broadcast vp, before Radio & Television Executives Society (BROADCASTING, Dec. 5, 1960) didn't fall on deaf ears. Booraem proposal—that advertisers, agencies, stations, networks, NAB and film producers get together on program standards and supervision—is due for consideration at meeting of NAB Television Code Board Feb. 2-3 in Los Angeles (Chairman E. K. Hartenbower of KCMO-TV Kansas City was on RTES platform with Mr. Booraem last month).

No Fish Story

Advertising Federation of America last year was considering idea of surveying advertising's popular image, but project got shelved as AFA with Advertising Assn. of West mounted year-long "let's keep rolling ahead" campaign (see page 38). Now AFA has quietly conducted its own research to "profile" typical ad man. Profile report will be feature of speech before AFA Washington conference Feb. 1 by AFA Chairman James S. Fish, General Mills advertising vp.

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KBTV *1960 National Hall of Fame Award*

Riviera Cigarettes
Pall Mall Cigarettes
Ansco Films
5-Day Deodorant
Bissell Carpet Sweeper Co.
Ban Roll-On Deodorant
Sal Hepatica
Ipana
Vitalis
Viceroy Cigarettes
Kool Cigarettes
Life Cigarettes
Campbell's Franco-American Sauces
Carter Oil Co.
Rise
Arrid
Colorforms
Continental Oil Co.—Conoco
Karo Syrup
DuPont Children's Wear
Friskie's Dog Food
Gaines Burgers
Heart of Oats
Horizon Foods—Italian Casserole
Kool Shake-Kool Aid
General Foods—Minute Sliced Potatoes
Cocoa Puffs
Smiles
Gulf Oil Co.
Poll Parrot Shoes
Kleenex
Airwick
Dove Soap
Praise
Lilt
Liquid Ivory
Oxydol
Secret Deodorant
Spic & Span
Tide
Zest
Duncan Hines Pancake Mix
Quaker Oats Cereals
Ralston Purina
Helena Rubenstein
Sawyers, Inc.
Shick Safety Razor Co.
Selchow-Richter Games
Desert Dri Deodorant
Skelly Oil Co.
Fleischman's Margarine
Blue Bonnet Margarine
Tender Leaf Tea
Supp-Hose
Union Pacific Railroad
Italian Swiss Colony Wines
Anahist
Fizzies
Listerine
Cracker Jack Co.
Max Factor
Flagg Brothers Shoes
Florsheim Shoes
Tang
Theo Hamm Brewing Co.
Hertz Corp.
Hoover Co.
Andrew Jergens Co.
Keystone Camera Co.
Libby-Owens Ford
Duke Cigarettes
Local Loan
Jiffy Popcorn
Butternut Coffee
Mr. Clean
Sta Pine, Inc.
Vick Chemical
Washington State Apple Commission
Western Airlines
Pan American Coffee Bureau
Kent Cigarettes
Newport Cigarettes
Lucky Lager Brewing Co.
Magic Wood
Malt-O-Meal
Marx Toy Co.
Maybelline Co.
Maytag Co.
Alka Seltzer
One-A-Day Vitamins
Chocks
Minute Maid High C
Minute Maid Orange Juice
Mishawaka Rubber
Parliament Cigarettes
Marlboro Cigarettes
National Association of Insurance Agents
Ocean Spray Cranberries
Norelco
Pepto-Bismol
Morton House Foods
Papermate Pens
Peter Paul Candy
Coldene
Fresh
Plan Food Research Corp.
Cheer
Clorox Bleach
Crest
Crisco
Crisco Oil
Dash
Gleem
Jif Peanut Butter
Joy
Rollaids
Dentyne Chewing Gum
Certs
Chef Boy-ar-dee
Bufferin
L-B-Q Cold Tablets
Liquid Bromo Quinine
Kentucky King Cigarettes
Brown Shoe Co.
Carey Salt Co.
Nair
Arrid
Tree Top Apple Juice
Ajax
Palmolive
Colgate Dental Cream
Fab
Wildroot
Morton Pies
Wonder Bread
Profile Bread
Hostess Cake
Special Hostess Cake
Chun King Sales, Inc.
Corning Ware
Cudahy Packing Co.
Ladies Home Journal
Daisy Manufacturing Co.
Dole Hawaiian Pineapple
Regimen
Man Tan
Maryland Club Coffee
El Producto Cigars
Falstaff Brewing Co.
Flav-R-Straws
Folger's Coffee
M & M Candy
Uncle Ben's Rice
Pick-A-Pop
French's Instant Potatoes
General Credit Corp.
General Electric Co.
Alpha Bits
Post Sugar Crisps
Gravy Train
Instant Maxwell House Coffee
Regular Maxwell House Coffee
Oat Flakes
Spanish Rice
Twist
Betty Crocker Cake Mix
GMC Pontiac Division
General Toy Corp.
Gold Medal Candy
Affiliated Publishers, Inc.
Maypo Cereal
Anderson Soup
Hills Bros. Coffee
Ideal Toy Co.
Butternut Bread
International Latex
Jubilee
Stride
Glade
Woolite
Kellogg Co.
Breeze
Lucky Whip
Lipton Tea
Lipton Soup
Coco Wheats
Loma-Linda Ruskets
Kent Cigarettes
Old Gold Cigarettes
Popsicle
Alpine Cigarettes
Phillips Petroleum Co.
Popice
Revlon Living Curl
Top Brass
Salem Cigarettes
Camel Cigarettes
St. Regis Paper Co.
Shulton's Men's Line
Haley's M. O.
Bayer Aspirin
The Texas Co.—Texaco
Timex
Jolly Time Pop Corn
American Sheep Producers Council
Vita Yums
Bourjois Evening in Paris
Trig
Prince Matchabelli
Seaforth
Luster Creme
Vel
Muriel Cigars
Nucoa Margarine

KBTV CHANNEL 9
DENVER, COLORADO

JOHN C. MULLINS, *President* • *Represented by* PETERS, GRIFFIN, WOODWARD, Inc. • JOE HEROLD, *Station Mg*

WEEK IN BRIEF

Television's public affairs programming structure has been under fire since Fairfax Cone, leading agency executive, called for lower pricing by networks in comparison with entertainment programs. Agency row is interested but thus far there are few signs of serious price trouble. See . . .

FLEXIBLE PRICE PLAN BLASTED ... 27

The billing worm has turned at last. NBC-TV, for the first time in several years, has passed CBS-TV in its monthly billings, recording over $25 million in October. This was $2.1 million above the CBS-TV gross. See . . .

TV'S BILLINGS BONANZA ... 37

A new FCC chairman will be named by President Kennedy when he takes office. His name is Newton N. Minow, a member of Adlai Stevenson's law firm in Chicago. His views are delineated in an exclusive BROADCASTING interview. See . . .

MINOW TO HEAD FCC ... 54

The fight's still raging over a sizzling bureaucratic issue—what governmental agency has the last word on how high tv towers can be and where they may be located. FCC should have final decision, broadcasters say. See . . .

WHO'S TV TOWER BOSS? ... 68

ABC means business in its news operations, a fact that was made clear last week when James C. Hagerty, news secretary to President Eisenhower, was officially unveiled as network's news-public affairs vice president. See . . .

ABC-HAGERTY NEWS PLANS ... 40

It'll be tougher in the future for "pay-offs" and strike applications in station applications as a result of new rules adopted by the FCC. These rules conform to amendments added to Communications Act. See . . .

ANOTHER 'PAY-OFF' RULE ... 62

Sindlinger & Co. will start a new nationwide daily tv rating service emphasizing audience quality rather than number of viewers. Rating data will be available only to stations, networks and agencies; quality data will be of help to advertisers, it's claimed. See . . .

IT'S QUALITY THAT COUNTS ... 32

They had an active year in fiscal 1960 at the FCC, according to the Commission's annual report to Congress. It shows there are 668,000 radio stations on the books. See . . .

FCC'S BUSY YEAR ... 66

A leading newscaster and moderator, Edward R. Murrow, has come up with a plan for a national information institute. It would conduct studies in the journalistic field and have private financing behind it. See . . .

HELPING INFORMATION FLOW ... 48

Gov. LeRoy Collins, new president of NAB, gives an insight into his philosophy at federal bar dinner. He plans to be an advocate and in addition will remind broadcasters of their responsibilities as station licensees. See . . .

COLLINS CITES DUAL ROLE ... 50

On Capitol Hill, leading senators and congressmen incline to be hedgy when asked what they think of the Landis Report on what should be done about independent agencies. See . . .

LANDIS STAND: WAIT AND SEE ... 64

Advertising's own effort to improve its public image will get under way Feb. 5, continuing through the year. NAB will take part in arrangements, sending slides and scripts telling broadcasters how to take part in the campaign. See . . .

AD PROMOTION OPENS ... 38

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN ART IS PORTRAYED BY THIS EIGHTEENTH CENTURY PORCELAIN GROUP, REPRESENTING THE JUDGMENT OF PARIS. MADE IN THE MEISSEN FACTORY, GERMANY, IT IS PART OF THE FABULOUS J. PIERPONT MORGAN COLLECTION WHICH MAY BE SEEN AT THE WADSWORTH ATHENEUM, HARTFORD'S ART MUSEUM.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

***ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN**

Radio participation time limit drafted

First time limits on participating radio programs were proposed Friday by NAB Radio Code Board, winding up two-day meeting in Washington. Programs with multiple sponsorship aren't covered by time standards of present code language.

Detailed recommendations, including 18-minute limit per hour among other restrictions, will go to NAB Radio Board of Directors at Feb. 8 meeting in Palm Springs, Calif. They will not become effective until adopted by radio directors.

Code group reaffirmed its ban on hard liquor advertising, subject of recent controversy centered on liqueur and cordial advertising. Series of alcoholic beverage definitions was adopted. conforming to federal alcohol control laws. Code permits malt beverage and wine advertising but bans distilled spirits, including liqueurs.

Serious concern was voiced by code board over national advertising copy for some motion pictures. Subscribers were urged to screen copy carefully. Subcommittee was named to study procedure and copy acceptance for motion picture advertising. Members are Cecil Woodland, WEJL Scranton, Pa., chairman; Elmo Ellis, WSB Atlanta and Robert B. Jones Jr., WFBR Baltimore.

Board was told number of subscribers to code had reached 1,119 since it was placed on paid subscriber basis last July 1. Code board, headed by Cliff Gill, KEZY Anaheim, Calif., was set up at that time. Other members besides those mentioned who attended Washington meeting were Richard O. Dunning, KHQ Spokane, Wash.; James L. Howe, WIRA Ft. Pierce, Fla.; George J. Volger, KWPC Muscatine, Iowa; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.

Prison head protests 'Untouchables' stations

James V. Bennett, federal director of prisons, Friday asked FCC for permission to appear in opposition to license renewals for nine tv stations which carried second part of Al Capone story on ABC's *The Untouchables*. He took action as he had threatened to do after all stations disregarded his request they not run program (see page 62).

Mr. Bennett also sent communication to Senate and House Commerce Committees, asking for meeting to discuss Capone program, which he alleged maligned federal prison officers by showing some of them in collusion with gangsters.

In second show last Thursday night, ABC issued disclaimer that show intended to reflect on good name of Federal Bureau of Prisons or its personnel. This was done voice over closing credits.

ABC affiliates which are target of Mr. Bennett's ire: WLOF-TV Orlando, WFGA-TV Jacksonville, WPST-TV Miami, and WEAT-TV West Palm Beach, all Florida, and ABC-owned stations in New York, San Francisco, Chicago, Los Angeles and Detroit.

NBC Radio's new clients

NBC Radio sales in past six weeks totaled $3.2 million, of which all but $952,000 was new business. Advertisers and their agencies included: Lever Bros.' Pepsodent Div. (Foote, Cone & Belding); General Motors Corp.'s Buick Div. (McCann-Erickson); Mogen David Wine Corp. (Edward H. Weiss); American Motors (Geyer, Morey, Madden & Ballard); Rolley Co., Sea and Ski Lotion (Foote, Cone & Belding); Kellogg (Leo Burnett); International Minerals & Chemical Corp., Accent seasoning (Needham, Louis & Brorby); Wagner Electric Corp. (Arthur R. Mogge); Readers Digest Assn. (Schwab, Beatty & Porter) and Sinclair Refining Co. (Geyer, Morey, Madden & Ballard).

Rating untouched

Question of whether advance "publicity"—created by protest of James V. Bennett, director of federal prisons (this page)—on second and final installment of Al Capone story on *The Untouchables* on ABC-TV Thursday (Jan. 12), 9:30-10:30 p.m. could boost audience remains standoff.

Arbitron reported Friday that show came in with ratings that were nearly identical with that received for first installment aired week previous. First half hour Arbitron results showed 31.1 rating and 49.2 share of audience; second half, 33.7 rating and 53.6 share of audience. In previous week first part of show received 33.1 rating and 48.5 share; second half, 34.7 rating and 52.3 share of audience.

Members named to Senate Commerce Committee

Same Senators who sat on Commerce Committee in 86th Congress will be on hand when that unit organizes for current session.

As announced by policy committees of respective parties, Commerce Committee members are:

Democrats—Warren G. Magnuson (Wash.) chairman, John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.), George A. Smathers (Fla.), Strom Thurmond (S.C.), Frank J. Lausche (Ohio), Ralph W. Yarborough (Tex.), Clair Engle (Calif.), E. L. (Bob) Bartlett (Alaska), Vance Hartke (Ind.), and Gale W. McGee (Wyo.).

Republicans—Andrew F. Schoeppel (Kan.), John Marshall Butler (Md.), Norris Cotton (N.H.), Clifford P. Case (N.J.), Thruston B. Morton (Ky.), and Hugh Scott (Pa.).

Tv, fm set growth seen

Despite near saturation in some appliance fields, color tv and fm are areas of great potential for marketing growth, annual convention of National Appliance & Radio-Television Dealers Assn. was told in Chicago Friday by NARTDA board chairman Mort Farr. Ross D. Siragusa, chairman-president Admiral Corp., said 1961 should set all time record in fm set sales with total home radio sales to exceed 11 million. Tv bright spots, he said, are growing consumer interest in higher priced combination sets and color, with color sales expected to exceed 1960 by more than 35 percent.

Rotation plan for spots introduced by CBS-TV

Trend in selling of participations by tv networks got new push Friday with announcement by CBS-TV that it would introduce rotation plan offering one-minute commercials in its late-morning programs (10 a.m. to 12 noon EST, Mon. through Fri.), effective Feb. 13. Change was seen as move to shore up unsteady sales record compiled recently in selling these periods on traditional basis of quarter-hour sponsorships. CBS-TV officials suggested they had been forced into change to meet competitive practices of other networks.

New plan offers commercials in late-morning block at gross price of $3,200 per minute in winter, $2,800 during

more AT DEADLINE page 10

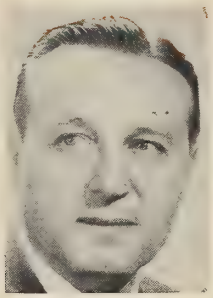
WEEK'S HEADLINERS

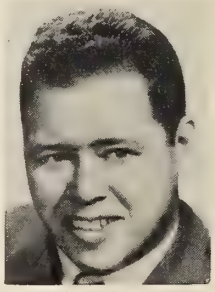

Mr. Barron

Francis P. (Frank) Barron, general sales manager of WJW-TV Cleveland, appointed general sales manager of new national tv sales organization being formed by Storer Broadcasting Co. New company will handle spot sales for all Storer tv stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WJW-TV Cleveland, WITI-TV Milwaukee) and other outlets. Mr. Barron, who will headquarter in New York, will supervise selling operation of 10 men plus promotion, research and other allied personnel. Mr. Barron has been in broadcasting since 1951 when he joined WJW Radio. He switched to WXEL-TV (now WJW-TV) in 1952 and became local sales manager when station was purchased by Storer.

Jerome R. Feniger, vp in charge of radio and tv programming at Cunningham & Walsh, N. Y., since 1956, named vp for tv. New post covers responsibility for all tv programming operations, account service and business affairs (radio programming has become negligible but is still Mr. Feniger's responsibility, too). Tv executive formerly was account executive with CBS Radio Spot Sales.


Mr. Coe


Mr. Boland


Mr. Briller

Robert L. Coe, director of stations relations for ABC-TV, elected vp in charge of tv station relations; **Michael F. Boland,** assistant treasurer of ABC, elected vp and assistant treasurer, and **Bert Briller,** ABC-TV director of sales development, elected vp in charge of tv network sales development. Mr. Coe joined ABC-TV in 1955 as regional manager in station relations department and was promoted to director of station relations in January 1960. Earlier he had been director of station relations for now defunct DuMont Television Network. Mr. Boland has been with ABC since 1951 and has served as cost account supervisor, tv budget officer, assistant controller and accounting supervisor. Mr. Briller joined network in April 1953 as copy chief of sales development department and earlier had been reporter-critic for *Variety*.

Robert Carley, vp and account supervisor on Wesson and Snowdrift accounts, elected president of Fitzgerald Adv., New Orleans. Mr. Carley formerly was account executive with Donahue & Coe and Cunningham & Walsh and other agencies, before joining Fitzgerald in 1953. Move was part of major reassignment of agency executives. In other changes **Joseph L. Killeen,** cofounder and president, moves to new post as chairman of board. Four new executive positions also announced are **Roy M. Schwarz,** executive vp, creative; **Howard E. McDonald,** executive vp, operations; **E. W. Rector Wootten** and **Warren Posey** to senior vps. At same time, **Joseph H. Epstein,** chairman of executive committee and executive vp, has resigned, effective Feb. 28.


Mr. Carley


Mr. Killeen

For other personnel changes of the week see FATES & FORTUNES

13-week summer period starting around July 1. These prices are subject to usual discounts, which would not affect compensation of affiliates. Gross price includes $1,000 for program cost, rest for time. Plan permits not more than six one-minute commercials per half-hour; this would figure out half-hour gross of $19,000 (winter) or $16,800 (summer), compared to $52,000 gross per half-hour under present format ($26,000 per quarter-hour).

Plan specifies no minimum buy, but officials said single announcement purchases would be discouraged. Advertiser will be allowed to concentrate his commercials in one show but must rotate or "checkerboard" them among various programs involved. These are as follows, in consecutive half-hour: *December Bride* re-runs, *Video Village, I Love Lucy* re-runs and *Clear Horizon.* Under quarter-hour sponsorship plan they have been running from half to nine-tenths sustaining, but officials said shows immediately following them have good sales record and that there is no plan to extend minute-sales format.

Plan was seen as limited variation of ABC-TV's "Daybreak" sales format, which permits advertisers to scatter their messages throughout entire daytime schedule. ABC-TV authorities said most Daybreak selling is done on basis of seven quarter-hours over 13-week period. Average gross price per minute is put at $2,852, but advertiser gets one bonus minute for every four bought, bringing "effective" average gross cost to $2,282.

Carney sketch killed

NBC last week blue-pencilled comedy sketch about incoming President John F. Kennedy and his wife from script of live *Art Carney Show* coming up tomorrow night (Jan. 17, 10-11 p.m. EST). Network said it does not mind political spoofs and referred to *Bob Hope Show* (Jan. 11, 9-10 p.m. EST). However, it regarded eight-minute White House takeoff in Carney script as bad taste at this time, three days before Kennedy inauguration. Carney comedy show, produced by Talent Assoc. (Herb Sargent is writer), will be sponsored in color by Kitchens of Sara Lee (through Cunningham & Walsh) and U. S. Time (W. B. Doner & Co.).

WGN-AM-TV to new site

Over weekend *Chicago Tribune's* WGN-AM-TV and stations' 350 employes moved from downtown to new $2.5 million plus broadcast center at 2501 Bradley Place on Chicago's North Side. Switch was made without interruption of schedules. New T-shaped two-story center is 10 minutes from downtown agency-advertiser offices. *Tribune's* afternoon *Chicago American* takes over old quarters at 441 N. Michigan. Ward L. Quaal, vice president and general manager of station, said new quarters enable further expansion of color telecasting, with all color on local live shows and more color film shows.

Talk about news!

UPI stations get more news–
world and regional.
Here's the proof.

United Press International (UPI)

NEWS PROGRAMS

STANDARD TIME MONTHS

	PACIFIC STANDARD Wkdys	PACIFIC STANDARD Sunday	MOUNTAIN STANDARD Wkdys	MOUNTAIN STANDARD Sunday	CENTRAL STANDARD Wkdys	CENTRAL STANDARD Sunday	EASTERN STANDARD Wkdys	EASTERN STANDARD Sunday
WORLD IN BRIEF SUMMARIES 5 minutes								
	Over by		Over by		Over by		Over by	
1.	12:30a	12:30a	1:30a	1:30a	2:30a	2:30a	3:30a	3:30a
2.	1:30a	2:30a	2:30a	3:30a	3:30a	4:30a	4:30a	5:30a
3.	3:30a	3:30a	4:30a	4:30a	5:30a	5:30a	6:30a	6:30a
4.	5:30a	5:30a	6:30a	6:30a	7:30a	7:30a	8:30a	8:30a
5.	6:30a	6:30a	7:30a	7:30a	8:30a	8:30a	9:30a	9:30a
6.	8:30a	8:30a	9:30a	9:30a	10:30a	10:30a	11:30a	11:30a
7.	9:30a	9:30a	10:30a	10:30a	11:30a	11:30a	12:30p	12:30p
8.	11:30a	10:30a	12:30p	11:30a	12:30p	12:30p	2:30p	1:30p
9.	12:30p	11:30a	2:30p	12:30p	2:30p	1:30p	3:30p	2:30p
10.	2:30p	12:30p	4:30p	2:30p	4:30p	3:30p	5:30p	3:30p
11.	4:30p	2:30p	6:30p	3:30p	6:30p	4:30p	7:30p	5:30p
12.	5:30p	3:30p	7:30p	4:30p	8:30p	5:30p	9:30p	6:30p
13.	7:30p	4:30p	8:30p	5:30p	9:30p	6:30p	10:30p	7:30p
14.	8:30p	5:30p	9:30p	6:30p	10:30p	7:30p	11:30p	8:30p
15.	9:30p	7:30p	10:30p	8:30p	11:30p	9:30p	12:30a	10:30p
16.	10:30p	8:30p	11:30p	9:30p	12:30a	10:30p	1:30a	11:30p
17.	11:30p	9:30p	12:30a	10:30p	1:30a	11:30p	2:30a	12:30a
18.		10:30p		11:30p		12:30a		1:30a
19		11:30p		12:30a		1:30a		2:30a
WORLD NEWS ROUNDUPS Five 15-minutes . . . Two 10-minutes								
	Over by		Over by		Over by		Over by	
1	3:00a	5:00a	4:00a	6:00a	5:00a	7:00a	6:00a	8:00a
2	5:00a	8:00a	6:00a	9:00a	7:00a	10:00a	8:00a	11:00a
3	8:00a	2:00p	9:00a	3:00p	10:00a	4:00p	11:00a	5:00p
4	11:00a	7:00p	12:00n	8:00p	1:00p	9:00p	2:00p	10:00p
5.	2:00p		3:00p		4:00p		5:00p	
6	4:00p		5:00p		6:00p		7:00p	
7	7:00p		8:00p		9:00p		10:00p	
HOURLY HEADLINES 1 minute								
	Move every hour, prior to the half hour.							
WEATHER NEWS								
	(All times EST and approximate clearances subject to Weather Bureau movement of official information.)							
	Early Morning Weathervane 4a							
	Late Afternoon Weathervane. . . . 4p							
	World Weather In Brief. . 6a							
	U.S. Weather Bureau alerts on severe weather in any form moved as bulletin matter.							
SPORTS ROUNDUPS 5 minutes								
	Over by		Over by		Over by		Over by	
1.	11:00p	11:00p	12:00m	12:00m	1:00a	1:00a	2:00a	2:00a
2.	7:15a	7:15a	8:15a	8:15a	9:15a	9:15a	10:15a	10:15a
3.	11:30a	11:30a	12:30p	12:30p	1:30p	1:30p	2:30p	2:30p
4.	3:00p	3:00p	4:00p	4:00p	5:00p	5:00p	6:00p	6:00p
5.	6:00p	6:00p	7:00p	7:00p	8:00p	8:00p	9:00p	9:00p
SPORTS AT A GLANCE 1 minute								
	Over by		Over by		Over by		Over by	
1.	9:15a	9:15a	10:15a	10:15a	11:15a	11:15a	12:15p	12:15p
2.	2:55p	2:55p	3:55p	3:55p	4:55p	4:55p	5:55p	5:55p
3.	5:30p	5:30p	6:30p	6:30p	7:30p	7:30p	8:30p	8:30p
4.	8:00p	8:00p	9:00p	9:00p	10:00p	10:00p	11:00p	11:00p
5.	9:00p	9:00p	10:00p	10:00p	11:00p	11:00p	12:00m	12:00m

DAYLIGHT SAVING TIME MONTHS

	PACIFIC DAYLIGHT Wkdys	PACIFIC DAYLIGHT Sunday	MOUNTAIN STANDARD Wkdys	MOUNTAIN STANDARD Sunday	CENTRAL DAYLIGHT Wkdys	CENTRAL DAYLIGHT Sunday	EASTERN DAYLIGHT Wkdys	EASTERN DAYLIGHT Sunday
WORLD IN BRIEF SUMMARIES 5 minutes								
	Over by		Over by		Over by		Over by	
1.	12:30a	12:30a	12:30a	12:30a	2:30a	2:30a	3:30a	3:30a
2.	1:30a	2:30a	1:30a	2:30a	3:30a	4:30a	4:30a	5:30a
3.	3:30a	3:30a	3:30a	3:30a	5:30a	5:30a	6:30a	6:30a
4.	5:30a	5:30a	5:30a	5:30a	7:30a	7:30a	8:30a	8:30a
5.	6:30a	6:30a	6:30a	6:30a	8:30a	8:30a	9:30a	9:30a
6.	8:30a	8:30a	8:30a	8:30a	10:30a	10:30a	11:30a	11:30a
7.	9:30a	9:30a	9:30a	9:30a	11:30a	11:30a	12:30p	12:30p
8.	11:30a	10:30a	11:30a	10:30a	1:30p	12:30p	2:30p	1:30p
9.	12:30p	11:30a	12:30p	11:30a	2:30p	1:30p	3:30p	2:30p
10.	2:30p	12:30p	2:30p	12:30p	4:30p	2:30p	5:30p	3:30p
11.	4:30p	2:30p	4:30p	2:30p	6:30p	3:30p	7:30p	5:30p
12.	5:30p	3:30p	5:30p	3:30p	7:30p	4:30p	8:30p	6:30p
13.	7:30p	4:30p	7:30p	4:30p	9:30p	5:30p	10:30p	7:30p
14.	8:30p	5:30p	8:30p	5:30p	10:30p	7:30p	11:30p	8:30p
15.	9:30p	7:30p	9:30p	7:30p	11:30p	8:30p	12:30a	10:30p
16.	10:30p	8:30p	10:30p	8:30p		9:30p	1:30a	11:30p
17.	11:30p	9:30p	11:30p	9:30p		10:30p	2:30a	12:30a
18.		10:30p		10:30p		11:30p		1:30a
19.		11:30p		11:30p				2:30a
WORLD NEWS ROUNDUPS Five 15-minutes . . . Two 10-minutes								
	Over by		Over by		Over by		Over by	
1.	3:00a	5:00a	3:00a	5:00a	5:00a	7:00a	6:00a	8:00a
2.	5:00a	8:00a	5:00a	8:00a	7:00a	10:00a	8:00a	11:00a
3.	8:00a	2:00p	8:00a	2:00p	10:00a	4:00p	11:00a	5:00p
4.	11:00a	7:00p	11:00a	7:00p	1:00p	9:00p	2:00p	10:00p
5.	2:00p		2:00p		4:00p		5:00p	
6.	4:00p		4:00p		6:00p		7:00p	
7.	7:00p		7:00p		9:00p		10:00p	
HOURLY HEADLINES 1 minute								
	Move every hour, prior to the half hour.							
WEATHER NEWS								
	Mid-Morning Weathervane 11a							
	Late Evening Weathervane 11p							
	Second World Weather In Brief. . .6p							
SPORTS ROUNDUPS 5 minutes								
	Over by		Over by		Over by		Over by	
1.	11:00p	11:00p	11:00p	11:00p	1:00a	1:00a	2:00a	2:00a
2.	7:15a	7:15a	7:15a	7:15a	9:15a	9:15a	10:15a	10:15a
3.	11:30a	11:30a	11:30a	11:30a	1:30p	1:30p	2:30p	2:30p
4.	3:00p	3:00p	3:00p	3:00p	5:00p	5:00p	6:00p	6:00p
5.	6:00p	6:00p	6:00p	6:00p	8:00p	8:00p	9:00p	9:00p
SPORTS AT A GLANCE 1 minute								
	Over by		Over by		Over by		Over by	
1	9:15a	9:15a	9:15a	9:15a	11:15a	11:15a	12:15p	12:15p
2.	2:55p	2:55p	2:55p	2:55p	4:55p	4:55p	5:55p	5:55p
3.	5:30p	5:30p	5:30p	5:30p	7:30p	7:30p	8:30p	8:30p
4.	8:00p	8:00p	8:00p	8:00p	10:00p	10:00p	11:00p	11:00p
5.	9:00p	9:00p	9:00p	9:00p	11:00p	11:00p	12:00m	12:00m

REGIONAL NEWS PERIODS

20-minute splits for the sending of regional news are called on the half-hour, with these exceptions:

1. Because of market demands the 10:30A central time split on the west wire from Chicago is of 15 minutes duration. The 3:30P central time split east and west is called for 15 minutes because of roundup and sports demands.

2. Two mid-day splits on the wire east from Chicago have been extended to 25 minutes each, Mondays through Fridays, to permit the sending of more regional news, markets and weather. These splits are the ones called at 11:30A and 12:30P eastern time.

NEWSFEATURE PROGRAMS

	M	T	W	T	F	S	S	SENT

Next week, let's talk about salable newsfeatures.

Youngsters Love OUR GANG COMEDIES



... and you'll love those high, heart-warming OUR GANG ratings!

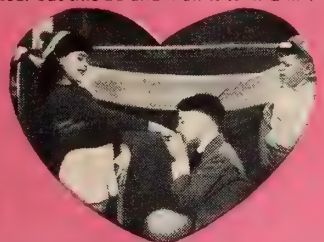
Fellas, it's been love at first sight...in each and every one of the 75 markets now showing those hearty, hilarious OUR GANG COMEDIES. Stations are happy. We're happy. All in all, a howling success. But take heart—perhaps your market is one of the rapidly dwindling number still available. Check us now. And if not—check us, anyhow! We still may be able to have a heart-to-heart chat about all those memorable M-G-M CARTOONS. Or those rib-tickling, viewer-snatching PETE SMITH SPECIALTIES. Let's talk....

Division of Metro-Goldwyn-Mayer, Inc. MGM-TV

GET THE FACTS
Straight from the heart!

Maybe all of these outstanding M-G-M Shorts Series are still available in your market.

To get more info in a hurry, check ☑ the shows in which you are interested—then tear out this ad and mail it to M-G-M TV.



☐ **OUR GANG COMEDIES**—rich in laughter and ripe in memories—Incomparable!



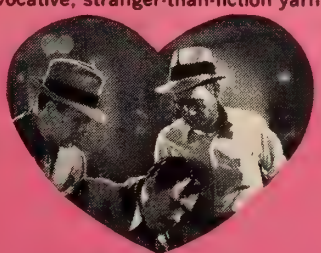
☐ **M-G-M CARTOONS**—M-G-Masterpieces all—unforgettable! A laugh-a-second.



☐ **PETE SMITH SPECIALTIES**—The happy choice in short comedy material.



☐ **JOHN NESBITT'S PASSING PARADE**—Provocative, stranger-than-fiction yarns.



☐ **CRIME DOES NOT PAY**—Except in TV programming, that is—as these suspenseful chillers have proved.

M-G-M TV Division of
Metro-Goldwyn-Mayer, Inc.
1540 Broadway, New York 36, N. Y.

NAME_____

POSITION_____

STATION_____

ADDRESS_____

CITY_____ ZONE____

STATE_____

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 16.—Comments due on **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

*Jan. 17—**Television Bureau of Advertising**, southern showing of "The Progress of Discontent," presentation on advertising's economic significance. DuPont Plaza Hotel, Miami.

*Jan. 17—**Advertising Club of New Jersey**, Hotel Essex House, Newark. Mel Allen is principal luncheon speaker.

*Jan. 17—**Radio & Television Women of Southern California**, monthly meeting, 8:30 p.m., Knickerbocker Hotel, Hollywood. Dr. Frances Horwich ("Ding Dong School's" Miss Frances) will moderate discussion of "What is the Educational Potential of Television?"

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York. 12:15 p.m.

Jan. 18—Hearing into **FCC** license revocation proceedings against KWK St. Louis to be held in that city.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel. Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference, Palmer House, Chicago.**

*Jan. 23—Joint luncheon meeting, **Sales-Marketing Executives of Chicago, Chicago Federated Advertising Club** and **American Marketing Assn.** Speaker: Marion Harper Jr., president McCann-Erickson. Sheraton Towers, Grand Ballroom, 12 noon.

Jan. 23—**Hollywood Ad Club** luncheon meeting, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

*Jan. 24—**Washington Advertising Club** and **Sales Executives Club**, 9th annual Business Outlook Conference. Statler Hilton Hotel, Washington, D. C.

Jan. 24—**Academy of Television Arts & Sciences**, Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

*Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute**, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television**, board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television**, board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

*Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President-elect Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—New deadline for comments on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—**Winter Military Electronics convention**, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—**Minnesota AP Broadcasters Assn.** Radisson Hotel, Minneapolis.

Feb. 2-3—**NAB Television Code Review Board.** Beverly Hills Hotel, Hollywood.

Feb. 4—**United Press International Broadcasters of Minnesota**, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—**Directors Guild of America**, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

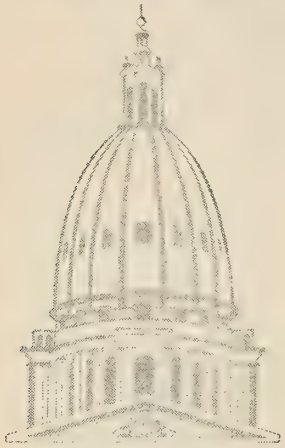
Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

*Feb. 6-7—**U. of Texas** Journalism Seminar, Austin.

IN

LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,846,000.00 market composed of industry, education and state government (S M - July 10, 1960 - E. B. I.)

BUY

WILS Lansing

. . . the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—**Michigan Assn. of Broadcasters** annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—**Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

*Feb. 11—**American Women in Radio & Television** Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age.*

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—**Hollywood Ad Club** in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

*Feb. 15—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—**Institute of Radio Engineers** 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 18—**Western States Advertising Agencies Assn.** annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

*Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—**Broadcast Pioneers,** New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—**Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

*Feb. 28—**American Marketing Assn.,** New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 3-4—**U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

*March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** international convention. Waldorf-Astoria, and New York Coliseum, New York City.

*March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

*March 28—**American Marketing Assn.,** New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 30-April 1—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

APRIL

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

*April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

*April 20-21—**Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

*April 25—**American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

*May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accom-

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



How big the egg?

Behind the big talent names and audience ratings is many a painful flop. What happened to sales? And even more important, to profits? The answer, all too often, is the commercials. It takes both inspiration and perspiration to make a commercial stand up against a star. We claim no monopoly of either . . . but we *are* proud of the figures on our clients' balance sheets. That's the best rating we know.

The commercial is the payoff. N. W. AYER & SON, INC.

"...a viewer had an uncanny feeling not only of personal presence but also of emotional involvement..."

Jack Gould in The New York Times so reported on "Yanki, No"—the first major TIME-LIFE Broadcast documentary television program, seen on ABC-TV.

Mr. Gould went on to say: "Time Inc. showed it could make a major contribution to television."

"Yanki, No" was the first application of Time Inc.'s unique journalistic tradition to television. Its aim was to bring the feeling of personal presence as LIFE has done in the magazine idiom. How well it succeeded may be judged from Mr. Gould's and other critics' comments.

Time Inc. has been broadcasting for many years —as sponsor, as producer and as operator of four stations. This is the first report on plans and progress of TIME-LIFE Broadcast.

BROADCAST NEWS BUREAUS. In addition to the present Washington broadcast news bureau, TIME-LIFE Broadcast has just opened a broadcast news bureau in New York. These bureaus process and edit for broadcast the stories that pour in from Time Inc.'s network of news bureaus—the largest specialized news service in the world.

Not intending to duplicate other news services, Time Inc.'s bureaus and correspondents provide depth reporting that spotlights the personalities and motivations behind the news—fill out conventional coverage and give it more meaning.

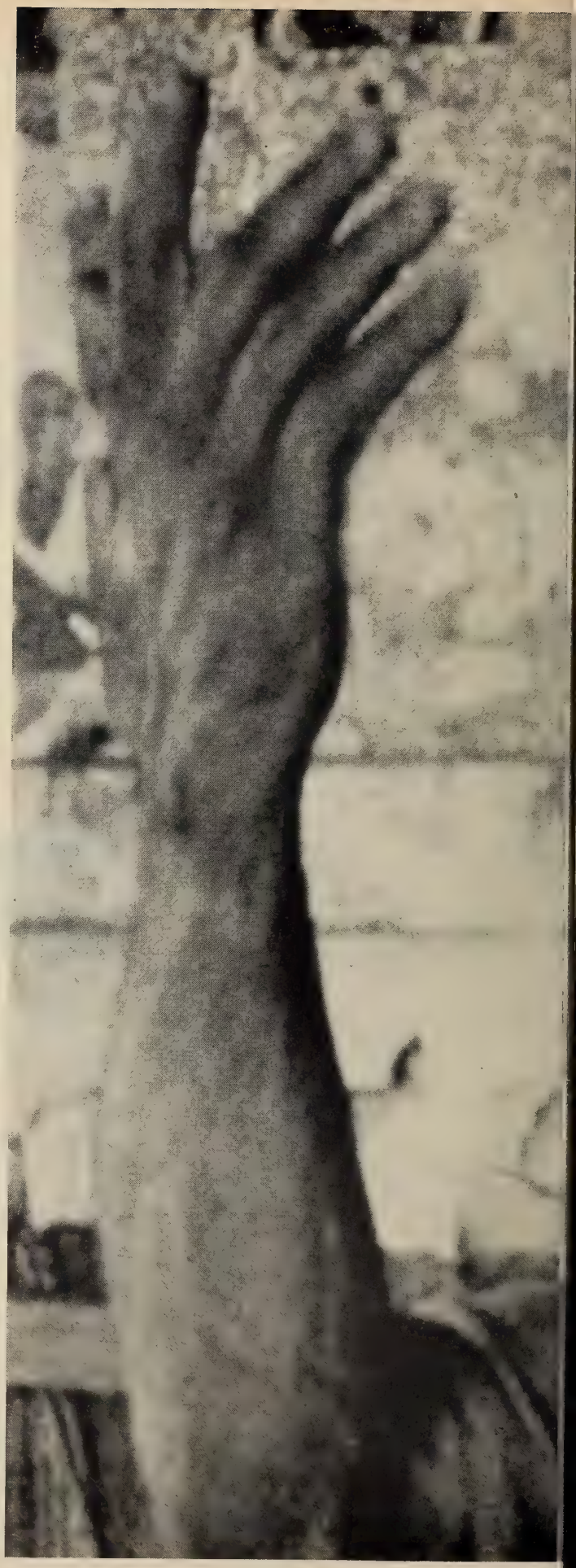
At present this service is exclusively for Time Inc.'s own stations.

MARCH OF TIME. 11 million historic feet of "March of Time" film, covering the years 1935 through 1951, is currently being edited for possible commercial use.

The nucleus of TIME-LIFE Broadcast's activity centers in its owned and operated stations. Here new ideas and techniques are tested and refined. The aim is for exciting and stimulating developments both in local and national broadcasting.

TIME-LIFE
BROADCAST

KLZ-TV—AM Denver **WOOD-TV—AM Grand Rapids**
WFBM-TV—AM-FM Indianapolis **WTCN-TV—AM Minneapolis**



Scene from "Yanki, No." ABC Network Television, December 7, 1960.



A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ



Q—*Which television station in the sports-loving Eastern Michigan area has a hammer lock on wrestling shows?*

Q—*How many men are on a baseball team and how many outs are in each inning?*

Q—*Can WNEM-TV sell cars?*

Q—*Two men play five games of chess and each wins five games. How come?*

Q—*Which television station dominates Michigan's second market from 9 am to 12 midnight on Saturdays and Sundays?*

NBC CHANNEL 5 Gust
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

plishments Problems, Opportunities and Skills."

*May 4-6—**Western States Advertising Agencies Assn.**, annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—**American Women in Radio & Television**, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

*May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington

*May 7-12—**Society of Motion Picture & Television Engineers**, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference**, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 13-14—**Illinois News Broadcasters**, spring convention. Northwestern U., Evanston.

May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 22-24—**National Symposium on Global Communications**, Institute of Radio Engineers, N. Y. Hotel Sherman, Chicago.

*May 27-31—**Advertising Federation of America**, annual convention. Hotel Statler Hilton, Washington, D. C.

JUNE

*June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

OPEN MIKE ®

Information wanted

EDITOR: I would like to hear from radio or tv stations that are using Citizens Band two-way units in their news departments. Any information as to the success or feasibility of CB two-way units in news coverage would be greatly appreciated.—*Cal Zethmayr, News Director, WLAU Laurel, Miss.*

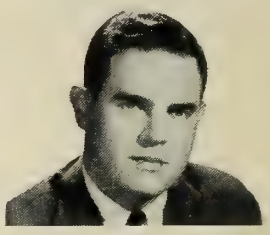
Fm's future is now

EDITOR: . . . A lot of the am boys discuss fm with the same air as alumni discussing the new freshman. They say, "Five years and fm will be its feet; there will be milk and honey for everyone, but for now, here's how it's done; children, here's the book." Gentlemen, we threw your book away, and the time is now. Fm is here, and fm will finish what good am started. . . .

We program generally to sane, reasonable adults, treating them as people, and with better sound. Their gratitude

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS ROBERT C. MILLER YOUR PETRYMAN IN DALLAS,



A—WNEM-TV, Channel 5, with its popular Motor City Wrestling show, Saturdays at 5:30 pm.

A—Nine men on a team—six outs in each inning (three for each team).

A—It sure can! More than 285 million dollars were spent for cars last year in the rich 25-county area served by WNEM-TV.

A—They weren't playing each other.

A—WNEM-TV, Channel 5, with a hefty 52.1 Share of Audience ARB Rating, almost out of sight of its nearest competitors' 30.6 and 11.9 ratings.

NBC CHANNEL 5 Gust
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

CAPITAL TYPES #7

RECEPTIONIST

Nearsighted, but too vain
to wear glasses in public. Shouts
"How are you, Agnes?" at
old friends named Howard. Expert
at extending the Small Hello.
Has vetoed more government
propositions than any
congressman alive. Very
receptive to WTOP Radio, the
station *important to people*
in the Greater
Washington area.



WTOP RADIO

Washington, D. C.
Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO *Washington, D. C.*
WTOP-TV *Channel 9, Washington, D. C.*
WJXT *Channel 4, Jacksonville, Florida*

it takes PEOPLE to make THE NEW WCOL Columbus' #1 STATION!

Sure, we're *first* in Columbus — and darned proud of it! And, shown here are the people who make us first in total audience. From 8 a.m. to 6 p.m., Mon.-Fri., WCOL rates first in total audience, *every quarter-hour.* (Pulse, Aug. '60) And, HOOPER tells the same fantastic success story! (Three Month Avg. Report, July-Sept. '60)



THE NEW WCOL

THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 am 92.3 fm

24-hour-a-day broadcasting

WING, Dayton; WEZE, Boston; WIZE, Springfield, and WKLO, Louisville, are other AIR TRAIL STATIONS

represented by robert e. eastman & co., inc.

. . . shows in our sales, sales of sponsor products and sales of fm sets, even in the grab by you for those fast-going fm bands. We're tired of your "the-audience-is-12-years-old" attitude and we are beating you at your game.

Our station is straight fm, 100 kw, 20 hours a day, three years old, in a major market with a tremendous amount of listeners (7 million in our area). We really had to work, and we aren't even halfway finished.—*Jim Shipley, President's Assistant & General Sales Manager, WSOM (FM) Salem, Ohio.*

Low mileage

EDITOR: I set up a telephone survey following the first full page Shell ad, which ran the night before in the local paper . . . but the ad did not make too much mileage. . . .

We completed 218 phone calls afternoon and evening to get a balance of men and women; 32 had not seen or read the local paper; 79 remembered some gasoline advertisement; 64 (less than a third) connected the name with Shell; 2 persons said they had read some of the copy — *George J. Volger, General Manager, KWPC Muscatine, Iowa.*

Broadcasting's 'Big Brother'

EDITOR: On Jan. 7, Bob Emery, who telecasts his *Big Brother Show* (for children) on WBZ-TV, celebrated his 40th anniversary in broadcasting . . . He has worked for the Yankee, Colonial, Mutual, DuMont and NBC networks. . . .

While rummaging through some old photos with Bob, I came across the enclosed wonderful reproduction from



the *Boston Evening American* of Feb. 6, 1930, with the caption designating it as the world's first transmission of sound and living image. The subject: Bob Emery. The sound waves were transmitted by WEEI Boston and the television by W1XAV.—*Joseph A. Ryan, Director of Public Relations, WBZ-TV Boston.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

Copyright 1961: Broadcasting Publications Inc.

hottest Combination Yet!



1 purchase
1 film
1 billing

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO

west texas television network

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

MONDAY MEMO

from BOB COLOMBATTO, Davis, Johnson, Andersen & Colombatto, L.A.

Bandini makes the air earthy in Southern California

One of the most rewarding occupations in advertising, I believe, is a review of the past. It helps bring a sense of proportion and objectivity to what is quite often a career of details that fly by in more or less frantic profusion. That we learn from the past is obvious. Hence it is most refreshing for me to review the broad outlines of what has always been for me a fun-filled and unique success. The Bandini story is proof of the immense power of radio—particularly here in Southern California.

I think this story is worth re-telling because it is a continuing success. It's seven years old, and shows no signs of age on the sales charts. It also shows that a relatively modest budget can still do a big job in spot radio.

A Radio First ▪ One bright morning in September 1954, Los Angeles listeners were jarred out of their breakfast daze by a honey-voiced female who purred, "Bandini is the word for Steer Manure!" Reactions were immediate and intense. Some "loyal" listeners phoned and wrote the station, deploring the bad taste and threatening never to listen to the station again. Others vowed never to use Bandini products again.

At this point the client was becoming understandably nervous. Then a curious thing happened: Bandini folks started hearing good things about their "sexy" steer manure. Phone calls and letters applauded the good humor, newspaper columnists and radio personalities started quoting the spot, high school and college kids picked it up, too, and a well-known nightclub comic used it as part of his routine. Dealers were kidded about it and they in turn kidded their customers. While all this was going on, somehow more Bandini steer manure was sold per month than ever in the 27-year history of the company.

Background ▪ The Bandini Fertilizer Co. became a client of the Mayers Co. Inc. (now Davis, Johnson, Andersen & Colombatto Inc.) in 1951. The first few years were profitable by the usual standards of fertilizer advertising and sales. Bandini's advertising approach employed a woman gardening expert who spoke before garden clubs, made appearances at nurseries and gave garden talks over the radio. She had a tv garden show and her picture was featured in four-color newspaper ads.

With wholehearted client approval, the agency launched a new look in fertilizer advertising. The main objective was to acquaint the "casual gardener" with the Bandini name. Spot radio was chosen to carry the load. Reason? Simple: an oft told radio story. Our minutes were as big as anyone else's. Further, we could stack our schedule and get heavy frequency at best times. Finally, we achieved greater creative latitude in radio by appealing to listener imagination.

Walking the Line ▪ "Bandini is the word for Steer Manure" quickly became a catch phrase at cocktail parties and garden centers. Encouraged by the first sweet smell of success, we plunged ahead for several months with a series of "hitchikes," 30-second and 1-minute spots that played whimsically upon entertainment personalities and other comical (we thought) situations.

To put over the idea that Bandini Dichondra Food made dichondra spread faster, we used a 30-second spot that opened with the startling sound of a taut guitar string twanging, followed by a low wolfish whistle and an unbelieving man's exclamation: "Look at that spread!" A highly indignant woman's "I beg your pardon" followed, and we learned quickly how the listeners' imagination can be piqued: Men . . . "ho-ho!" Women . . . "Ugh!" but (secretly) . . . "Titter, titter!"

"You'd never guess . . . I once had Ants in my Plants." This corny punning line was used with "startling success" (to quote the proud client) to introduce a new line of "Insecticide Added" fertilizer. In 30-second and 1-minute radio spots three proper Bostonian ladies confessed embarrassedly that they, too, had been bothered with ants in their plants until they had discovered Bandini Gro-Rite with Insecticide —Added. Result: Another success and another inch to our hat bands!

New Product . . . Radio Only ▪ In the spring of 1958 we really gave spot radio the acid test. And it was almost our undoing. We introduced a new product, Plush, in a bright purple bag, with a 30-second jingle. It was the day of the sack dress and chemise fad. The Plush jingle announced a "a brand new sack—not a chemise—a brand new sack for your lawns, if you please." We found a girl to caress the vocal and interspersed the entire jingle with sounds of French auto horns. The client gave us two weeks to keep it on the air. But once again, just as the deadline appeared, the first sales returns came in. Saved by a sales graph.

With Plush we learned that sound alikes can be beneficial to a promotion. The salesmen and dealers began joking with each other about the possibility of changing the product name to Flush. We couldn't have pre-planned and purchased this very beneficial word-of-mouth aid. I'm convinced it wouldn't have occurred except by the use of sound—without sight—radio.

For two years, now, Plush has been promoted almost exclusively on radio. Today it is the number one selling dichondra food in this 10-county market —the largest single lawn and garden market in the nation. Reason: it's an excellent product and uses an excellent medium of communication.

Results ▪ That Bandini's radio efforts have been remarkably successful is a matter of record. In the continuing home audit of the *Los Angeles Times* Bandini has led the lists in steer manure and all types of commercial or dry fertilizers, since the fall of 1954. Another measure of the value of radio to this industry in this market is that today all major manufacturers—Bandini's competitors—use spot radio to a good degree in their consumer advertising.

Robert Joseph Colombatto, DJA&C radio-tv vp, is a graduate of the U. of California with a B.S. in accounting. He found actual accounting a far cry from the theory and switched to sales. He joined Mayers in 1953, doing contact and copy, and continued creative-service work for Cunningam & Walsh in 1957-1958 when Mayers merged and emerged. In 1959 he helped form Davis, Johnson, Andersen & Colombatto Inc. through purchase of Mayers. Billings since have tripled.





What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to BOTH SRDS and Sales Management, Fall, 1960.*

VIDEO TAPE is the shape of QUALITY TV commercials TODAY



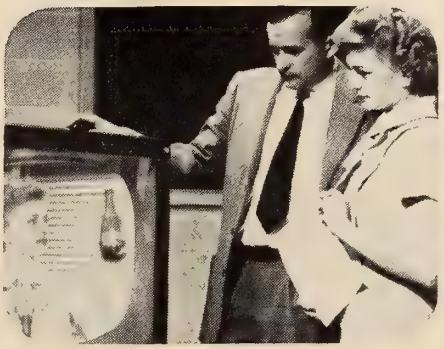
The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .

6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE

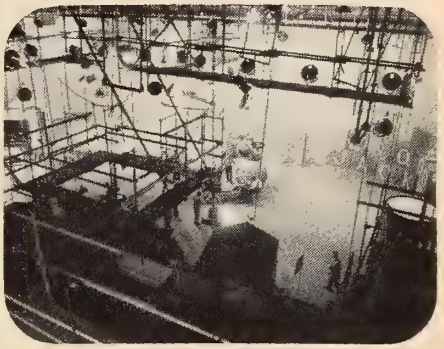
brings new quality and savings to your TV commercials!



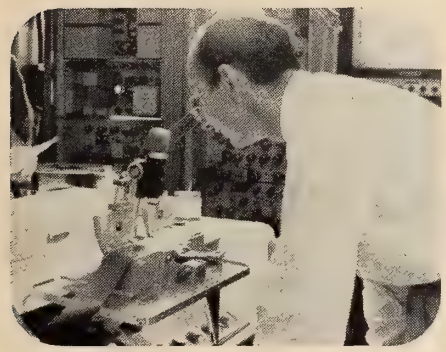
The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.



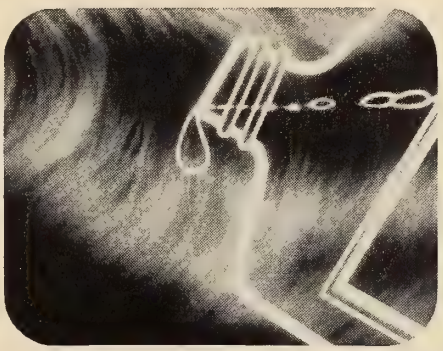
Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.



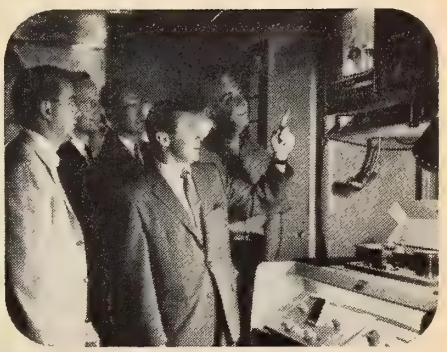
Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.



Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.



Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.



Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!



"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.



Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW





WSJS-TV WSJS-TV WSJS-TV WSJS-TV

Spend your time more profitably in North Carolina where WSJS television gives you city grade coverage of more large cities than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 16, 1961 Vol. 60 No. 3

FLEXIBLE TV PRICE PLAN BLASTED

■ Cone proposal stirs up mixed reaction along agency row

■ Critics class many information programs as bargain buys

■ Should value as advertising for network be considered?

The basic price structure of television's mounting volume of public affairs programs appeared last week to have weathered the threat of a potentially disastrous attack on its already shaky foundations.

In the process, however, the possibility of eventual variations on current pricing and selling procedures was foreseen by some tv buyers.

The threat loomed in the form of a suggestion by Fairfax M. Cone, executive committee chairman of Foote, Cone & Belding and one of advertising's most respected practitioners, that the public affairs type of programming should be priced lower than entertainment programming because its audiences are smaller.

Although it was not the first time Mr. Cone and occasionally other agency executives had taken such a tack, and even though he said his hope was to encourage wider sponsorship of information programming in prime viewing hours, the appearance of his statement was accompanied by speculation that it might touch off widespread demands for price concessions.

Support Slight ▪ A survey of other leading agency executives, however, showed that while the statement stirred up a good deal of talk, it did not attract much unequivocal support and even less agitation for acceptance. There was, however, some significant feeling that networks ought to be more realistic and bring their "asking prices" more nearly into line with their "taking prices"—a move which agency authorities did not seem to think would seriously affect the prices that are actually being paid.

The consensus of those queried by BROADCASTING was that—despite the networks' best efforts—the facts of life already have brought information program prices about as low as could reasonably be expected.

These programs, it was pointed out, usually contain a built-in compensation for their comparatively smaller audiences because ordinarily they cost substantially less than entertainment programs to produce and hence are that much less expensive to begin with. On top of that, agency authorities noted that the networks frequently wind up having to cut the price still further in order to make a sale. As one network official quickly agreed: "We're taking a horrible financial beating on these shows already."

As an example of the cost differential between entertainment and information programming, one agency executive estimated that an alternate-week sponsorship of an average half-hour entertainment program in network prime time would cost the advertiser from $3 million to $3.5 million per season, while a comparable public affairs or information program would cost about $1 million less.

The general view that the prices actually being paid can hardly be expected to be reduced further was not entirely unanimous. A few executives went beyond Mr. Cone. Frank Kemp of Compton, for example, thought that information programming is a network responsibility, that the networks should budget such programs as sustainers and consider it "gravy" if they are able to sell them.



Fairfax Cone
. . . his suggestion started it . . .

Some endorsed Mr. Cone's idea without quibble, and at least one, Emil Mogul, president of Mogul, Williams & Saylor, was quoted as having advocated a plan substantially the same as Mr. Cone's almost two years ago.

Present Cuts Sufficient ▪ At the other extreme were those who not only felt that for all practical purposes information program prices already are being cut enough, but also felt that price is far from everything considered. It was pointed out, for instance, that many advertisers have developed healthy sales curves on advertising in which information programming figures prominently. Others stressed that such programming need not necessarily have small audiences and that, in fact, most such shows have respectable audiences and that many reach 9, 10, or 11 million homes regularly.

Reactions to Mr. Cone's statement did include suggestions—from C. Terence Clyne of McCann-Erickson and Richard A. R. Pinkham of Ted Bates & Co., for instance—that the networks ought to go along with Mr. Cone's idea to the extent of formalizing the "discounts" that in current practice are granted after failure to find a buyer at the original offering price. The consensus seemed to be that this would not seriously affect the final price but would eliminate haggling.

Mr. Cone's statement also produced some alternative suggestions, including one from Mr. Cone himself which contained elements of kinship with the so-called "publishing" or "magazine" concept of selling.

As an alternative to pricing public affairs programs on a circulation basis he thought the same objective—more advertisers sponsoring such shows—might be attained if networks would offer "packages" of programs which over the course of the contract would include, say, two information programs. The sponsor's commercials would be rotated among the various shows in the package, including the public affairs offerings. Thus, on at least a limited

basis, the advertiser would be forced to become an information program sponsor, whether he specifically wanted to or not.

Variation for Purex ▪ Mr. Cone's agency was reported to be working currently on a limited variation of such a plan for Purex. Although details were not available it was understood that FC&B is negotiating with CBS-TV for sponsorships which would include some *CBS Reports* programs along with entertainment programming.

On a long-range basis another possible pricing variation was foreseen by William B. Lewis, board chairman of Kenyon & Eckhardt. He said K&E was making "promising progress" in work on a method of measuring "the qualitative complexion of the audience which habitually views a given type of program." At some future time, he thought, "when logical professional application of facts can be made, perhaps different types of television programs—indeed maybe even different shows within a category—can and should be priced out according to the qualitative and quantitative factors applicable."

Mr. Lewis said he had "long favored introduction of a system of measurement and application of qualitative audience factors in establishing the cost of television program and time."

Here are some of the other viewpoints advanced by other leading agency executives:

C. Terence Clyne, chairman of the board and general manager of M-E Productions, New York, said it was his "understanding" that "the sales of all public information shows has been at a 'discount,'" with price developed according to individual negotiation. He suggested that perhaps the "most constructive thing" the networks could do would be to offer public information shows at an "efficient cost price" and propose a lower card rate for such programs in the first place, rather than set a rate and then "negotiate down" to a much lower rate.

Demand Sets Price ▪ George Polk, vp of tv-radio programming and planning, BBDO, New York, said "pricing in network television is a matter of supply and demand. What is salable at current prices determines whether or not the price is reasonable."



George Polk
"... matter of supply and demand ..."



Alfred L. Hollender
. . . lower rate plan is "unrealistic . . ."

Mr. Polk said that along with cost per thousand it also is necessary to consider the type or extent of responsiveness of the audience reached by public information shows as compared with that of audiences reached by other programs.

BBDO handled *Influential Americans* on CBS-TV for General Electric. Mr. Polk said the agency received phenomenal mail on this one, some 10,000 letters from teachers alone, "yet this program's rating was lower than that gained by the usual *GE Theatre* program."

BBDO-client B. F. Goodrich, at one time a sponsor of information shows, found that the responsiveness of the audience to these programs came in at a greater level than on the average entertainment program. He emphasized, however, that it depends on what the advertiser wants—"some advertisers by the nature of their products and their advertising objectives shouldn't go into public information shows regardless of the cost." BBDO also has handled U. S. Steel public information specials, and, he notes, the U. S. Steels and GEs go into this occasional-type sponsorship in order to influence and to make a "meaningful impression" on the public.

Frank Kemp, executive vp and media director of Compton Adv., New York, said that for most advertisers public affairs and informational-type tv programs are priced higher than mass-entertainment shows. But the price was not his overriding thought about public service programs; rather, he thought it is the tv networks' responsibility to schedule such telecasts without planning on sponsorship:

Allotment Suggested ▪ "I feel that when a network makes up its annual budget for programs, a certain amount should be set aside for a certain number of public service shows. Then, if the network can obtain sponsorship for such shows, that's so much 'gravy' for them. But they should not count on sponsorship for them."



Maxwell Dane
". . . quantity against quality . . ."

Rollo Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York, held that public affairs programs need to be priced lower than mass-entertainment programs. He said the networks are

developing informational programs that can attract audiences that come close to being "a mass audience," and that some already have achieved this status. He predicted that in the near future, information or such "actuality" telecasts will reach not only the so-called "quality" audience but enough of the public to classify them as "mass" or "near-mass" vehicles. From his own experience, he said he had recommended that a client buy CBS-TV's *Eyewitness to History*. Although the advertiser did not buy the



Jules Bundgus
. . . "multiple package deals" best . . .

program, Mr. Hunter said he still believed that program would have been "a very good buy."

Alfred L. Hollender, executive vice president and tv-radio director of Grey Adv., commented that it is "unrealistic" to "talk about lower rates for one type of show as compared with another." He explained that for some advertisers, a public service show can provide the needed circulation and for other advertisers, a western may fill the requirements. Mr. Hollender did mention that networks, in the past, have had the tendency to offer such programs at one rate and then lower it when there were "no takers," so that the ultimate price tag was moderate. But he added that there seems to be "more receptivity" to public service programming now and networks probably will hold the line more firmly in the future.

"Great" Idea ▪ Richard A. R. Pinkham, radio and tv vice president of Ted Bates & Co., New York, put his views this way: "Mr. Cone's idea is great. I'm all for it. Of course I don't think anything will ever be done about it but I'm glad it's been mentioned. Certainly I know that if the public affairs shows are hard to sell, after a month their rates come down. That's the way I've always bought them. But why wait? If this was formalized with lower rate cards I would be able to make my move earlier. I could make a firmer commitment.

"I think the quality audience question is less applicable in tv than with newspapers. Quality audiences are only important to certain kinds of sponsors who want to reach a certain kind of audience . . . say, an insurance company. But if my concern is a cigarette company—well, almost everyone smokes and I wouldn't worry about the quality of my audience."

Grant Tinker, vp and director of tv programming for Benton & Bowles, New York, said: "I think Mr. Cone's



Arthur E. Duram
. . . disagrees with the idea . . .

statement is nonsense. What he wants done is already in practice. In almost all cases there is a reduction in rates. The networks have a show that is hard to move and they cut the rate. In some cases they even give it away at no cost. Other times a show is sold for a token rate. The only thing we haven't got is a formal rate card listing the rate reductions. But other than that the networks make the rate changes because that's the only way they can sell a program that doesn't draw a mass audience."

Maxwell Dane, vice president and general manager of Doyle Dane Bernbach, New York: "It's a matter of



Hendrik Booraem Jr.
. . . sees merit on both sides . . .

weighing quantity against quality. Public affairs type shows should not have their rates reduced, for the same reasons *The New York Times* commands a greater rate than *The Daily News*. The *Times* doesn't have the *News* mass circulation but it offers quality. The same thing with *Vogue* and *Harper's* as opposed to mass circulation magazines. This thing shouldn't be weighed by costs per thousand. But of course concessions have been made. A show is hard to sell and right off the rates are cut, but at what point is the line drawn? It is not fair to compare public affairs shows with mass circulation shows on a per thousand basis."

Sees Good Value ▪ Harry G. Ommerle, senior vice president of Sullivan, Stauffer, Colwell & Bayles, New York, thought network public affairs programming is fairly priced and generally a good value. He said that "we have found that networks are willing to make adjustments." He thought that "there will always be a certain number of advertisers who cannot and should not be part of these things," defining these as a company with a product incompatible with the programming or one that cannot afford to spend money without realizing direct sales—"the one that does not have the budget of a corporate-image advertiser."

There is "healthy progress" in the movement of new advertisers into public service, the SSC&B executive asserted. He said he was pleased, too, to see broadened sports programming on the networks (Pall Mall, Rise and other SSC&B clients are sports customers).

Mr. Ommerle did have one com-

plaint. He saw a quality gap between "the average entertainment program" and "a *CBS Reports* or an NBC *White Paper,*" and said he'd like to see all programming upgraded to the latter level. In their new emphasis on public service, however, he feels the networks are doing a good job.

Sees Overall Picture ▪ Jules Bundgus, vp and radio-tv director of Kastor, Hilton, Chesley, Clifford & Atherton, New York, felt that public affairs programs should have lower rates—as they actually do now, he said, after discounts and "incentives," but he also felt that this will hurt stations and that some of them won't carry the shows because of lowered rates. He suggested that networks should look at the overall picture of programming and offer advertisers multiple tandem buys or "package deals" consisting of both entertainment and public affairs: for example, ABC-TV could offer the *Winston Churchill* series and *77 Sunset Strip*. Using those two shows, he explained, would give the client prestige as well as ratings.

Arthur E. Duram, radio-tv director of Fuller & Smith & Ross, New York, said he disagrees completely with Mr. Cone's idea. He said program cost advantages already offset any rating disadvantage and the client ends up coming out about even. Besides, he added, clients interested in public affairs programming are not so greatly interested in cpm.

Hendrik Booraem Jr., broadcast vice president of Ogilvy, Benson & Mather, New York, saw merit on both sides of the Cone suggestion. Information programming, he said, can be powerful without matching the cost-per-thousand of entertainment. "It seems to me to be unfair," Mr. Booraem declared, "to ask networks to take a loss on public affairs programming simply to achieve a more attractive cost-per-thousand." He illustrated this point with the experience of a former Ogilvy client, Standard Oil of New Jersey. Jersey Standard's experience with *The Play of the Week* in New York and Washington demonstrates, he said, that there are a lot of program values that can't be measured in dollars. (The sponsor last season used its seven-a-week plays on WNTA-TV New York and once a week on WTOP-TV Washington for corporate public-relations advertising and devoted some of its commercial time to play "intermissions.")

Cone Views ▪ On the Cone side of the question, Mr. Booraem thought perhaps there may be justification for a different public-affairs price structure. Networks have a stake in it too, he pointed out. It is part of their responsibility under the law and, in addition, public affairs programming is "advertising" for a network, as he sees it. With many factors working in favor of public-service buying, Mr. Booraem saw a real swing in that direction, powered by advertisers as well as networks. Perhaps the trend would accelerate if networks could offer the shows for less money, he asserted.

George Bolas, vp and director of media, Tatham-Laird, Chicago, thought Mr. Cone's suggestion "sounds like a fine idea. It's a very worthwhile thought. If it could be done, it might encourage better programs." But, he wondered, if network revenues are reduced, "who's going to pay the difference?" He also thought such programs would have to be done more in a framework that would attract the kind of audience an advertiser wants, especially if that audience were smaller.

Jerome R. Feniger, vice president of Cunningham & Walsh, New York, said many fine public affairs shows have been bought cheaply, but that the advertiser has to forego a lot of pre-promotion and build-up advantages when he buys at a last-minute close-out rate. The initial offering price of information shows often tends to discourage the market, he said.

Price, however, is only one part of a complex and sophisticated selling problem which involves much more than arithmetic, Mr. Feniger asserted. In some cases the producer—he cited Irving Gitlin, of NBC, for instance—can enunciate the ideas in a public-service program with more clarity than anyone else. Then again, other producers "couldn't sell you a dollar bill for 95 cents," Mr. Feniger added.

McCann-Erickson revamped

Incorporation of two of major divisions of McCann-Erickson Inc. was announced last week. McCann-Erickson Inc. and McCann-Marschalk Co., parent organization's second domestic agency, has been incorporated as McCann-Marschalk Co. Inc. Parent name of the company changes from McCann-Erickson Inc. to Interpublic Inc., which will provide management and financial guidance and services such as personnel and accounting to affiliate companies. The change is designed to give incorporated companies financial responsibility over their own operations.

Competitors buying Shell's old tv spots

What happened to the many valuable local tv program franchises that Shell Oil Co. gave up throughout the country when the $16 million account went 100% into newspapers?

Half of them immediately were snapped up by competitive oil firms and some of the rest may go there too. So Norman E. (Pete) Cash, president of TvB, reported Tuesday to the Broadcast Advertising Club of Chicago. In fact in most cases, he said, the turnover time to new oil company sponsorship took scarcely a week.

Mr. Cash said that of the 38 Shell franchises in local tv during 1960, 19 were taken over by Shell competitors. TvB research shows 31 other oil firms have expressed interest in the others, he said. Some of those picking up former Shell vehicles include Standard Oil in the Midwest, Sun Oil in the East and Phillips Petroleum in other sections.

Despite Shell's switch to newspapers via its new agency, Ogilvy, Benson & Mather, New York (AT DEADLINE, Nov. 21, 1960), the oil company trend is still for more television, Mr. Cash said. He cited the sales gains made by Texaco last year, noting Texaco's NBC News buys during November. Gulf Oil Corp. has signed a $1 million contract with NBC News too (BROADCASTING, Dec. 12, 5, 1960).

Midwest agency and advertising executives witnessed TvB's newest Cellomatic presentation in Chicago Friday. (Jan. 13) The showing, "The Progress of Discontent," also was made at the annual banquet of the National Appliance and Radio-Television Dealers Assn. there on Saturday (Jan. 14).

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 5-11 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 5	**Untouchables** (9:30 p.m.)	ABC-TV	33.9
Fri., Jan. 6	**77 Sunset Strip** (9 p.m.)	ABC-TV	28.0
Sat., Jan. 7	(technical difficulties—no ratings)		
Sun., Jan. 8	**Candid Camera** (10 p.m.)	CBS-TV	27.3
Mon., Jan. 9	**Danny Thomas** (9 p.m.)	CBS-TV	20.3
Tue., Jan. 10	**Garry Moore** (10 p.m.)	CBS-TV	22.1
Wed., Jan. 11	**Bob Hope** (9 p.m.)	NBC-TV	31.6

Copyright 1961 American Research Bureau

PURVEYOR'S PARADISE



Iowa has 25% of all the Grade A farm land in the U.S., and its farmers average $14,187 per year income from this choice land. Yet farm income is *only half* of the picture in Iowa where income from industry now *equals* that from farming.

WHO-TV covers 57 high-income counties in Central Iowa — one of America's most unique television markets. It embraces more top-income farm counties than any other television market in the U.S., and gives you Des Moines — Iowa's largest metropolitan center — as a bonus. In all, this is a big, important *$2 billion* market.

Reach more of Central Iowa's prosperous rural and urban families, alike, with WHO-TV. It's an area worth reaching with the best you can buy. Ask your PGW Colonel for availabilities soon!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, October 15, 1960.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *National Representatives*

IT'S QUALITY THAT COUNTS

New Sindlinger tv rating services will measure both quality and quantity of network audiences

A new, nationwide daily television rating service which will place emphasis on the quality of the tv audience rather than its size is being launched by Sindlinger & Co., Norwood, Pa., it was announced last week by Albert E. Sindlinger, president.

Mr. Sindlinger told a news conference in New York last Tuesday (Jan. 11) that while the service will produce figures that are comparable to those of the various rating services, the ratings are "only a step to reach the ultimate aim of reporting the quality of the tv audience delivered by each specific television program and what people within specific television audiences buy or plan to buy."

There are two major aspects to the Sindlinger Television Service. One is the "rating" and the other is the "quality" aspect. The Sindlinger plan is to sell both aspects of the service to a group of advertisers, particularly those in the same industry to whom the "quality" dimension may be significant, and make the "rating" aspect only available to others in the tv business (to agencies, networks and stations).

A spokesman said that the rating reports could be priced at from 10-20% of the cost of other leading rating services, because Sindlinger hopes to recoup a large part of its investment from fees paid by companies signing for the "quality" data.

Sindlinger is premiering its new service, which studies evening network tv programs, with three companies investing about $1,000 a week for eight weeks in January and February to ascertain automobile ownership and buying plans, by makes. Mr. Sindlinger said initial clients are du Pont, Ford Motor Co. and an automobile client who does not want to be identified. They will be supplied with "quality" data (income, occupation and education) on viewers of their own and competitor's programs, as well as rating data.

The Sindlinger sample is about 1,600 for each day's research and a new sample of different households is drawn for each and every day of the week. The interviews are conducted by telephone. Persons are interviewed the day after a schedule of tv programs is carried.

Four Reports ▪ On its basic rating reports, Sindlinger will provide clients with four reports daily within one week of interviewing and they will cover such information as daily report of tv sets in use, sample size for each statistic, daily audience size report by sex and age, broken down geographically, and national television ratings, which will consolidate the data from the other three reports on one sheet of paper for each day.

The automobile project will encompass both the rating reports and additional information on automobile ownership and plans to buy automobiles. It will also provide data on who is the program selector; characteristics of the audience; occupation of household head; his annual income and his educational attainment and other qualitative information.

Mr. Sindlinger said his company is prepared to spend $1 million to establish the new tv service. He hopes that in subsequent months, clients in other industries such as soap, toothpaste or perhaps gasoline will participate in "quality" studies. Simultaneously, it is his belief that agencies, stations, networks and other interested companies will become subscribers to the basic rating service. Mr. Sindlinger expressed the view that the rating service would gain support because "it is different from other rating services because of the speed of delivery and detail of the daily reports."

Fun versus learning

What is a "quality" audience, and where are you apt to find it in bigger numbers—watching entertainment programming or watching information programming? The advertiser's answer will vary according to what he's selling and what the programs are, but last week Sindlinger & Co., Norwood, Pa., which is introducing a rating service to examine audience "quality" as well as size (see above), undertook to answer the question in terms of two specific CBS-TV shows, from the standpoint of specific type of advertiser.

Father Knows Best, an entertainment show, was found by Sindlinger to reach an average 13,147,000 households per telecast, while *Eyewitness to History,* an information series, reached an average of 5,281,000 households. Among "father" viewers, 897,000 said they planned to buy a new car during the next six months, as against 484,000 "eyewitness" watchers who said the same thing. To ascertain the "quality" element of the audiences, Sindlinger asked if the prospective car buyers planned to purchase high-priced cars. On this query, 33,000 "eyewitness" and 17,000 "father" viewers said they expected to buy expensive models. On a percentage basis, then, the information show in this case reached 40 per cent as many homes and 54 percent as many prospective car buyers—but almost twice as many prospective *high-price* car buyers—as the entertainment program.

Today, it's 'sell, sell,' Godfrey tells RTES

Arthur Godfrey, CBS' radio personality who is responsible for establishing "personal salesmanship" on an important level early in broadcasting, talked last week about his peculiar brand of selling at a Radio & Television Executives Society timebuying and selling seminar in New York.

It's necessary today, he said, to "nudge people up to the counter with cash in hand, or even with a credit card . . . You not only have to offer something better, you have to be convincing that what you are offering is better." The "real smart advertising men aren't calling it marketing right now," he quipped, but "plain, old-fashioned sell, sell, sell."

In placing today's audience in perspective, Mr. Godfrey pointed to radio listening in cars ("these people are pigeons for a real sales pitch") and to the need for salesmanship to move the housewife to reach for "Zilch's cereal" —"she's got a lot of listening time, which is why more radios than ever are being bought." In the audio-visual world, he noted, a selling job must be "adequately done." Discussing his own career, he said he has used his ability to entertain as a foot in the door for selling; and that he's erroneously judged as having spoofed his sponsor's products (sometimes, he admitted, he has "kidded" the "guy who wrote" the commercial, but never the product).

Grey gets consumer ads for Ideal's Model Craft

Ideal Toy Co., N.Y., has appointed Grey Adv., N.Y., to handle national consumer advertising for its ITC Model Craft Division. The account formerly was with Atlantic/Bernstein Adv., N.Y., which will continue to handle the division's sales promotion and trade advertising.

The division last Monday (Jan. 9) launched what it called "the heaviest national post-Christmas spot tv campaign in its history," using six to eight week schedules to introduce its new line



FIRST FOR 37 CONSECUTIVE MONTHS IN ATLANTA! Every ARB survey of the 3-station metropolitan area taken since October, 1957, has shown WSB-TV in first place. For the month of November, 1960, ARB found WSB-TV was viewed by the most people 71.8% of the time. The station's average share of sets in use was 45.8% against 30.2% and 23.9% for the other two stations. In few major markets of over 1,000,000 population do advertisers find such preference for one station. This rating dominance teamed with WSB-TV's broader coverage pattern is producing good sales results for advertisers. Certainly your advertising belongs on WSB-TV!

wsb-tv channel 2 Atlanta

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

of spring toys in New York, Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Pittsburgh, Cleveland, San Antonio, Phoenix, Seattle and Portland, Ore.

CO-OP TV AD POOL

Wexton plans tv push for 500 N. Y. retailers

Co-operative advertising can harness for small stores "the tremendous power of local television to demonstrate the product for the local retailer or group of retailers."

This is a thesis that Wexton Advertising, New York, and a client hardware-houseware distributor, Masback Inc., are preparing to prove. Larry Schwartz, president of Wexton, made the allusion to tv last week as he and Masback unveiled this year's advertising plans for 500 hardware and houseware retailers banded together by Masback under the "Friendly American Stores" promotional banner. All are small independents in the greater New York market area. Together they have about $250,000 to spend.

They learned at the meeting that a 20-week nightly saturation schedule in the spring and fall (10 weeks each) on WPIX (TV) New York will be the central feature of a many-faceted plan drawn up for them by Wexton and the distributor. For the heavy schedule, Wexton is filming a record number of 25 commercials featuring an animated family in running commercial "situation" plots.

Mr. Schwartz chided agencies for making co-op "the social pariah of advertising" and outlined a campaign to make the Friendly American Stores competitive with chain giants. The Masback campaign is unusual in that it was initiated by a distributor, rather than nationally by a manufacturer or locally by a big store. Involved in this local situation, Mr. Schwartz reminded his listeners, are 15.6 million prospective customers, 4.1 million tv families (more than 19% of them have more than one set) and $35.1 billion in sales.

Wexton collects the standard agency commission on media placements fees for other services (displays, direct mail, sales training, publicity, etc.).

Business briefly...

Procter & Gamble Co., Cincinnati, will sponsor NBC-TV's hour-long special, *The Square World of Jack Paar* on Jan. 31 (Tue. 10-11 p.m. EST). The program features various films taken in Europe and the Orient with live ad lib commentary by Mr. Paar, who will also open the program with a monologue. Agency: Benton & Bowles, N. Y.

Minnesota Mining & Manufacturing Co., St. Paul, Minn., has purchased sponsorship in CBS-TV's Feb. 4-5 coverage of the *Palm Springs Second Annual Golf Classic* (Sat. 4:30-6 p.m. and Sun. 4-5:30 p.m. EST). A total of 128 teams, each made up of one professional and three amateurs, will compete in the $50,000-added tournament which will be described by sportscasters Jim McKay and Jim McArthur. Agency: Erwin, Wasey, Ruthrauff & Ryan Inc., N. Y.

Block Drug Co., Jersey City, N. J., purchased participation in the NBC-TV western series, *The Tall Man* (Sat. 8:30-9 p.m. EST). The order is for weekly thirds, starting Jan. 14 and ending Sept. 2. Agency on the Block Drug account: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Oldsmobile Div., General Motors Corp., will sponsor ABC Radio's coverage Jan. 22 of the 20th annual *Bing Crosby Golf Tournament* at Pebble Beach, Calif. (Sun. 3:10-3:30 p.m., 5:15-5:30 p.m., and 6:30-6:50 p.m. EST). Produced by the ABC Sports Dept., the broadcast features Hank Weaver and Orval Anderson as commentators for the $50,000 pro-amateur charity event. Oldsmobile also will sponsor ABC-TV's full-hour telecast of the golf tournament (5:30-6:30 p.m. EST).

Ex-Lax Inc. (Warwick & Legler), **Pharmaco Inc.** (N. W. Ayer & Son), **Philip Morris Inc.** (Leo Burnett) and **Vitamin Corp. of America Div. of V.C.A. Labs** (Dunnan & Jeffrey Inc.) have signed orders for ABC Radio's *Weekday News* programs. Other new and renewal orders for ABC Radio news shows include: **The Mennen Co.** (Warwick & Legler) and **Hastings Mfg. Co.** (Bozell & Jacobs), new signers on *Paul Harvey News;* **Bankers Life & Casualty Co.** (Phillips & Cherbo), renewed its *Paul Harvey* sponsorship. The following advertisers renewed on *Cliff Engel News*: **Lyon Van & Storage Co.** (Smalley & Smith); **Signal Oil Co.** (Barton A. Stebbins Adv.), and **Whitehall Labs** (Ted Bates).

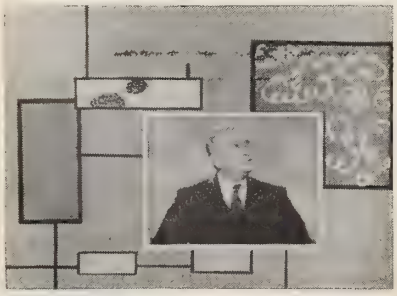
An 'artistic approach' to television commercials

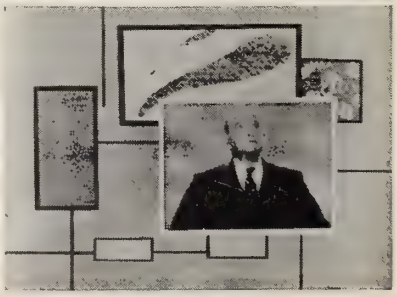
AC Spark Plug and its advertising agency, D. P. Brother & Co., are attempting to prove that "art for art's sake" can have practical application in a new series of tv commercials. Their new format utilizes techniques developed by the famous Dutch painter, Piet Mondrian.

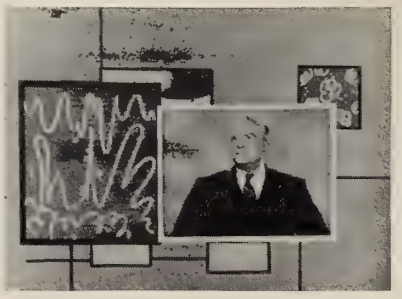
AC's new commercials use horizontal and vertical lines to form patterns and rectangles—or "mondrians." While these artistic principles have been used before in advertising, AC's application differs as the "mondrians" are animated, in two ways, instead of being static.

This dual animation consists of cartoons or live photography within rectangular panels, and the panels themselves become larger or smaller to emphasize audio portions of the commercial. The spots, produced by Grantray-Lawrence Animation, Hollywood, feature Francis X. Bushman (see pictures), the Sportsmen, Gale Gordon, Hal (Gildersleeve) Peary and others.

They are currently appearing on ABC-TV's *Naked City* and *Cheyenne* shows.







While an off-screen voice says "Dust (l), dirt (c), water (r) . . . can harm the engine of your car," silent film star Francis X. Bushman reacts as panels symbolizing these elements are enlarged to emphasize them.



GOWN BY LANVIN-CASTILLO, PARIS PHOTOGRAPH BY PETER FINK

Responsive, amusing, a perceptive partner with the pleasing rapport of a "metropolitan" personality ... like each member of our media family — Television, Radio, Outdoor and International Advertising.

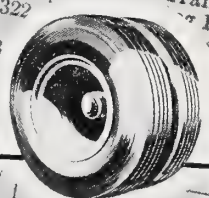
METROPOLITAN BROADCASTING

205 EAST 67TH STREET, NEW YORK 21

TV STATIONS: WNEW-TV, New York; WTTG, Washington, D. C.; WTVH-WTVP, Peoria-Decatur; KOVR-TV, Stockton-Sacramento.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland.
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.
INTERNATIONAL: Radio Station WRUL, Worldwide Broadcasting.

Here are just 3 out of more than 300 similar pages* listing items that move by truck—many of them only by truck!

*National Motor Freight Classification No. A-5



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

TV'S BILLINGS BONANZA

NBC-TV claims all-time record in October figures, but CBS-TV still remains the overall front runner

For the first time in several years NBC-TV passed CBS-TV in monthly gross time billings: The NBC-TV total in October was more than $25 million, about $2.1 million above CBS-TV gross time billings.

The sudden NBC-TV billing sprint encouraged spokesmen of that network to talk of a decided improvement and increase in daytime show popularity and sponsorship. The network claimed, for example, that most of the rise could be attributed to the daytime periods with October's total the beginning of a daytime 38 percent rise over last year on a Mon.-Fri. basis. NBC-TV trotted-out figures to show it progressing comparatively at a higher billing rate than competitor CBS-TV and said the disparity in October reflected a poor fourth quarter for CBS-TV but a good one for NBC-TV.

CBS-TV disclaimed any such NBC-TV dominance in the billings picture, with a spokesman hinting that by November "we (CBS-TV) will bounce back and by the end of the 12-month period will still be the biggest advertising medium." (For the 10-month period, CBS-TV was far ahead by $25 million.) Though acknowledging the big NBC-TV figure (said to be the largest monthly billing figure on record by any network) in the Television Bureau of Advertising report, CBS-TV spokesmen asserted that the World Series sponsorship among other things helped fatten daytime billings at NBC-TV. Also pointed up by CBS-TV: This was a month where political pre-emptions occurred, and there may have been a pick up at NBC-TV because of them while CBS-TV showed a loss.

NBC-TV, in addition to bringing out research figures based on national Nielsens to show its rising daytime "popularity" over both CBS-TV and ABC-TV, distributed decks of playing cards to advertisers and their agencies—the ace in the hole again was NBC-TV's daytime record—with this message: "It's in the cards this new year 'to win with NBC daytime.'"

Year-end Reports ▪ CBS-TV, meanwhile, released its year-end report, showing an average 20 percent daytime lead in 1960 over "the second ranking network" and a 13 percent nighttime lead over its closest rival. The network also claimed its gross was 15.2 percent greater than the "second network" during the first nine months of the year. NBC-TV, in its year-end report to be released today (Jan. 16) trumpeted daytime ratings at 4 percent ahead of "the second network" and a 30 percent increase in daytime sales that year as compared to 1959.

Other highlights of the year-end reports:

CBS-TV—cited balanced programming, leadership in "overall" audience appeal and sponsor acceptance; new show series, entertainment specials, expanded news-public affairs programming and coverage of the Olympics.

NBC-TV—emphasized its profits as highest in its history, a news-public affairs beef-up and audience recognition during political convention coverage; a better record of sponsored hours in 1960 compared to the year before and attraction of more national advertising coin (247 advertisers, including 24 of the nation's 25 largest; both figures were said to be industry highs).

Tv at market

Television, radio and hi-fi made a major impact on the mammoth Furnishings Market last week in Chicago. While the tv-radio phase of the market was only negligible a few years back, this year manufacturers expect to enjoy multi-million dollar business in a wide range of "go-with" furnishings. Big money makers this year are seen in high-fashion space saver cabinets (which enclose components), and standards such as chairs, tables, mobile "entertainment" carts, tv trays (even tray sets in luxury lines run to $300.00) etc. Tv impact this year also is spreading into bedding industry with trend to flexible sit-up beds and mattresses for tv viewing.

NETWORK TELEVISION GROSS TIME BILLINGS
Source: TvB/LNA-BAR

	October			January-October		
	1959	1960	Percent Change	1959	1960	Percent Change
ABC	$12,537,020	$15,200,940	+21.2	$ 99,281,464	$127,922,350	+28.8
CBS	23,610,441	22,973,089	− 2.7	218,961,251	227,319,114	+ 3.8
NBC	22,883,291	25,090,051	+ 9.6	192,071,765	202,377,062	+ 5.4
TOTAL	$59,030,752	$63,264,080	+ 7.2	$510,314,480	$557,618,526	+ 9.3

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	31,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September*	11,875,080	21,103,437	18,436,653	51,415,170
October	15,200,940	22,973,089	25,090,051	63,264,080

*September 1960 figures revised as of Jan. 5, 1961

TV COSTS MORE—BUT

Grey study says main reason is expanded tv coverage

An analysis of the higher costs of maintaining advertising schedules on network television, in newspapers and in magazines in 1960 as compared with 1957 is contained in the January issue of *Grey Matter*, publication of Grey Adv., New York.

The study shows that $100,000 spent in 1957 would require $124,000 in network television, $111,000 in newspapers and $111,000 in magazines in 1960 if the same schedule were to be maintained. The study cautions that intermedia comparisons should not be made because contributing factors are not the same for the three media, during the four-year period.

The steeper rise in television was attributed largely to one of three factors cited by Grey Adv. as contributing to increased costs—namely, expanded coverage. The rise of tv homes by 15% was said to be responsible for $16,200 of the added $24,000. The two other factors noted by Grey as influencing costs were inflation and increased competitive pressures. For tv, inflation was said to account for $3,600 of the added cost and competition, $4,200.

Not So With Print ▪ For both newspapers and magazines, according to Grey's research, their added costs between 1957 and 1960 could be attributed largely to the competition and inflation factors. (*Competition* was described thusly: more goods and services

WHLI
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

AUTO STORE SALES*
$409,707,000
SOME "BLUE CHIP" ADVERTISERS USING **WHLI** TO REACH BIG, RICH LONG ISLAND MARKET

Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Studebaker
Valiant

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI | AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

are being created and hence the advertising dollar has to fight its way through a density of competition; therefore media rates react to this demand for advertising).

Conclusions reached by Grey regarding its study include the following: it costs about 20% more in *real* dollars for an advertiser to obtain the same schedule than it did four years ago in the three media discussed; the trend will continue in 1961; advertising agencies must exercise their skill, experience and efficiency in making the advertiser's dollar most productive (more imaginative, memorable and believable advertising messages and more skillful integration of the advertising message into all elements of the marketing process).

(A copy of "Grey Matter" is available from Grey Adv. in New York, Beverly Hills, San Francisco or Montreal.)

AD WEEK-YEAR PROMOTION OPENS

NAB takes initiative in urging broadcast support

Task workers for the Advertising Federation of America and Advertising Assn. of the West are scrambling to finish Phase One of the Advertising Week-Year production job. Television and radio stations later this week will receive letters outlining their part in the campaign that kicks off the week of Feb. 5 and lasts the rest of the year.

Tv networks have split a $20,000 production fee among themselves and George W. Head, advertising manager of the National Cash Register Co., Dayton, Ohio, and committee chairman for the big volunteer drive, is out passing the hat among advertisers for $50,000 needed to clean up initial costs for film prints, mailing and other media production, including radio. Counting donated and paid expenses, Ad Year carries a $250,000 production price tag for the 11 months.

NAB will help mail letters this week from Mr. Head and the Ad Week-Year committee to stations. The chairman encloses slides and scripts and tells broadcasters, "more so than any other, this is your bread and butter campaign, and we are hopefully counting on your cooperation."

Keeping Rolling Kits ▪ Stations are asked to use enclosed "Let's Keep Rolling Ahead" announcements (provided in lengths from 10-seconds to a minute) and work with local advertising clubs to arrange special features portraying the economic value of advertising. Forms are provided for broadcasters to order films and transcriptions being readied by McCann-Erickson Inc., New York, task force agency on the project, for distribution shortly after Ad Week kicks off "Let's Keep Rolling Ahead' year. All copy explains the theme symbolized by the campaign's racing arrow motif, relating advertising to mass demand and mass production. The entire campaign was drawn up by the Head committee (Russell Z. Eller, advertising manager of Sunkist Growers, Los Angeles, and Douglas L. Smith, ad manager of S. C. Johnson & Son, Racine, Wis., are respective vice chairmen for AAW and AFA of a committee exceeding 50 ad-media executives) and Emerson Foote, president of McCann-Erickson Inc., who is national plans chairman of Ad Week-Year.

Tv stations, which last year had to pay $12 each to defray the expense of Ad Week kits, now will be offered free several filmed minute, 30-, 20- and 10-second spots. Fresh copy will be ready around April and once again before the year is out, under present plans, according to AFA executive Hugh Collett, who is campaign director. A McCann-Erickson production crew is filming in Florida today (Jan. 16), shooting home and supermarket footage for two basic storyboards that tell the assembly line-store-home consumer story of advertising economics.

Free Transcriptions ▪ Radio stations, formerly billed $2 for the ad week kit, now may order free transcriptions by Garry Moore with Durward Kirby, Jack Paar, Bob Hope, Jan Murray, Milton Berle, Art Linkletter, Hugh Downs and others.

Agency coordinator for the entire job is M-E account executive Lew Marcy. Creative chief is Alton Ketchum, vice president of the agency. M-E tv credits: producer Hal Mathews, copy by Don La Vine and art by Frank Broadhurst and Jim McIntyre. Group Productions Inc. of Detroit is filming the spots with music by composer Ralph Burns and narration by Bill Shipley and Sy Harris. Mrs. Lillian L. Jason of M-E did radio copy.

If the campaign succeeds, the AFA, AAW and media may find themselves with a never-ending job. Explaining the philosophy of a year-round educational campaign, M-E's man on the "account," Mr. Marcy, says, "We'd never tell a client to advertise only one week a year."

Agency appointments...

▪ S. C. Johnson & Son and J. Lyons & Co. Ltd., appoint Benton & Bowles' British subsidiary, Lambe & Robinson-Benton & Bowles Ltd., as their advertising agency for new assignments in addition to products it already handles. Other new accounts are Busted Chicken Co. Ltd., The Reed Construction



Nielsen Station Index "parts" add up to the accepted national "whole"

Network tv programs are measured--separately and independently--by two Nielsen services:

In national total, by Nielsen Television Index (NTI)
Station by station, by Nielsen Station Index (NSI)

The sum of the NSI "parts" equals the NTI "whole."

Proof of the compatibility of NSI with NTI is yours for the asking. Want a demonstration? In a few minutes you'll see why...

NSI *is the only validated source of station audience facts providing reliable information for broadcast advertising decisions*

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI and NTI are Registered Service Marks of A. C. Nielsen Company

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

1003

Group, and C. W. F. France & Son Ltd. (Danish furniture.)

▪ General Spray Service Inc., Katonah, N. Y., appoints Allston, Smith & Somple, Greenwich, Conn., as its advertising agency for national consumer advertising. The client, who plans to use television this year, is a lawn, garden, tree and shrub spray service organization.

Also in advertising...

Marketing aid ▪ New glossary of commonly used terms in the field of marketing has been published by the American Marketing Assn., 27 E. Monroe St., Chicago 3, to help codify and clarify the language of marketing executives in the agency and advertiser fields. Leading authorities aided in compilation of the 23-page booklet, headed by Ralph S. Alexander, professor of marketing, Columbia U., N. Y. Price: $2.

New concern ▪ Harold S. Meden, promotion manager of Radio Advertising Bureau, N. Y., has resigned his post to form Franznick-Meden Inc., in partnership with Philip E. Franznick, president of Franznick Graphics, advertising and promotion design studio. The new firm will specialize in sales promotion services and advertising design for advertisers, agencies and media. Company's offices are at 145 East 49th St., N. Y.

Hands across the sea ▪ The McCarty Co., Los Angeles agency, has announced its affiliation with the Daiko Agency, headquartered in Osaka, Japan. Daiko has 18 branches throughout Japan. McCarty's foreign affiliates already include companies in London, Oslo, Stockholm, Copenhagen, Zurich, Milan and Paris.

Agency personnel policies irk Mogul

An advertising agency president last week charged other agencies with "personnel piracy, ineffectual training programs and pot-luck hiring policies" to fill a void created by too few qualified college graduates entering the advertising business.

He is Emil Mogul, president of Mogul, Williams & Saylor, New York, who spoke at a dinner meeting of the Advertising Club of Greater Miami.

Mr. Mogul declared that the problem of recruiting top college talent for ad careers has been compounded by the "stop and go efforts to build an image of advertising as a profession," which, he said, have created "confusion" among students. Assailing the "image-makers" for leading advertising "down a blind alley," he called for an end to "our basically self-conscious appeal as a profession. We should stop apologizing for being craftsmen, artists, and businessmen. . . . We in advertising are all of that and more. Advertising, to coin a phrase, is a Business Art. It's the best of two possible worlds. And there's nothing quite like it in the world."

Noting the current shortage of agency applicants, Mr. Mogul said four new jobs "go begging" for every qualified college graduate. His advice to students interested in an advertising career: Spend the first two years after graduation at a retail store in a relatively small city—the first, as a salesman behind the counter and the second in the advertising department.

THE MEDIA

How ABC, Hagerty plan news breakout

OFFICIAL APPOINTMENT BRINGS OUTLINE OF NEWS UPGRADING PLANS

ABC officially unveiled James C. Hagerty last week as the big gun of its campaign to raise ABC news and public affairs programming into contention with that of NBC and CBS.

In the process network officials also gave a tipoff to the kind of news operation they want to develop.

Leonard Goldenson, president of the parent American Broadcasting-Paramount Theatres, said the 51-year-old Mr. Hagerty would be "backed to the hilt" with "whatever it requires" to make ABC "competitive" in news and public affairs.

President Eisenhower's news secretary, long known to have been tapped to succeed John Daly as ABC vice president in charge of news, special events and public affairs (BROADCASTING, Nov. 21, 1960), appeared alongside Mr. Goldenson at a news conference in New York last Monday (Jan. 9) to make the appointment official.

Although Mr. Hagerty emphasized he has had no chance to think through many of the decisions ahead and therefore may later revise some of his answers, observers were able to piece together from his replies and Mr. Goldenson's a tentative picture of their current goal:

News Emphasis ▪ It will build slowly into a worldwide operation, with first expansion to come in the Washington bureau. Some of the new talent may be hired from rival networks. It will be basically a reporting organization, with secondary emphasis on commentary and analysis. It will not present editorials.

The building program may include a full-time ABC-TV "camera division" in the news department for shooting newsfilm, although Mr. Hagerty said he was not yet fully decided on this point. The operation will be geared for coverage of news wherever it breaks in the world but will pay "special attention" to Latin America, where ABC already has pioneered in formation of a commercial tv network. Presumably through that network, ABC News also will feed news about the U. S. to Latin American viewers.

Domestically, the organization will supplement its regular news staff by drawing frequently, for special purposes, upon newspaper and local-station news experts around the country who, according to Mr. Hagerty, form a "great potential" as yet "untapped" by radio and television.

There also seemed a good chance ABC would make some innovations in the more or less standard procedures used by NBC and CBS. For one thing, Mr. Hagerty and Mr. Goldenson were agreed that, contrary to the other networks' position, news documentaries do not necessarily have to be produced exclusively by the network news department, so long as the department retains the right to reject anything it doesn't approve. There also were indications ABC News would try other innovations; that, at least, was read into Mr. Goldenson's emphasis on "contrasting things" as a key element in ABC-TV's advance "to the front" in both entertainment and sports.

Extensive ▪ Mr. Hagerty, a former *New York Times* reporter who made an immediate hit with broadcasters by opening President Eisenhower's news conferences to radio and television, and Mr. Goldenson covered a wide range



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of plans and possibilities in response to reporters' questions. Highlights:

▪ Mr. Hagerty will start Jan. 23, the Monday after President Eisenhower leaves office, but he doesn't expect to go in "like a bull in a china shop" and, in fact, may need two to three years to build the kind of staff and develop the kind of schedule he's shooting for.

▪ Thomas Velotta, vice president for special projects in the ABC news department, will be Mr. Hagerty's No. 1 assistant under a title yet to be determined, but other key personnel have not yet been designated.

▪ Unlike his predecessor, Mr. Hagerty does not plan to do on-air work, feeling that would stifle competition on his staff. He does not know yet who will be the permanent occupant of the early-evening newscast vacated by John Daly following his resignation last November, nor who may take over the post of news and public affairs director which Francis N. (Fritz) Littlejohn gave up a week ago (BROADCASTING, Jan. 9).

▪ He sees his job as one of building the best news staff possible, both in the U. S. and overseas, and he'll start that program in Washington, "the world news capital." The expansion there will add full-time newsmen; he has not yet decided whether the expanded foreign staff will consist of full-time staff members or stringers.

▪ He knows "some good men I'd like to have," but he wouldn't say whether they are now on rival network staffs or whether he would or would not raid other networks. Wherever they are, he's looking for "reporters" rather than commentators or analysts, and whether they're male or female, or have a good voice or look good on camera is less important than ability and integrity in news gathering.

▪ He hopes to help ABC affiliates in their local and regional news coverage and to use experts from stations and newspapers around the country in network news roundups on occasions. He said this might be done in political campaign wrapups, for instance, when such experts are available and can reflect local conditions better than staff men sent in for area reports.

▪ If commentators or analysts are used on the air their reports will be clearly labeled. Mr. Hagerty thought offhand that editorializing is a good idea for stations, because of their intimate awareness of local conditions, but wouldn't be good on a national network level. As a "shotgun opinion," he thought commentary and analysis, so labeled, were preferable to network editorials.

▪ He thought documentaries should be produced by the "best possible people," inside or outside the network. This view contrasted sharply with that of Mr. Daly, whose resignation was

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ABC makes news about its planned news and public affairs operations which will be run by James C. Hagerty (r), White House news secretary. ABC executives present at news conference last week, at which network plans to expand into competitive position with CBS and NBC, are (l to r): Oliver Treyz, ABC-TV president; Michael J. Foster, ABC press information vp; Leonard Goldenson, AB-PT and ABC president, and Mr. Hagerty. The Hagerty-Goldenson news conference was held in New York on Monday, prior to a meeting of ABC-TV affiliates at Miami Beach, where Mr. Hagerty also accompanied Mr. Goldenson. The presidential news secretary takes over his new job Jan. 23, three days after his boss turns over the reins to John Kennedy.

triggered when ABC departed from traditional network policy and contracted for informational programs not produced under the direction of the news department. Mr. Hagerty joined Mr. Goldenson in the opinion that no network can corner the market on talent and that it should not rule out good programs because they are produced by outsiders, so long as the news department retains the right to reject any that do not meet its standards.

▪ Affirming the view that radio-tv should have equal access to news events on a par with print journalism, he thought that in his new job he would be working to get the broadcast media into "a lot of places" where they're now forbidden, including Congress and some branches of the judiciary.

Mr. Hagerty did most of the talking during the one-hour news conference, and most of that was in response to reporters' questions. Mr. Goldenson spoke up primarily to support Mr. Hagerty's assertions that ABC is out to build a news and public affairs operation second to none. The AB-PT chief stressed that the news department under Mr. Hagerty will be supported not only with money but in every other way necessary to build a service that "has vitality and is competitive."

To NBC Newsman Joe Michaels, who asked whether there might be a repetition of the kind of coverage that resulted in published criticisms that ABC-TV had cut away from its election coverage excessively in the interests of commercialism, Mr. Hagerty replied that he hoped not, and added: "I hope to give your outfit fits."

Mr. Goldenson said Mr. Hagerty would report directly to him, clearing news questions relating to television with Oliver Treyz and those relating to ABC Radio with Robert Pauley. Mr. Treyz is president of ABC-TV; Mr. Pauley is vice president in charge of the radio network.

Named his own ▪ Mr. Hagerty declined to give details of his ABC contract, but said he set the salary himself and thinks it is "very handsome" but not as high as some others he had heard about. He said he chose this job over other possibilities because the strides in communications in the next few years will be immense, probably including satellites for worldwide television in the next five years, and because news is a field he was trained in.

"So far as I'm concerned," he said, "this is going to be my job for the rest of my life."

He said published reports putting his salary at $100,00 a year were "not very accurate." He would say only that it's more than the $21,000 he has been getting as presidential news secretary. Subsequent estimates speculated it would be in the $50,000 to $70,000 range.

Mr. Hagerty accompanied Mr. Goldenson and other ABC officials to meetings of ABC owned-and-operated radio and television station managers and of the board of governors of the ABC-TV Affiliates Advisory Assn. at the Balmoral Hotel in Miami Beach last week (BROADCASTING, Jan. 9). But he made clear at the news conference that he was taking a four-day leave of absence from the White House to do so.

He also said that he had had no discussions with President Eisenhower about participating in an ABC-TV documentary and that he'd have no such discussion as long as he's working for the White House.

Letters ▪ The official termination of while, in the release of an exchange of this association was signalled, mean-

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Now for the first time in the history of radio, musical promotion jingles have been produced that can be adapted to fit the programming needs of any popular music Station. Five (5) different vocal styles made famous by the Nation's most outstanding vocal groups are included in this extraordinary package. This is another important first for Futursonic Productions of Dallas.

DAYS OF THE WEEK To further add to the flexibility of this exciting material, four units of the VERSATILES Package offer jingles created around the days of the week. Each day, Sunday through Saturday—Morning, Afternoon and Night—is gaily identified with the station's call letters and other activities.

KWIK IDEES In response to many requests for short promos and I.D.'s, twenty one (21) KWIK—IDEES constitute a 5th unit of the VERSATILES Package. More than mere edits of longer jingles, these bright jingles are specifically designed as musical bridges and for use in heavily commercialized drive time.

MASTER TRACKED IN HOLLYWOOD The entire VERSATILE Package was master tracked in Hollywood at Radio Recorders Sound Studio to insure maximum fidelity. Re-recording takes place at the specially equipped Futursonic Studios in Dallas. The VERSATILES were piloted by KLIF in Dallas, CHUM in Toronto, and WKMH, Detroit. The VERSATILES are truly "the pulsating result of experienced effort and ingenious gall; an unforgetable experience in sound and utility." Created, produced, and distributed by Futursonic Productions, Inc., 3103 Routh St., Dallas, Texas.

FUTURSONIC PRODUCTIONS INCORPORATED

letters between Mr. Hagerty and the President, announcing his resignation as of Jan. 20, Inauguration Day.

In his letter Mr. Eisenhower told his news secretary that "you have been invaluable to me. You have striven tirelessly to present to the public, through the various news media, an accurate and objective report of the activities of the President and of the White House. You have handled major news stories with understanding and intelligence. Your great knowledge of the technical aspects of the distribution of news has enabled the people of the country to get the broadest and most comprehensive coverage of events that has ever been possible, and you have, I know, won the plaudits of the press corps in so doing."

Mr. Hagerty, born in Plattsburgh, N. Y., in 1909, joined the *New York Times* as a political reporter in 1934, upon graduation from Columbia U. He was the *Times* legislative correspondent in Albany from 1938 to 1943, when he became news secretary to Gov. Thomas E. Dewey. He was on Gen. Eisenhower's staff during the 1952 presidential campaign and was named news secretary when President Eisenhower took office in 1953.

Sammons buys 16th catv system for $600,000

The sale of the Fayetteville, Ark., catv system to C. A. Sammons, Dallas life insurance entrepreneur and owner of 15 other catv systems, for $600,000 was announced last week.

Mr. Sammons bought the Arkansas cable company, with 3,800 subscribers, from Transvideo Corp. in which U. S. Sen. J. William Fulbright (D-Ark.) and KHOG Fayetteville were major stockholders.

Considered one of the largest singly-owned catv systems in the country, with 40,000 subscribers, Mr. Sammons' enterprise is known as Southwestern Transvideo Inc. It includes six cable systems he bought for $1.15 million last November—Pittsfield, Orange, Athol, in Massachusetts; Warren, Pa., Claremont, N. H. and Bellows Falls, Vt.—and Pottsville, Schuylkill Haven, Minersville, Clearfield, Bradford, Eldred, all in Pennsylvania, Harrisonburg, Va.; Olean, N. Y., and Coos Bay, Ore.

A second cable company sale announced last week was the purchase of the Rogers, Ark., catv system by Fred Stevenson for $125,000. Mr. Stevenson, who is an executive of KHOG Fayetteville, will remain as general manager of the Fayetteville cable company.

Broker in both transactions was Daniels & Assoc., Denver. Bill Daniels also announced, last week, the establishment of Systems Management Co. to engage in all facets of catv management.

Storer registers stock sale at SEC

Storer Broadcasting Co., Miami Beach, Fla., has filed with the Securities & Exchange Commission to register 263,000 outstanding shares for public offering. George B. Storer, president and board chairman, proposes to sell 160,000 of these shares. Vice President J. Harold Ryan and his wife (Mr. Storer's brother-in-law and sister) are selling 25,000 shares each with the rest to be sold by the Detroit Bank & Trust Co. as trustee under agreements with Mr. Storer. The company will not receive any of the proceeds of the sale of this stock, the prospectus stated.

For ten months ended Oct. 31, 1960, the company had operating revenues of $24,874,884 as compared with $22,723,-228 for the comparable period of 1959. Net income for the period was $4,104,-879 against $4,156,453 in 1959. Earnings per share of common stock: $1.66 for the 1960 period; $1.68 for the 1959 period. Each year a dividend of $1.45 was paid on common stock; Class B earned 37½ cents for the 1960 period against 18 cents the previous year.

Figures showed that tv revenues have been about four times those of radio for the past five years. However, the statement said, fm broadcasting "has not been and is not at present a profitable operation. No income is derived from the sale of fm time and no statement can be made as to the probability of fm becoming income-producing."

In the statement, Storer expressed the belief that public interest in high-fidelity will lead to greater acceptance of fm and that "competitively" it is wise to hold on to fm properties in case fm becomes "a major factor." In the past Storer has programmed all its fm outlets simultaneously with am stations in the same city. For an experiment in separate fm programming it plans to use WGBS-FM Miami.

Salaries and Holdings ▪ The statement lists renumeration of all officers and directors of the company receiving over $35,000 per year as follows: George B. Storer Sr., board chairman and president, $75,150; Lee B. Wailes, executive vice president, planning & finance, $64,021; Stanton P. Kettler, executive vice president, operations, $64,021; George B. Storer Jr., vice president for tv operations, $45,356; William E. Rine, vice president for radio operations, $53,384; John E. McCoy, vice president for law and finance, $38,117. All are on the board of directors.

George B. Storer owns 1,086,340 shares of Class B stock or 72.38%. The Storer family owns 1.35% of outstanding common stock; 99.67% of Class B stock. The company now has outstanding 975,060 shares of common stock and 1,499,690 of Class B. All of the 263,000 shares being sold in the offering are shares into which a like number of Class B shares will be converted.

Storer Broadcasting Co. operates

Doerfer-Storer business deal told

Former FCC Chairman John C. Doerfer has become secretary-treasurer of a Bethesda, Md., manufacturing firm in which Storer Broadcasting Co. has made an investment.

This information was reported in a registration statement filed by Storer with the Securities & Exchange Commission.

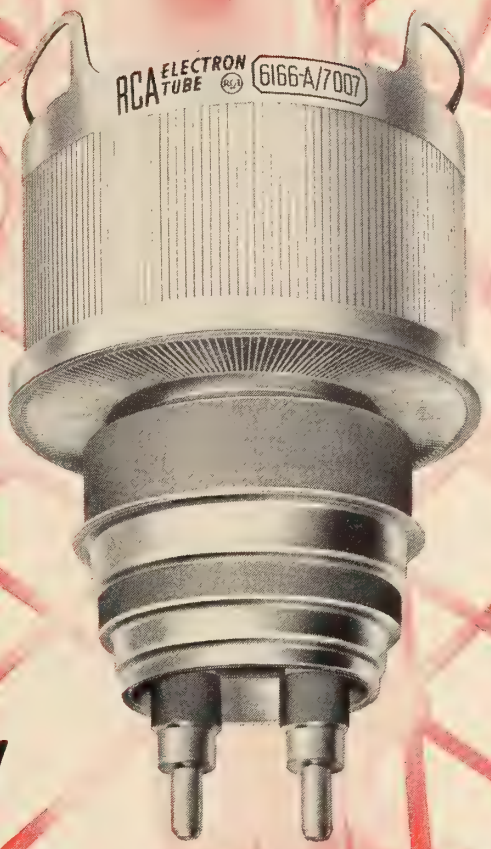
Storer officials said the broadcasting company had made the investment because it promised an opportunity for diversification in a growth company. Mr. Doerfer was said to have brought the situation to the attention of the Storer company last August.

Mr. Doerfer resigned from the FCC in March 1960 after a House Legislative Oversight Subcommittee investigation of hospitality he accepted from Mr. Storer.

The registration statement disclosed that since last September Mr. Doerfer has been secretary-treasurer of Nemir Industries Inc., Bethesda, Md., manufacturer of plastic articles. His employment was specified in a contract between Storer Broadcasting and Clarence T. Nemir. The contract was drawn up for the purpose of "inducing Storer to loan" Nemir Industries $190,000 in exchange for an option to Storer to buy 50% of the stock of the company for $400,-000, any unpaid balance of the loan or interest to apply to that sum. Mr. Nemir agreed to sell no stock in his company while the agreement is in effect, except for an unspecified amount to Mr. Doerfer under a previous agreement.

Since last October 1, George B. Storer Jr. and Stanley Willis, Storer directors, have been on the Nemir Industries board.

Nemir Industries and its subsidiaries—American Fibre Co. and American Bowl 'N Cup Inc. (included in the agreement), make plastic cups, trays and other articles, mainly for airlines, as well as such articles as heart valves. It also is expanding into the manufacturing of raw plastic materials. A statement included with the agreement set the fair net worth of Clarence T. Nemir's enterprises as $581,700 as of March 31, 1960.



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First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:

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To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large-area, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.

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- Has a higher voltage and plate dissipation rating (with lower drive) than 6166
- Wide terminal contact surface
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WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WITI-TV Milwaukee; WIBG-AM-FM Philadelphia and WWVA-AM-FM Wheeling, W. Va. Storer holds an option to buy WINS New York.

Wometco files with SEC for sale of stock issues

Wometco Enterprises Inc. has filed with the Securities & Exchange Commission to register 18,591 shares of Class A common stock; 19,155 shares each of Class B, Series B, C and D common, and 23,944 shares of Class B, Series E common. All five series of stock are now outstanding and will be offered for sale by underwriters except that 15,000 shares of Class B common, Series E, are being reserved for sale to company employes. None of the proceeds of the stock sale will be payable to the company unless the average price per share received by the selling stockholders, less 7%, exceeds $10, in which case the company is to receive 75% of the excess.

Wometco operates WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., and owns 47.5% of WFGA-TV Jacksonville, Fla. Its purchase of KVOS-TV Bellingham, Wash., for some $3 million is pending FCC aproval. In addition the company has various theater, confectionary, soft drink and vending interests and a Miami aquarium.

Wometco lists as tv and related gross income for 40 weeks ended Oct. 8, 1960 as $4,203,618, compared with $4,980,-481 for the comparable period of 1959. Total gross income was $7,822,218 for this 1960 period; $9,507,521 in 1959. Net income before taxes was $6,798,655 for the 1960 period; $8,119,248 for the comparable 1959 span. Tv expenses were $3,194,885 in 1960's period as against $3,726,820.

A balance sheet for its latest acquisition, KVOS-TV, showed 1959 total tv sales as $2,166,169 with a net income of $428,436.

Mitchell Wolfson, president, is the only officer getting a salary over $30,000. His annual salary is $50,325. Principal stockholders of Wometco are Mitchell and Frances Wolfson, Louis Wolfson II and Mitchell Wolfson Jr. and the First National Bank of Miami.

In the statement Wometco said the FCC has scheduled a hearing into the grant of WFGA-TV on "the conduct of the three original applicants." The company states that it feels its conduct was not improper but allows that if the grant is set aside, a "substantial" loss will be incurred by Wometco.

TO HELP THE FLOW OF INFORMATION

Murrow tells RTES of proposal for national institute

The creation of a privately-financed National Information Institute that would study the journalistic field—including electronic journalism—solely in the public interest was proposed Thursday (Jan. 12) by CBS newscaster Edward R. Murrow in a major address in New York.

His speech was delivered before a luncheon meeting of the Radio & Television Executives Society attended by more than 500 persons. In his talk, Mr. Murrow assessed modern day mass communications, the tv medium in particular, with his recommendation of an institute taking this shape:

▪ It would be staffed by men experienced in public affairs, journalism, "probably the law," and in the "appropriate social sciences."

▪ In a period of seven years, the institute's skills would be devoted to "continuous experimentation" of "independent measurement, study, exploration . . . and public education in the methods used and the results obtained by the principal media of mass communication of information."

▪ Through this process, the body of people so engaged would be "continuously gaining skill and experience . . . develop expertness in techniques and procedures . . . [and] would gradually acquire authority and standing which would give it a growing influence for good."

Mr. Murrow said that while vast sums were being appropriated by foundations and individual philanthropists to education and other worthy social causes, the study of the information field deserved at "least equal importance.

What It Would Do ▪ The institute would serve to do the following, in Mr. Murrow's judgment:

1. Encourage and help improve dissemination of information, discussion and argument by publications ("written and oral") by making the public more aware of what it wants and needs and by experimentation help find this want and need.

2. Create a more favorable climate for public acceptance for "all those now controlling or managing oral or written publishing enterprises," for those wishing to do a better job and for those who wish to enter this field with high ideals and purposes.

3. Analyze and study and publicize threats to the public welfare that take the form of assaults on freedom of the press in hampering and limiting the flow of information.

9. Stiffen the public against "bad news handling, bad editorials or poor arguments" by teaching people to weigh and judge for themselves.

Reason for the institute, Mr. Murrow said, simply was the fact that democracy can thrive only on an informed public. He said his proposal had been in his "files" since 1947 when it was first conceived by Ed Klauber, former executive vice president at CBS, and if "it was urgent when we hammered it out together 13 years ago, it is certainly more urgent today."

Station Performance ▪ Many (but unspecified) stations he roundly criticized for not performing nor programming in content as to promises made when they applied for and were granted their licenses. He indicated stations' performances ought to be weighed and measured against their promises when licenses come up for renewal, but if they have failed in this balancing, they should be penalized.

Madison Avenue came in for some good-natured but pointed barbs from newsman Murrow. At one point wherein he was critical of researching the incidental and in studying the effect of actions only in purely economic terms, he quipped: "For this state of affairs we all share the blame. But at least 15% of it belongs to the advertising agencies. The rest can be distributed as you like."

Mr. Murrow noted that two years ago in a talk in Chicago he had suggested "we should have a little competition, not only in selling soap, cigarettes and automobiles, but in informing a troubled, apprehensive but receptive public."

He said that this competition between networks had materialized, that he looked to its increase still further but that from Sept. 1, 1960, through the end of last year the tv networks aired an unprecedented number of public service programs in prime time (between 7:30-11 p.m.)—CBS, 35 hours; NBC, 38.5 hours and ABC, nearly 25 hours. He welcomed the fact that well over half of these programs were sponsored.

Great Debates ▪ As to the tv debates of the presidential campaign, Mr. Murrow said they were "a puny contribution, capsuled, homogenized, perhaps dangerous in its future implications." But, he admitted, it managed to "arouse curiosity and interest, and may have affected the outcome." He noted that the candidates determined the ground rules but that the networks to a large degree "abdicated their responsibility and became merely a conduit," and while the instrument was used however superficially, "the republic survived and it is to be hoped that lessons were learned."

Things HAVE changed in the Carolinas:

WSOC-TV is FIRST in CHARLOTTE during prime television time

Latest ARB again emphasizes the continuing shift in Carolina viewing habits. WSOC-TV's clean sweep of Monday-Friday nighttime averages is complemented with significant overall gains for other periods. Ask us or your H-R man for current availabilities. Get more for your money on WSOC-TV, one of the nation's great area stations.

CHARLOTTE METRO TV RATINGS
Monday-Friday—Half-hour Averages

ARB—November 1960

	AVERAGE AUDIENCE RATING %	SHARE %
7-7:30 pm.		
WSOC-TV	**24.9**	**51.4**
Station B	23.5	48.6
7:30-8 pm.		
WSOC-TV	**30.3**	**57.8**
Station B	22.1	42.2
8-8:30 pm.		
WSOC-TV	**31.9**	**59.0**
Station B	22.2	41.0
8:30-9 pm.		
WSOC-TV	**28.4**	**51.7**
Station B	26.5	48.3
9-9:30 pm.		
WSOC-TV	**31.3**	**58.6**
Station B	22.1	41.4
9:30-10 pm.		
WSOC-TV	**31.3**	**58.9**
Station B	21.8	41.1
10-10:30 pm.		
WSOC-TV	**22.9**	**56.8**
Station B	17.4	43.2
10:30-11 pm.		
WSOC-TV	**19.0**	**60.1**
Station B	12.6	39.9
SUMMARY MONDAY-FRIDAY 7:00 P.M.-11:00 P.M.		
WSOC-TV	**27.5**	**56.8**
Station B	21.0	43.2

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

NAB's Collins sees himself in dual role

HE'LL DEFEND, ADVISE BROADCASTERS, LAWYERS TOLD

LeRoy Collins, NAB's new president, will take a two-way role as the industry leader.

In his first public appearance last week, the NAB head told the annual Federal Communications Bar Assn. dinner he will be both an advocate for broadcasting and will remind the industry of its responsibilities. The dinner was held Friday (Jan. 13) in Washington.

"Broadcasting, no less than an individual, has legitimate interests," he said, "and I shall to the best of my abilities articulate and advance those legitimate interests with reason and clarity and vigor. It will be my purpose with NAB to be an advocate, not a referee, for broadcasting."

Turning to his second function, he explained, "Broadcasting, far more than an individual, has responsibilities. It also will be my purpose to articulate those responsibilities and advance their exercise with equal reason, clarity and vigor. We all share a common responsibility for America. The right to a voice carries with it the responsibility to have a conscience—and to use that voice to speak it."

Mr. Collins took a look into the industry's future. "Broadcasting, I am convinced, has more to contribute to the accomplishing of the American dream than any other single private force," he said. "With you, I want broadcasters to grow in their capabilities and in their service—not in reaction to criticism, not just to make more money, but in ever-greater pride in their creative art."

The Good Story ▪ NAB's new head said "tremendous progress" has been made in broadcasting, adding, "For this we can be justifiably proud. Over and over again we should tell our good story."

But, Mr. Collins continued, the job isn't done. "Like America, broadcasting has had—and still has—some features of which it cannot be proud. These things must be, as they have been, regarded by broadcasting not as defeats but as challenges to do better. As with America itself, there never will cease to be room in broadcasting for still more progress and improvement.

"Our task is to make both—America and broadcasting—move forward within the guidelines of our basic freedoms to become even better. I intend to devote all my mind and strength toward that end, and I earnestly ask for your help. I believe this is the kind of leadership you want and expect."

Mr. Collins told FCBA he accepted his new responsibility because he believes "in America and the free-enterprise system which has given America dynamics and stability." He added, "I believe in broadcasting, not just as a business or as a great industry. It is far more than that. Broadcasting, like America, has not yet 'arrived.' It, too, has only begun, and ahead it also faces goals which demand resourcefulness and loyalty and hard effort, better to serve mankind's needs. I feel in the service of broadcasting a sense of mission very similar to that I have felt in public service."

The Real Broadcasting ▪ Reminding that politicians concern themselves with creating "images," he said, "They often come to feel that regardless of what a man's inner self may be they can dress him out in a way that no one will know the real man under the costume. If America is to do more than survive, the way is not to try to sell ourselves as something we are not, but to devote our chief energies toward making ourselves something better than we are. And the same is true of broadcasting."

Broadcasters must not be driven "into economic and legal corners" from which they are precluded from making contributions to the national well-being and public interest, he said, adding, "A broadcaster's desire to serve the public interest can be only as meaningful as his ability to serve."

He said America's goals must be broadcasting's goals. "If broadcasting is to endure as a free institution in a free society, the best interests of broadcasting must coincide with the public interest."

Affiliates praise ABC-TV for gains

ABC-TV Network made "tremendous strides" in sports, special events and public service during the 1960-61 season, the ABC-TV Affiliates Board of Governors and managers of ABC-owned stations were told during sessions held all last week at Miami Beach, Fla. Praise for the strengthened service was voiced by Howard Maschmeier, chairman of the board of governors and general manager of WNHC-TV New Haven, Conn.

Leonard H. Goldenson, AB-PT president, introduced James C. Hagerty, who becomes ABC news-special events-public affairs director June 23, to the meeting (see story page 40). Thomas W. Moore, ABC vice president in charge of tv programming and talent, thanked affiliates for their cooperation in helping raise the calibre of the network's sports coverage.

Members of the board of governors taking part in the meeting included Donald D. Davis, KMBC-TV Kansas City, vice chairman; John F. Dille Jr., WSJV (TV) Elkhart-South Bend, Ind., secretary; John T. Gelder Jr., WCHS-TV Charleston, W. Va., treasurer; Joseph H. Hladky Jr., KCRG-TV Cedar Rapids, Iowa; D. A. Noel, WHBQ-TV Memphis, and Willard E. Walbridge, KTRK-TV Houston.

Stubblefield opens new station brokerage firm

William T. Stubblefield has opened a station brokerage business specializing the top 100 U. S. markets. Offices of the firm, William T. Stubblefield Co., will be in Leesburg Va. (Box 891, phone Spring 7-1210).



Mr. Stubblefield

Since Oct. 31, 1958 when he resigned as a partner in the brokerage firm of Hamilton, Stubblefield, Twining & Associates, Mr. Stubblefield has operated a management consulting business. He is owner of WAGE Leesburg, Va. With his former partner, W. R. Twining, he founded Gibraltar Capital Corp., an investment firm operating in the media field. By specializing in the top 100 markets, he said, he will be able to have closer contact with both buyers and sellers of stations.

CBS stations division reports 7% gain in '60

A 7% increase in net sales in the past year compared with 1959 and an extension of activities into several new areas were among the highlights cited last week in a CBS Television Stations Div. year-end report.

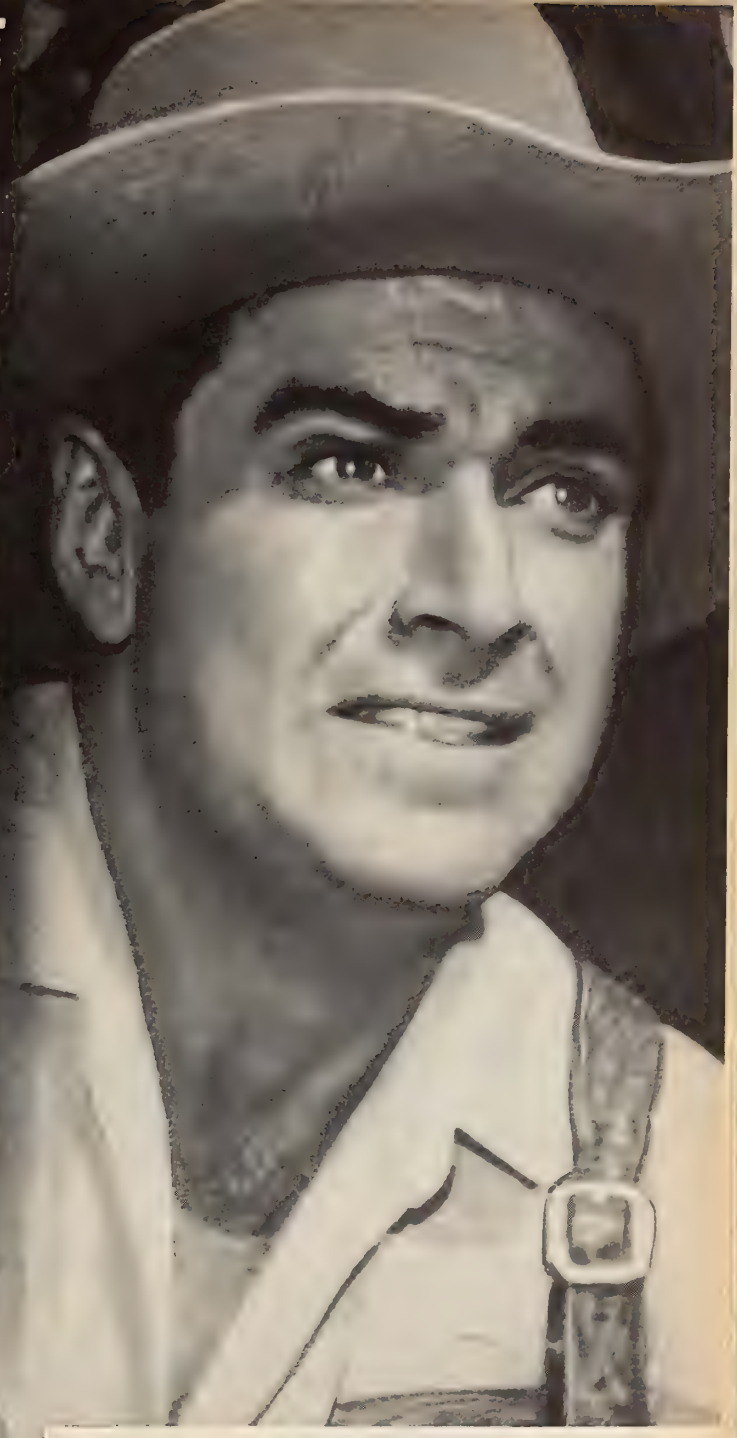
The CBS Inc. division, which includes the non-network functions of the CBS television operation, described its past 12 months as a period of growth and pioneering. CBS Films, for example, claimed foreign sales increased to 10 countries in a year that ended with more than 40 nations telecasting about 60 tv series each week. The division last year opened studios in Buenos Aires, Argentina and Lima, Peru.

The CBS owned tv stations (WCBS-TV New York, KNXT [TV] Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis) expanded their coverage of community service programs and were rewarded with a 13% increase of non-network sales over the previous year.

CBS Television Spot Sales, also within the CBS station division, showed a 12% sales increase last year as compared to 1959. This increase was higher than the rate of gain showed by the industry as a whole.

"STRIP" FOR ACTION WITH THE

MAN FROM COCHISE



156 HALF-HOURS OF NTA'S RECORD-SMASHING, MODERN WESTERN!

There ought to be a new expression for "track record" in the case of an enormously successful western like THE MAN FROM COCHISE. Maybe it's trail record. In any case, this outstanding, action-loaded series of 156 episodes has been blazing trails — or records — with "top ten" syndicated ratings, against all competition, in every market, with every type of audience, for four solid years! (See box, lower right.)

Strip it across the board, daytime or evenings, and this proven series, produced by Desilu and featuring John Bromfield, will draw for you . . . just as it has for top advertisers in hundreds of markets of every size. To name a few: Budweiser, Sunoco, Ajax, Bromo Quinine, Bufferin, Ipana, Super Anahist, Vicks, Kent, Viceroy, Ivory Soap, Camel, Duz, Palmolive Shave, Wildroot, Standard Oil, Maxwell House Coffee, Alka-Seltzer, Schick, Playtex, Minute Maid, Dash, Vaseline Hair Oil, and hundreds of regional and local sponsors.

So reach for the rating ceiling with this proven successful property today. It may even be first-run in your market. Contact your nearest NTA sales office, or those listed below:

NTA

NEW YORK: 10 Columbus Circle, JUdson 2-7300
LOS ANGELES: 8530 Wilshire Boulevard, Beverly Hills, OLympic 5-7701
CHICAGO: 612 N. Michigan Avenue, Michigan 2-5561



AMONG THE TOP TEN SYNDICATED PROGRAMS IN THE NATION*
. . . against all competition, any time slot, any market, as shown by ARB multi-month rating averages

	RATING	SHARE
VERSUS NETWORK		
Cleveland, 10:30-11 p.m., Friday, Nov. '59-Mar. '60		
WEWS **U. S. MARSHAL**	24.1	46.0%
Sta. B Person To Person	15.9	30.3%
Sta. C Cavalcade Of Sports	12.4	23.7%
Omaha, 9:30-10 p.m., Wednesday, Feb.-Nov. '58		
KMTV **SHERIFF OF COCHISE**	26.6	45.4%
Sta. B U. S. Steel Hr./Circle Theater	16.2	27.6%
Sta. C Wednesday Night Fights	15.8	27.0%
EARLY EVENING		
Syracuse, 7-7:30 p.m., Friday, Nov. '59-Mar. '60		
WSYR **U. S. MARSHAL**	30.9	76.3%
Sta. B Four Just Men	9.6	23.7%
Oklahoma City, 6:30-7 p.m., Friday, Oct. '57-Feb. '58		
WKY **SHERIFF OF COCHISE**	29.0	57.0%
Sta. B Rin Tin Tin	12.9	25.3%
Sta. C Annie Oakley	9.6	17.5%
LATE EVENING		
Cincinnati, 10:30-11 p.m., Thursday, Mar.-June '60		
WCPO **U. S. MARSHAL**	18.5	41.6%
Sta. B Lockup	12.9	29.0%
Sta. C Revlon Revue	13.2	29.7%
Boston, 10:30-11 p.m., Saturday, Nov. '59-March '60		
WNAC **U. S. MARSHAL**	16.4	38.2%
Sta. B Four Just Men	13.5	31.3%
Sta. C It Could Be You	13.1	30.0%

*January 1958-July 1960, Average U. S. Pulse Ranking for Syndicated Films

NAB viewpoint allowed in labor boycott case

NAB has been granted the right to state the broadcasting industry's position in a test case involving secondary boycott protection provided by 1959 amendments to federal labor laws.

The case is based on a finding by an examiner of the National Labor Relations Board that International Brotherhood of Electrical Workers was guilty of illegal secondary boycott activities against WOGA Chattanooga, Tenn. (BROADCASTING, Oct. 10, 1960).

Union pickets, the examiner found, had picketed Fields & Sally Motor Co., Chattanooga, while WOGA was conducting remote broadcasts from the showroom. Violations were said to have occurred early in 1960, including "do not patronize" signs. "The object of such conduct was to force or require the listed persons (secondary employer) to cease doing business with WOGA, the primary employer," according to the ruling by Examiner Louis Libbin.

NAB Speaks Up ▪ James H. Hulbert, NAB broadcast personnel-economics manager, told NLRB in a letter seeking the right to intervene before the board that such secondary boycotts constitute "a stranglehold . . . on radio and tv stations" which seriously impair their ability to fulfill their obligation to provide the best possible broadcast service in the public interest, convenience and necessity."

Mr. Hulbert added that under Sec. 8b4 of the labor act Congress "has seen fit to distinguish a broadcaster's services from the products of a manufacturer in delineating what a labor organization having a primary labor dispute may do through secondary pressure and, in doing so, has banned all secondary boycotts directed against service industries such as broadcasting."

WKRC-AM-TV grants DiSalle equal time

WKRC-AM-TV Cincinnati, Taft stations, last week granted Gov. Mike DiSalle of Ohio equal time for reply to an editorial broadcast on the stations. The editorial was sharply critical of Gov. DiSalle for his commutation of a death penalty to life imprisonment. It held the governor had substituted his personal views for the judicial processes.

Late last year the stations had criticized Gov. DiSalle for his action in calling an emergency legislative session to consider unemployment benefits. A DiSalle proposal to extend benefits was defeated. Gov. DiSalle charged violation of the Communications Act when the stations refused him time to answer the editorial, saying he was referring the matter to the FCC. No action has been taken by the FCC.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval*:

▪ KMLB-AM-FM Monroe, La.: Sold by WSTV Inc. to Leon S. Walton for total consideration in the neighborhood of $150,000. Mr. Walton owns KOPY Alice and KJET Beaumont, both Texas, and WNOO Chattanooga, Tenn. He is president of National Radio Representatives Inc., Atlanta, Ga. Mr. Walton stated he anticipates making no changes in the overall format of the station. WSTV-AM-FM-TV Steubenville, Ohio is the home station of the Friendly Group, which includes radio and tv stations in Missouri, Tennessee, Georgia, and Pennsylvania. KMLB is 5 kw day, 1 kw night on 1440 kc affiliated with NBC and ABC. KMLB-FM operates on 104.1 mc with 17 kw.

▪ KSDA Redding, Calif.: Sold by Wilford B. Moench, Los Angeles auto dealer, to group headed by Jean L. Carpenter, general manager of KHOF Los Angeles, for $59,500. Mr. Carpenter will move to Redding as president and manager of KSDA. Ralph E. Welch, Orange County sand and gravel producer, is secretary-treasurer of buying group, and Jack R. Short, KHOF chief engineer, is vice president and will serve also as chief engineer of KSDA. Station operates with 250 w on 1400 kc with good music format which will be continued. Broker was Wilt Gunsendorfer & Assoc.

▪ KCRN Crane, Tex.: Sold by Mrs. Jacqueline Young to Albert L. Crain of Sapulpa, Okla., for $22,000. KCIN is a 1 kw daytimer on 1380 kc. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 86).

▪ WEBC Duluth, Minn.: Sold by George H. Clinton to WMT-TV Inc. for $400,000 plus 5-year consultancy contract with Mr. Clinton paying him $10,000 yearly. WMT-TV Inc. is licensee of WMT-TV Cedar Rapids, Iowa, and is 60% owned by American Broadcasting Stations Inc. (WMT Cedar Rapids and KWMT Fort Dodge, both Iowa); 31% by William B. Quarton and others.

▪ KONP Port Angeles, Wash.: 100% ownership of *Port Angeles Evening News*, parent company of KONP, acquired by C. N. Webster, now 47% owner, through purchase of 53% from

Outstanding Values in Broadcast Properties

A 250 watt station in a good, small metropolitan market. Has a good earning record. This property is a real sleeper for an operator with experience.	SOUTH $150,000
Fulltime operation that needs aggressive ownership. Market is in the top 50's and has real potential. $75,000 down and balance over 7 years.	MID-ATLANTIC $275,000
This is a fulltime facility in a small industrial and residential center. Has a good gross with minimum operating costs. Needs an owner-operator. 29% down.	MIDWEST $85,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Mae E. Duckering and Dorothy W. Wenner for $236,394.

▪ KWBA Baytown, Tex.: Sold by Bob H. and N. J. Walker and Winfred H. Hamilton to Cloyed O. Kendrick, David R. Worley and Hugh DeWitt Landis for $190,000. Messrs. Kendrick and Landis own KENN Farmington and KYVA Gallup, N. M.; Mr. Landis also has interest in KFBR-TV Farmington; Mr. Worley controls KLEA Lovington, N. M. and KSEL Lubbock, Tex.

▪ KLAD Klamath Falls, Ore.: Sold by Myer Feldman and Joseph Lerner to Ogden Knapp for $175,000 and agreement not to compete in Klamath Falls area for five years.

N. Y. 'Time' office opens

The Broadcasting Division of Time Inc. has opened a broadcast news bureau in New York, it announced last week. The bureau will process and edit material from *Time* and *Life* reporters throughout the world for use on Time's four radio and tv stations.

Richard McCutchen, a veteran network and local newscaster and producer, will be in charge of the new bureau's activities (see WEEK'S HEADLINERS), which will supplement the work of Time's Washington, D.C., broadcast news bureau, in operation for the past two years.

Five 'exurban' ams join MBS

Mutual announced last week that five independent radio stations located in so-called "exurban" areas have joined as affiliates in the past three weeks.

They are: WBNR Newburgh, N.Y., owned by WBNR Inc., of which Sy Dresner is general manager; KAVL Lancaster, Calif., Antelope Broadcasting Co., Whitford B. Carter, president; KMSL Ukiah, Calif., Jack L. Powell; KCVL Colville, Wash., Colville Broadcasting Co., Merle G. Peterson, general manager; WDCF Dade City, Fla., Pasco Broadcasting Co., B. L. Boring, president. The stations are in "exurbs" of New York, Los Angeles, San Francisco, Spokane and Tampa, respectively, MBS said.

WINS sale extended

Contract for the $10 million purchase of WINS New York from J. Elroy McCaw by Storer Broadcasting Co. was extended last week for another six months. The new deadline date for what is the largest single radio station sale transaction (BROADCASTING, August 1, 1960) is July 10. The $1.3 million contract by Ira Herbert and associates to buy Storer's WWVA - AM - FM Wheeling, W. Va. (BROADCASTING, Sept. 26) also was extended to July 10 in a concommittant action.



Principals complete WBIR-AM-TV transfer

Transfer of WBIR-AM-TV Knoxville, Tenn., from Taft Broadcasting Co. to WMRC Inc. took place Jan. 4 in Knoxville. The $3¼ million transaction was approved by the FCC last November. Shown at the WBIR closing is (seated) R. A. Jolley, WMRC Inc. president, and (standing, l to r) Hulbert Taft Jr., president of the selling company; Kelly Sisk, treasurer of WMRC Inc. and president of the Greenville newspaper, and Wilson Wearn, executive vice president of WMRC Inc.

STATIONS FOR SALE

EAST

New York State Daytimer doing close to $100,000.00—area holds great potential, a realistic buy at $110,000.00. Terms available.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTHWEST

WEST TEXAS—DAYTIMER $90,000.00

This is a single station market, billing better than $60,000.00 per year. $30,000.00 down, very generous terms on the balance. Ideal for owner-operator.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest daytime station with cash flow of $42,000.00 on gross of $125,000.00. The price is $185,000.00 with 29% down and the balance over 7 years. This is a good property, particularly for an owner-operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

Profitable, fulltime absentee-owned radio station in one of the most attractive, extremely fast-growing areas in California. Priced at $150,000.00 with 29% down and balance over ten years.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC.

NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

A 'new frontier' leader for FCC

KENNEDY PICKS 34-YEAR OLD STEVENSON PARTNER TO HEAD AGENCY

President-elect John F. Kennedy selected the man he wants to run the FCC and in so doing caught the commission, the Congress and broadcasting by surprise.

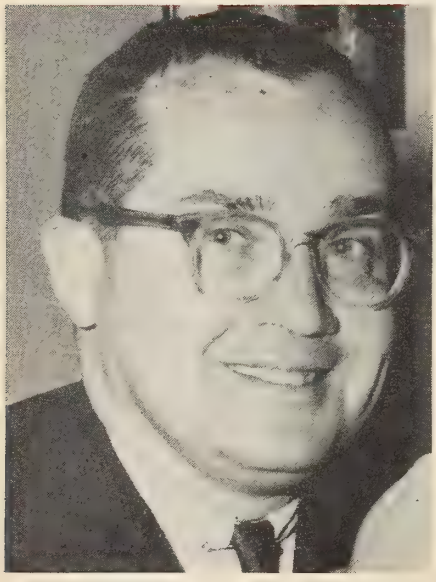
He tapped Newton Minow, 34-year-old Chicago attorney and law partner of Adlai Stevenson. Mr. Minow's background and philosophy fit into other appointments Mr. Kennedy has made. He is young, aggressive, has a brilliant scholastic background and was an active worker in the Kennedy campaign.

Many names had entered into the speculation over Mr. Kennedy's choice as FCC chairman, but Mr. Minow's was never among them. Many of Mr. Kennedy's close confidants had no advance notice of the Minow appointment. It is understood that Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) was not particularly pleased to get the first word of the appointment from news reports. Sen. Magnuson's committee has jurisdiction over communications matters and will hold a confirmation hearing on Mr. Minow.

After he is sworn in Mr. Minow (pronounced min-oh) will tip the balance of power on the commission to the Democratic side, 4-3, for the first time since 1953. He will replace Republican Frederick W. Ford as chairman and will occupy the seat on the commission now held by Detroit Republican Charles H. King, serving under a recess appointment in the post vacated by John C. Doerfer last spring. The Doerfer-King-Minow seven-year term expires next June 30, but the President-elect has already indicated he will reappoint Mr. Minow.

Although Mr. Ford will move out of the chairman's seat, he is expected to remain on the commission. Mr. Ford succeeded Mr. Doerfer as chairman 10 months ago. His term on the FCC runs until 1964.

Near-Record ▪ Mr. Minow is the second youngest commissioner and chairman in FCC history. Charles R. Denny (now vice president of RCA) was made acting chairman in February 1946 two months before his 34th birthday. He was named chairman the following December, four months before he became 35. Mr. Minow will be 35







How Newton Minow got the FCC job

HE'S ABLE LAWYER, FRIEND OF KENNEDY CLAN

The appointment of Newton Norman Minow to the chairmanship of the FCC was a surprise to broadcasters and congressmen, but not to the young Chicago law partner of Adlai Stevenson. It was the only job in Washington he wanted.

Not that he wanted it in the sense he needed it. He doesn't.

Nor in the sense he asked for it. He didn't.

It was his choice. He made it some weeks ago when President-elect Kennedy decided he wanted him in his administration. But he didn't know it was final until last Monday morning.

"I guesss they picked me because I'm unencumbered. I would be completely free to take a fresh look at the regulation problems," he said last week.

Just turning 35 tomorrow (Jan. 17), Mr. Minow is no stranger to radio-tv, but he admits he's anything but an expert. He became aware of the power and prestige of the broadcast media in the early 1950's as administrative aide to Mr. Stevenson when the latter was governor of Illinois. His impression of the impact of the electronic mass communications was strengthened in 1952 and 1956 when he "was very much involved" in Gov. Stevenson's presidential campaigns. He urged the governor in 1956 to suggest tv debates with President Eisenhower, but the suggestion was never carried out, in expectation that the President would decline.

Kennedy Ties ▪ Mr. Minow during the past decade has become associated with the Kennedy family both politically and socially. His personal traveling companion during the 1956 campaign was Bob Kennedy. He first met Robert Sargent Shriver, the new administration's "talent scout" and brother-in-law of the President-elect, in 1952 when Mr. Shriver was working on Sen.

tomorrow (Jan. 17).

Just when the new chairman will be confirmed and sworn in is a matter of conjecture. The Senate Commerce Committee, which must act before the full Senate takes the confirmation under consideration, will be faced by a heavy slate of Kennedy appointments.

One source speculated, however, that Mr. Minow probably will be considered ahead of other appointees to the regulatory agencies because he was the first to be chosen. His appointment was announced Jan. 9.

King's Future ▪ Commissioner King, on leave as dean of the Detroit College of Law, never appeared before the Senate committee for confirmation. He was appointed and sworn in last July while the Congress was in recess for the nominating conventions. His name was sent to the Senate again last week by President Eisenhower, along with several hundred other recess appointments—an action taken to insure that the appointees would be paid until their successors are qualified.

"I hate to go in a way," Commissioner King said last week. He had hoped—and expected—to be able to remain on the commission until the term expired June 30. A recipient of praise for his efforts to speed commission processes, Mr. King said last week that he was just beginning to get his feet on the ground at the FCC. "Now, however, I am assuming that I will be off the commission in 30 days."

He said he would go to Detroit next week to take care of personal business and ascertain his status at the college.

Old to Meet New ▪ Chairman Ford and Mr. Minow, who have never met, talked by telephone last week, and the new chairman has an appointment with Mr. Ford at the FCC this Thursday.

FCC Chairman Ford will revert to the status of commissioner with a record of accomplishments praised by both Democratic and Republican members of Congress, during his 10-month tenure.

Speculation continued last week that the new President would replace one or more of the present FCC commissioners, but there was no solid information to support it. One report published in the *Milwaukee Sentinel* last week was that Wisconsin Democratic leaders had proposed Lew Breyer, onetime film salesman and for the past two years vice president of WXIX-TV Milwaukee for an FCC membership.

Later Mr. Breyer told BROADCASTING that although he understood that local Democratic interests had submitted his name, "I have not been offered a post on the FCC."

"But," he added, "if selected I would be delighted to serve."

Mr. Breyer has resigned from the station.

FCC Commissioner Robert T. Bartley, early leader in the speculation for the chairmanship, again last week denied reports that he would become undersecretary of the Dept. of Commerce. "The only job I am running for is reappointment to the commission in 1965 [when his present term expires]," he said. He has told personal friends that he wants to stay on the commission.







Kennedy's Massachusetts campaign. He has known him well since 1954. Mr. Shriver was president of the Chicago Board of Education until Mr. Kennedy's presidential nomination, when he resigned, and is managing director of Chicago's huge Merchandise Mart, a Kennedy family property. Gov. Stevenson's law firm, however, does not represent the Merchandise Mart.

Gov. Stevenson earlier was picked by the new President to be ambassador to the United Nations. Another partner in the firm, W. Willard Wirtz, has been selected for Undersecretary of Labor. Partner William Blair also is scheduled for a Washington post, as yet unannounced. The firm, though, will continue and will not be dissolved. The Stevenson firm joined with the firm of Paul, Weiss, Rifkind, Wharton & Garrison of New York and Washington in 1957. Mr. Minow is the youngest partner.

As a lawyer, Mr. Minow is general counsel for Encyclopaedia Britannica Films Inc., whose president, ex-broadcaster Maurice Mitchell, is a close personal friend. He is attorney for the Midwest Council on Airborne Television Instruction (although his name has never appeared on any FCC filings), which plans to spread etv over schools in the Midwest from transmitters in circling planes. Another client is *American Heritage,* the magazine that is cooperating with Equitable Life Assurance to provide story material for Equitable's Friday night series on NBC-TV, *Our American Heritage.*

Mr. Minow knows talent's side of broadcasting too. He long has been attorney for *Kukla, Fran & Ollie's* Burr Tillstrom. Another client is his former college roommate at Northwestern, Sander Vanocur, former NBC Chicago correspondent who covered the Kennedy campaign and now is assigned to cover the President-elect. Still another is Robert Fleming, chief of ABC's news bureau in Washington.

FCC Choice ▪ The road to the FCC for Mr. Minow began shortly after the November election, he said last week.

Mr. Shriver phoned and told him he was wanted with the Kennedy administration in Washington. Various possibilities were discussed but no specific decisions reached since Mr. Minow was not particularly anxious to give up his law practice. "I have a family to support and I have to save some money to put my kids through college one of these days," he explained.

Other phone calls followed, some from Bob Kennedy—none from the President-elect, whom he hasn't talked with since before the election. Bob Kennedy, however, usually consulted Mr. Minow for advice on other prospective appointees, rather than his personal future. Still only general possibilities. Perhaps Justice Dept., or one of the agencies such as FTC or SEC.

"About Christmas time I was sounded out about the FCC," Mr. Minow said last week. "It was a field I'm very much interested in. It's important. Challenging."

He continued: "I knew this is what I wanted to do. I'm very interested in radio and television." But he said he explained he would be making "a hell of a sacrifice financially to go down there" (he will be paid $20,500 annually as chairman) and that he would do it only if there was a "constructive" job that could be done. Mr. Minow said that after the call at Christmas time he heard nothing more until last Monday morning and a call from Mr. Kennedy's news secretary, Pierre Salinger, who also is an old friend.

"I guess they have been checking me out," he said. "A few reporters called me Sunday. Apparently they had gotten wind of it. But I told them I knew nothing definite about it. Which I didn't."

Campaign ▪ During the Kennedy campaign, Mr. Minow was one of the organizers and was legal counsel of the National Businessmen's & Professional Committee for Kennedy-Johnson, which headquartered in Chicago. He also was chairman of the local suburban group in New Trier Township supporting Mr. Kennedy.

Asked if Mr. Kennedy's narrow margin in the popular vote would reflect on the strength or attitude of his role as FCC chairman, Mr. Minow said that "when you win a ball game 10 to 9, it's still a win." He continued: "We're responsible now. And we've got to meet the responsibility."

Mr. Minow and his wife will be in Washington this week and will attend the President's inauguration. He has never been at the FCC nor met any of its members or staff, except Commissioner Rosel H. Hyde. "He's a gentleman," he recalled. "It was while we were at a seminar at Princeton a couple of years ago, I believe."

His Background ▪ Called "Newt" by friends, Mr. Minow was born in Milwaukee Jan. 17, 1926. His family was in the dry cleaning business. He attended public schools there and after World War II army service, went to Chicago to enroll in Northwestern U.'s combined liberal arts-law program. He received his B.A. in 1949 from the school of speech and his law degree the following year. He was editor-in-chief of the *Law Review* and was named outstanding graduate, receiving the Wigmore Award as the senior who had done the most for the law school.

Upon graduation he joined the Chicago law firm of Mayer, Friedlich, Spiess, Tierney, Brown & Platt and early in 1951 he was appointed law clerk to Chief Justice Fred M. Vinson of the U. S. Supreme Court.

While in Washington he was approached by one of his former college professors, Carl McGowan, about the prospect of becoming administrative assistant to Gov. Stevenson in Springfield, Ill. He accepted the offer and subsequently became involved in the presidential race of 1952. He stayed with the governor until the end of his term and then returned to the Mayer firm in Chicago.

In 1955 Gov. Stevenson asked Mr. Minow to join him in the new Chicago law firm that he was organizing and this new association brought him into the 1956 campaign. He has been the youngest partner of the firm since then.

Civic Minded ▪ Mr. Minow's activities include the junior board of the National Conference of Christians & Jews and the board of the alumni association of Northwestern. As an active member of the Chicago Bar Assn., he wrote several of the publications that have been issued regarding the local court system. He has lectured widely on public issues and served on the boards of the American Jewish Committee and the Jewish Community Centers of Chicago. His other club affiliations include the Economic Club, Legal Club, City Club, Council on Foreign Relations, among others. The Chicago Junior Chamber of Commerce named him one of the city's 10 outstanding young men for 1960.

He is a member of the Congregation Solel temple, Highland Park, Ill.

He married the former Josephine Baskin of Chicago on May 29, 1949. They have three children, Susan Nell 8, Martha 6 and Mary 2. At home he is thoroughly exposed to radio and tv, even though he is an insatiable and very rapid reader and delights and mystifies his friends by constantly send-

Minnow in a minute: his views on FCC

Newton N. Minow, Jan. 10, 1961, speaking of his forthcoming role as chairman of the FCC:

"I come unencumbered."

"I'm going to be fair."

"The only thing I'm interested in is what the law says. I'm going to protect the public interest."

On self-regulation and voluntary codes: "I'm in favor of industry doing most of this job—if they will do it. From what I see on tv now, things are better. They have upped their standards."

On program control: "The law says no censorship. I agree with that." But the FCC can "encourage" better programming. How, he did not explain.

On educational television: "The country needs it badly. Very badly." He will endeavor to find all means to encourage etv expansion, but would stop short of federal subsidy.

On the Landis Report: He has read it, but not studied it. The FCC chairman-to-be said that he would meet with President Kennedy after he becomes a member of the commission to "discuss" the controversial agency recommendations of Mr. Landis. On a WGN-TV Chicago newscast Jan. 9, Mr. Minow said: " In general, I think the Landis Report is on the right track."

On how to succeed: "When someone asked Herbert Bayard Swope, the newspaper editor, about the formula for success, he said he didn't know. But he did say you would be a failure if you tried to please everyone. Well, I guess that's my guide for the FCC."

On repeal of Sec. 315: He declines to commit himself because of the many technical fine points that need study, but he appears inclined to favor full repeal as far as Presidential and Vice Presidential elections are concerned. Extending repeal to lesser offices and the local level moves the issue into a "highly involved area." But he's very enthusiastic about the idea of "Great Debates."

On pay television, network regulation, color, uhf-vhf and other allocation problems, trafficking, and similar issues: No comment now. Time for study needed.

RADIO **KDAL** TELEVISION
CBS
DULUTH-SUPERIOR

join the WGN family!

—offering a unique and vastly improved service in the greater Duluth-Superior market. As with WGN Radio and Television, an operation dedicated to Quality, Integrity, Responsibility and Performance.

"We at WGN, Inc., are exceedingly pleased to announce that the Federal Communications Commission has approved the transfer of KDAL Radio and Television to WGN.

"With the great resources of WGN in programming, production, promotion and research, stations KDAL Radio and Television will bring to the people of the Duluth-Superior region greatly improved service and a broader scope of programs."

Ward L. Quaal vice president and general manager, WGN, Inc.

WGN *441 N. Michigan*
Chicago 11, Illinois

ing them clippings on unusual subjects from a wide range of publications from all over the world.

The Minow home has two television sets and several radios. The second tv set in the master bedroom was "an intelligent compromise," Mrs. Minow recalled. She was not very enthusiastic about it before Mr. Minow decided to install it, but now she "can't get along without it" and enjoys it very much. It goes on by remote control switch in the morning so Mr. Minow can catch the news before arising.

He has a radio in the bathroom so he can listen to the news, time and weather while he shaves. "If we had one radio, it would be in the bathroom," Mrs. Minow said. "That's the most important thing."

Mr. Minow "is very interested in all of the public affairs programs," his wife explained, especially the "Sunday afternoon ghetto" and the "good drama shows." He enjoys high level comedy shows too. The family hi-fi isn't very "hi," it's just an ordinary phonograph, but it gets stacked with good music records during the evening to accompany Mr. Minow's reading. He reads all the local papers each day, plus the *New York Times, Wall Street Journal, Christian Science Monitor* and a half-dozen or more others from around the country. His subscription list of top magazines is a long one.

His chief outdoor sport is golf. "He lives for it. He adores it," Mrs. Minow said, chuckling over the fact it is the new President's hobby too, "one of the best-kept secrets of the campaign."

One for the Minow family album

". . . and God bless Mommy and Mr. Chairman."

Eight-year-old Susan Nell Minow usually doesn't ad lib the conclusion of her evening prayer. But she did last Monday night and it really didn't surprise her mother or father, or her little sisters, because unexpected things had been happening all day long.

For instance, just at supper time, Daddy was on television. For the first time ever. Mary, age 2, saw him first and ran over to the big screen and gave Daddy a big, happy kiss. Martha, 6, saw Mary and ran to the set right after her and kissed Daddy too. Nell is getting a little big for that sort of thing, but she decided to join in. She planted a big smack right on the screen. But suddenly the picture had changed. And everyone laughed. She had kissed someone else's daddy.

The telephone had been ringing constantly all day long. It was never like this before. Mother said people called they hadn't heard from in years and years. Ever since their honeymoon even. Mother told one friend, "Usually you have to die to have this happen. It's exciting."

It certainly was. Ever since that morning when Daddy had started out the door to walk to the train station, the phone rang and Mother called out after him: "It's Pierre Salinger, from Boston."

New Senate etv bill

Sen. Warren G. Magnuson (D-Wash), chairman of the Senate Commerce Committee, has reintroduced his bill to provide each state and the District of Columbia with a $1 million allocation for purchase or installation of equipment for educational television.

Under the bill (S 205), co-sponsored by Sen. Andrew F. Schoeppel (R-Kan.), no federal funds could be used for personnel or programming service. An identical bill passed the Senate in the last session, but was not acted on in the House.

There, an etv bill, authorized by Rep. Kenneth Roberts (D-Ala.), was reported favorably by the Commerce Committee but was shelved by the Rules Committee. That measure, as amended, would have provided each state with $750,000 on a matching-funds basis to purchase equipment for etv purposes. It also would have limited to $150,000 the amount that could be spent on any one project.

Late last week, Rep. Lee Metcalf (D-Mont.) and Sen. John Sherman Cooper (R-Ky.) added their names as additional co-sponsors of the Magnuson bill.

FCC give ITT space permit

ITT Laboratories, Nutley, N.J., received FCC authority last week to operate an experimental space communications relay station to reflect signals off the moon and passive earth satellites for basic research and space communications theory. The Nutley station was ordered to use 2299.5 mc for the life of the grant, and authorized to use 2120 mc for six months. The former frequency is in the band allocated for space research by the 1959 Geneva radio regulations. The laboratories will use 10 kw input to a 40-ft. steerable antenna for narrow-band transmissions. Reception will be at the same site. The FCC asked ITT to check out channel-sharing possibilities between space and ground-based microwave transmissions and reception during the one-year life of the permit.



WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

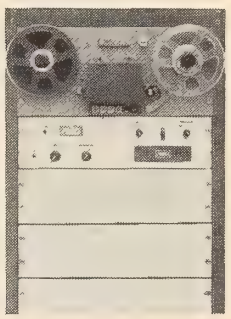
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

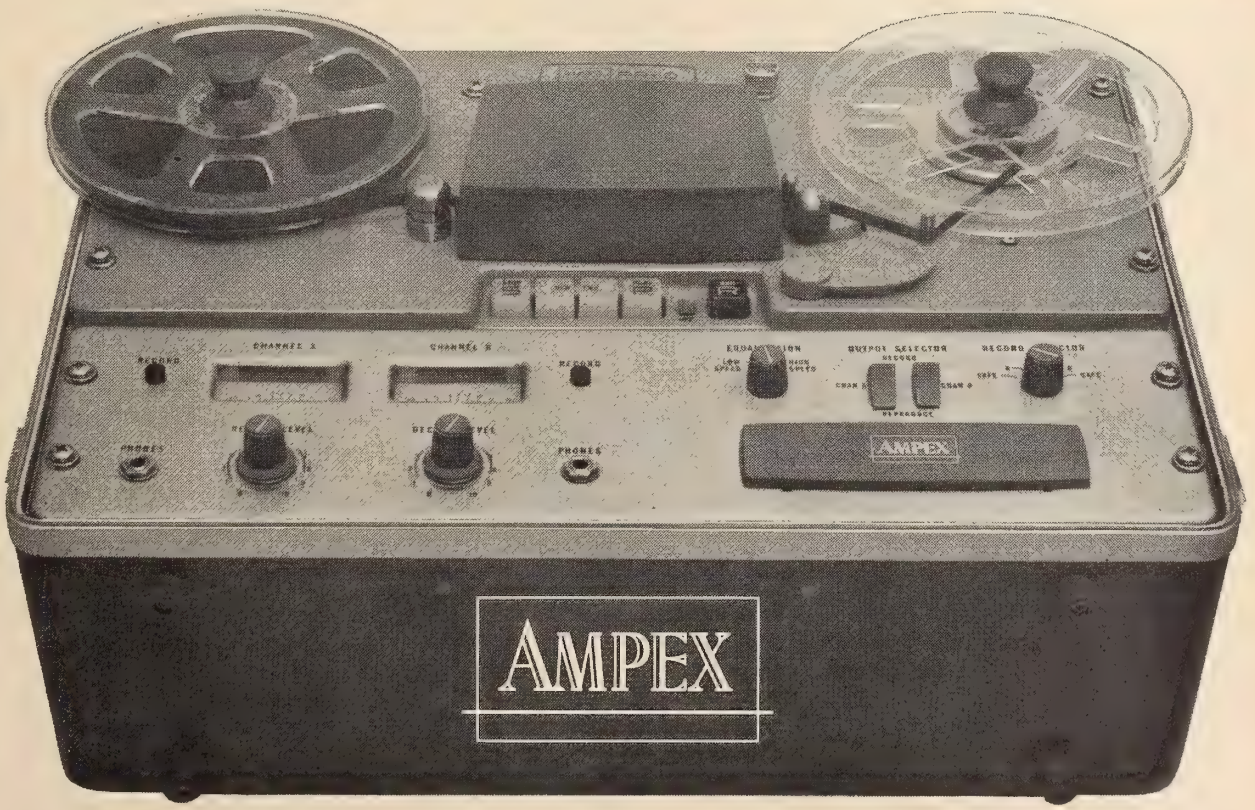
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective *track and two*-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19″ w by 14″ h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



PR-10



Literature including specifications, features, benefits and applications available from Ampex. Write Dept. B-2

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter St., Redwood City, Calif.* • *Ampex of Canada Ltd., Rexdale, Ontario.*

Action speaks louder than words

FTC: BEWARE FALSE TV COMMERCIAL DEMONSTRATIONS

It's the demonstration in a tv commercial that causes Federal Trade Commission eyebrows to go up. This was emphasized last week in three communications from the FTC: its yearend report, a speech by FTC Chairman Earl W. Kintner, and a speech by tv-radio monitor chief Charles A. Sweeny.

"Wide attention was . . . given the commission's attack on misleading tv commercials in which 'demonstrations' exaggerated the merits of one product over another." This is how the FTC's yearend report alludes to the complaints which were issued during the past year against such top-flight tv advertisers as Libby-Owens-Ford Glass Co., Brown & Williamson Tobacco Corp., Carter Products Inc., Mennen Co., Alcoa, Colgate-Palmolive Co., Standard Brands Inc., etc.

The FTC's attitude toward demonstrations on tv was explained by Chairman Kintner in a speech to the Eastern Industrial Advertisers in Philadelphia January 5:

". . . a commercial may be considered illegally deceptive if purchasers may be induced thereby to purchase a product because they have been led to believe that they have seen a valid test or demonstration of it."

He also referred to the FTC's order which prohibits the use of demonstrations "purporting to prove claims which the demonstration does not prove."

Representations which may influence prospective purchasers must be truthful, Mr. Kintner emphasized .

In discussing the use of demonstrations to point up assets of a product, comparisons may be a useful means to describe these qualities, Mr. Kintner said, but "false comparisons of competing products may result in competitive harm." This will bring corrective action by the FTC, Mr. Kintner asserted.

Mr. Kintner also stressed the FTC's finding that although no determination has been made on the merits of a product, the collateral visual suggestion that it has been recommended by the medical profession was found to be misleading. This referred to "white coat" advertising, now largely extinct in tv.

Artistic License ▪ Answering the argument that the advertiser should be allowed some "license" in presenting his product, Mr. Sweeny stated that the FTC has not denied that right "insofar as the presentation is honest and truthful and avoids deception."

But, he added, "We have all learned to recognize a sales talk when we hear it, but that which we actually see demonstrated on a tv screen somehow becomes a factual and authoritative presentation which we are not adjusted to so discount, and therefore believe literally."

Discussing the work of the FTC's tv-radio monitoring section before the Chicago Advertising Executives Club, Mr. Sweeny explained that the unit not only checks tv and radio continuities but also spot checks daily newspapers and magazine advertising.

He also related a series of cases which resulted from an FTC staff study of an entire industry. Violations covering all media were presented to the FTC for simultaneous action.

"This method of proceeding seeks to avoid the competitive inequity which might otherwise result and also permits a more efficient means of investigating," he said.

Mr. Sweeny also noted that the commission has won court approval to undertake action against advertisers whose product is not essentially in interstate commerce but whose advertising can be considered to be, and also that the FTC has during the past year won the right to require affirmative disclosures.

PROXMIRE ABOUT FACE

He extols high network aims in Senate talk on tv programs

"In the past few months . . . there has been an impressive succession of genuinely outstanding [television] programs. During the national political campaign we had the now-historic great debates in which the two presidential candidates met face to face. . . . What a magnificent contribution this was to genuine democratic participation in our huge nation. This was an indication of what television can do."

These remarks last week (Monday) were voiced, not by a representative of the broadcasting industry, nor by one of its avowed friends. The speaker was Sen. William Proxmire (D-Wis.) who has been a frequent critic of television. In fact, during the Senate debate last August on the payola bill, he tried, unsuccessfully, to attach amendments calling for network regulation by the FCC and authorizing the commission to suspend station license (BROADCASTING, Aug. 29, 1960).

While he still feels there is "too much trivia on the air," Sen. Proxmire now believes there is more profit in trying to encourage the networks to aim high —and in patting them on the back when they do—than in attempting to tighten the screws of government regulation.

A Better Tack ▪ The legislative proposals he made last August, he conceded, received little support. "It's better," he added, "if the networks can produce worthwhile programs out from under the thumb of government control. I want to encourage them in this."

And his speech did indeed overflow with praise of the news and public events aspects of television network programming. "The coverage of the campaign, and the election, brought more Americans into closer contact with the meaning and excitement of politics than ever before, as the personalities and the policies of the candidates and the parties were revealed in painstaking detail. Thanks to television, this was the best informed electorate, in my judgment, in our history. . . . Other broadcasts [network news specials on significant domestic and international problems] have continued this high level of television programming."

Government briefs...

Opposed to pay tv ▪ Fifty-four residents of Norwich, Conn., have submitted a petition to Congress opposing pay television. The petitioners said they felt pay-tv was "contrary to the American tradition" and would kill free tv. The petition was introduced by Rep. Horace Seely-Brown (R-Conn.), who said he has not taken a stand on either side of the issue.

The Clark-Scott Debates ▪ The number of Pennsylvania television and radio stations carrying the regularly scheduled, bi-weekly debates of the state's two U. S. senators, Republican Hugh Scott and Democrat Joseph S. Clark, has increased more than 50%. Ten tv and 33 radio stations now broadcast the debates, compared with seven tv and 20 radio stations last year.

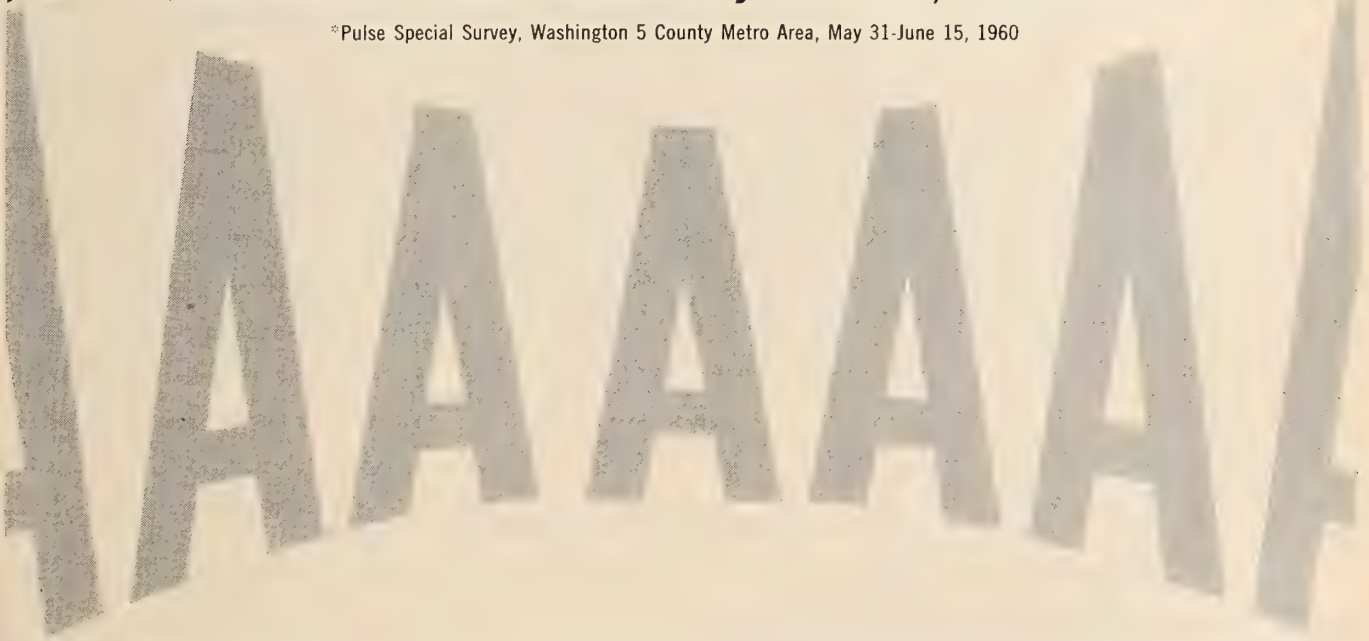
Humphrey raps VOA ▪ Sen. Hubert Humphrey (D-Minn.) has criticized the Voice of America for failure to get "our message through" to the people of Latin America. He blamed the alleged failing on the Voice's limited number of information broadcasts south of the border. He expressed confidence that the Kennedy administration will try to make VOA more effective. Sen. Ralph W. Yarborough (D-Tex.) expressed similar criticism of current VOA programming, calling for "an immediate reappraisal" of U. S. information programs beamed to Latin America. He said USIA activities should be stepped up.

Spice in Red propaganda ▪ The United States Information Agency, in a report on Communist-controlled international broadcasts between 1948 and 1959, says the Reds' "heavy" propaganda programming is spiced with scientific and cultural shows, quizzes, polls and language lessons.



What station is best described by the word, "FRIENDLY?"*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960



WWDC–FIRST . . . and a runaway leader in the popularity poll for the friendliest radio voice in Washington, D.C. Which proves the effect of our often-aired slogan . . . "the station that keeps *people* in mind."

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

ANOTHER FCC 'PAY-OFF' RULE

Requires submission of all facts in applicants' agreements when one drops contest for same facility

In its continued get tough policy against "pay-offs" and strike applications, the FCC took two steps last week designed to make it harder for an applicant to practice either. Specifically, the commission:

- Adopted new rules requiring that it be given all the facts in agreements designed to remove a conflict between competing applicants.
- Issued rulemaking which, when a lone applicant for a frequency in one city mutually exclusive with one or more applications in another city withdraws, provides that an entirely new applicant can apply for the same facility in the abandoned city for 30 days.

The adopted rules are the latest designed to implement congressional amendments to the Communications Act passed last September (BROADCASTING, Sept. 19, 1960) by Congress and signed by the President. They fall under requirements of Sec. 309 (c) of the amended act and become effective Feb. 20.

Under the rules, when two or more applicants enter into an agreement where one or more drop out of the contest, a joint request must be filed with the commission for approval. To be included are full factual details concerning the agreement and any consideration which has been paid or promised to the parties dismissing their applications.

In cases where a joint petition has not been filed with the commission, an applicant seeking to amend or dismiss his petition must file an affidavit stating whether any consideration has been promised or received where the effect of the dismissal would remove a conflict with another applicant. Likewise, the remaining applicant whose conflict would be removed must file a similar statement setting forth any payment promises he has made, if any.

Where such agreements remove all issues in a hearing, the FCC delegates authority to the chief hearing examiner to terminate the proceeding and make appropriate disposition of the applications involved.

A Bartley Proposal ▪ The rulemaking issued last week was proposed by Commissioner Robert T. Bartley. Comments were asked by a 4-3 vote, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting.

If adopted, it would require the commission to approve the withdrawal of the only applicant in a given city only after other persons have been afforded an opportunity to apply for a station in the same city on the same frequency.

Falling under Sec. 307 (b) of the Communications Act, the proposed rule was explained this way: Applicant A is seeking a new station on xx kc in Minneapolis; Applicant B wants the same facility in St. Paul. Because only one of the applications could be granted in the neighboring Twin Cities, they are set for hearing.

Applicant A then decides to withdraw in Minneapolis, leaving Applicant B with no competition. However, before Applicant B could receive a grant, Applicant A would have to publish his intentions to withdraw in St. Paul newspapers and anyone could then apply for the same frequency in that city for a period of 30 days.

The rule would not apply if both applicants are seeking a station in the same city or if multiple cities are involved with two or more applicants for the contested facility in the city where one seeks to withdraw. Sec. 307 (b) states:

"In considering applications for licenses and modifications and renewals thereof, when and insofar as there is demand for the same, the commission shall make distribution of licenses, frequencies, hours of operation and or power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

Comments on the proposed new rule are due Feb. 20.

FCC grants extension on trafficking comments

The FCC last week granted requests by NAB and Storer Broadcasting Co. for an extension of time for filing comments on the FCC's proposal for severe curtailment on sale of station held less than three years.

The deadline for comments was extended from today (Monday) to Jan. 26; replies are due Feb. 6.

Both NAB and Storer said that they agree with the purpose of the proposed new rules—to ban trafficking in licenses—but more time is needed to prepare constructive comments. "Questions have arisen with respect to the precise application of certain aspects . . ." of the rulemaking, NAB said.

In a comment filed last week, John Sanders, president of KBGC Chipley, Fla., said the commission proposal ". . . would stifle the broadcasting industry and eventually destroy its use to the public." He urged the FCC to find other means to halt trafficking in station properties and to ". . . keep American broadcasting free enterprise, please. We are supposed to be a servant of the public.

"Are we now going to be a servant of the government?"

ABC, tv affiliates ignore Bennett threat

James V. Bennett, director of the Federal Bureau of Prisons, has declared war on *The Untouchables*.

Stung by what he alleged were "unfound implications reflecting on the integrity of the officers of the bureau" in the Jan. 5 segment dealing with the transfer of gangster Al Capone from Atlanta federal penitentiary to Alcatraz, Mr. Bennett asked ABC-TV to postpone the second part. Upon the network's refusal, Mr. Bennett sent telegrams to 10 ABC-affiliated tv stations (all whose licenses are up for renewal) asking them not to carry the second part. If they did, he said, the Bureau of Prisons would oppose their license renewals.

The wires went to WFGA-TV Jacksonville, WLOF-TV Orlando, WPST-TV Miami, and WEAT-TV West Palm Beach, all Florida, and to ABC-owned stations WABC-TV New York, KGO-TV San Francisco, WBKB (TV) Chicago, KABC-TV Los Angeles, WXYZ-TV Detroit and KQV Pittsburgh.

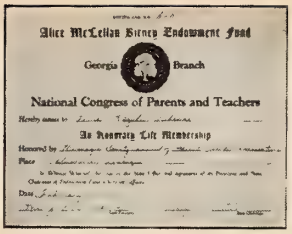
Mr. Bennett muffed the last one; KQV is owned by ABC but it's a radio station.

All stations announced they would carry the program, despite Mr. Bennett's threats.

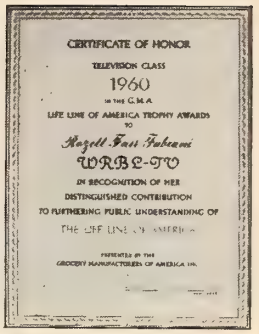
What aroused Mr. Bennett, and apparently prison guards everywhere, were scenes which indicated that guards transporting Capone by train from Georgia to San Francisco Bay had their hands out for bribes.

In responding to Mr. Bennett's first telegram, ABC General Counsel Omar F. Elder Jr. said that he didn't believe the tv audience regards the unfavorable portrayal of one or two individual guards as representative of others. Mr. Elder said the network must "respectfully" decline the request. Mr. Bennett had said he wanted the second part postponed until he could confer with the Attorney General and with the FCC.



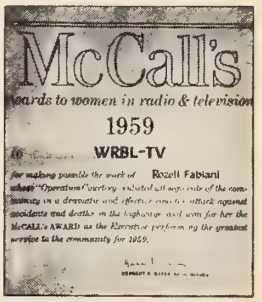












Young Charles Collins assists Rozell in the semi-annual WRBL-TV polio immunization drive

ROZELL is ONE of These PEOPLE

Consistent public service . . . presented in the atmosphere of daily family life . . . gives *At Home with Rozell* a special place in the hearts of Georgians and Alabamians.

Rozell Fabiani's devoted and enthusiastic public looks upon her as something more than a "TV personality." She has a long list of civic contributions and accomplishments dating from her inaugural program in 1954. Now in its 7th year, *At Home with Rozell* continues to draw loyal and inspiring praise.

People like Rozell . . . plus other local programming and public service . . . make WRBL-TV a leading influence in the Columbus area. Such people and programs sell products, . . . and win awards, too.

AWARDS RECEIVED BY "AT HOME WITH ROZELL"

Certificate of Appreciation
Navy Recruiting — State of Georgia — August 12, 1955

McCall's Award
Otis Lee Wiese, Editor & Publisher — McCall's — 1957

Honorary Membership
The Legion of Mountaineers — June 10, 1958

McCall's Award ("Operation Courtesy")
Herbert R. Mayers, Editor — McCall's — 1959

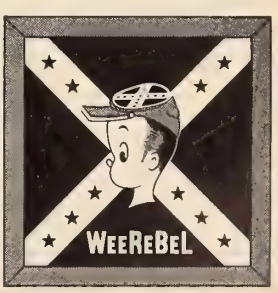
Carol Lane Award (Traffic Safety)
National Safety Council — 1958

Certificate of Honor (Contribution to furthering public understanding of The Life Line of America)
Grocery Manufacturers of America, Inc. — 1960

Honorary Life Membership
National Congress of Parents and Teachers — February 8, 1960

Certificate of Achievement
The United States Army Recruiting Service — May 17, 1960

COLUMBUS, GEORGIA
WRBL CBS **TV** Channel **3**



Represented by George P. Hollingbery Company

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

* ARB (March, 1960)



Network Representative Elisabeth Beckjorden

LANDIS REPORT: HILL TO WAIT & SEE

Congressmen generalize, want to see legislation first

"It all depends on how much power an overseer would have. Would he have the power to regulate, Would he be an appellate court to whom the agency or an applicant could appeal? Would he have the power to intervene?"

These questions were voiced by Rep. Emanuel Celler (D-N.Y.), chairman of the House Rules Committee, asked to comment on the Landis Report's recommendation of an administrative overseer in the White House. But they reflected the view of a number of other key congressional Democrats who aren't yet ready to endorse specific proposals made by the former Harvard Law School dean, James M. Landis—the man picked by President-elect Kennedy to be his advisor on regulatory agencies.

While most of those queried had applauded the report, their comments were—and continue to be—general. Before getting specific, they want to see the legislation that is introduced to implement the Landis recommendations. As was indicated by Rep. Celler's remarks, they aren't anxious to cede prerogatives they regard as congressional to the White House.

The most enthusiastic response to the proposal for a White House advisor came from Sen. John A. Carroll (D-Colo.), chairman of the Senate Administrative Practice & Procedure Subcommittee. He thought the appointment of a White House advisor—provided the man filling the role didn't assume the powers of a "czar"—is "a wise move." It provides the President with a man to keep tabs on the agencies and to advise him in the selection of agency personnel and formulation of policy, Sen. Carroll said.

"If we are going to have corrective action, it's got to come from the President," he added. "Congress doesn't have the time." But at the same time, Sen. Carroll said he doesn't expect the agencies to be "robbed" of their basic jurisdiction.

At the moment, he feels the chief value of the Landis report is that it has "put the spotlight of publicity on these agencies." The job of the President and the Congress now is to keep it there he said, adding: "If new legislation is needed, we ought to provide it. If more money is needed, we ought to give it. And if more men are needed, we ought to help get them."

A more cautious approach was taken by Sen. Warren G. Magnuson, Senate Commerce Committee chairman, who noted the Landis Report constitutes only recommendations. "We'll have to wait and see what legislation implementing the Report comes up," he said.

Sen. Magnuson, who plans to meet

The end of broadcasting's status quo?

James M. Landis, who has been selected by President-elect Kennedy to oversee the regulatory agencies, including the FCC, last week tossed off several remarks calculated to upset the broadcasting *status quo*. Examples:

- He said the FCC should have its hand in programming control.
- He believes that government should "explore" the possibility of establishing a tv network, similar to the BBC, that would compete with commercial networks.

Mr. Landis' comments were made under questioning by newsman Mike Wallace for use on WNTA-TV Newark-New York's The Mike Wallace Interview last Thursday (Jan. 12). The discussion leading up to the FCC programming control and government tv network observations dealt with the need for more tv channels in the U. S., with Mr. Landis espousing the placing into use of more uhf channels through intermixture.

Mr. Landis defended the various positions he took by saying they were designed to raise what he called "the lowest common denominator level" of television as it exists today. He agreed that his proposal—that the FCC should have a say in programming—would be opposed by networks, local stations, advertisers and agencies. He did not specify how much control he would want to vest in the FCC.

On the question of a government-operated tv service, raised by Mr. Wallace, Mr. Landis said he was not prepared to "push" for such an operation immediately but believed that such a project should be considered. He noted that Great Britain had the BBC for some years and subsequently found it desirable to have competition from private television sources.

"It might be that we can have so many channels available that it might be desirable to have the government at least condescend to do something for the fine arts . . . on television as well as elsewhere."



"IF THE RCA TV TAPE RECORDER COST $5000 MORE, WE WOULD STILL BUY RCA"

—says Stanley E. Hubbard of KSTP-TV

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next week with Mr. Landis to discuss the latter's recommendations, said the objectives of the report and of his own committee's investigation of the agencies are the same in some respects—the elimination of huge backlogs of cases and the simplification of agency procedures. But he declared that Congress would "take a long hard look before making any drastic change in the regulatory agencies." These agencies, he noted pointedly, "are arms of Congress, and to change that, we'd have to change the law."

Like Sen. Carroll, he also favored the idea of a White House expert on administrative agencies who could assist the President in selecting personnel.

Even more tentative in his view was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, who declined to go beyond the language in the final report of his recently-expired Oversight Subcommittee. That document said that neither the executive nor the legislature should have exclusive jurisdiction over the administrative agencies; that there is plenty of room for cooperation between the two branches. However, Rep. Harris did say that the appointment of an overseer does not "necessarily" mean the independence of the agencies would be compromised.

Rep. Celler reintroduces license renewal bill

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, last week introduced a bill (HR 1748) aimed at making sure broadcasting license renewals are granted only to those permittees who have toed the line. He feels the FCC has been "derelict" in the way it has granted renewals.

Broadcasters, he said last week, have only a temporary license to operate—"not a lifetime guarantee." The FCC should hold hearings to determine whether they in fact have been operating in the public interest, he said.

His bill would authorize the FCC to issue a conditional one-year license where the public interest warrants. At the expiration of the year, the commission could grant a renewal of the original three-year license if it finds "that the licensee has met the terms" of the conditional permit.

In making its determination on a renewal, the commission would be required to consider, among other things, whether the station has engaged in rigged quiz shows. An identical measure was introduced by the New York congressman last year, but it never was reported out by the House Commerce Committee.

Rep. Celler, one of broadcasting's sharpest critics, feels radio-tv operations "are conducted with a view to raking in the greatest amount of shekels—not in promoting the public interest."

He doesn't want FCC censorship of broadcasting, he said. But he does want the FCC to determine whether the broadcaster has been operating for the benefit of the listener "or Madison Avenue." The broadcaster, he said, "should be on his mettle constantly—the burden of proof should be on him as to whether he has been operating in the public interest."

And, alluding to the issue of trafficking in station licenses, he added: "Congress never intended to permit anyone to make inordinate profit on the sale of station licenses. The reason so much money can be made is that radio and tv appeals only to the lowest common denominator."

Fiscal 1960 was a busy year at the FCC

There now are over 2.8 million outstanding radio authorizations (up 400,000), with 1.9 million licensed operators, the FCC pointed out in its 26th annual fiscal report to Congress, released yesterday (Jan. 15). There are more than 668,000 radio stations in 65 different categories, the commission said.

"In general, the report endeavors to point out the tremendous growth of radio services, the expansion of both domestic and international telephone and telegraph facilities and the commission's policies and problems in dealing with them," Chairman Frederick W. Ford stated in a letter of transmittal to Congress. It covers fiscal 1960 (July 1, 1959, to June 30, 1960).

The commission leads off with a discussion of its activities in the programming field, highlighted by public hearings a year ago. "The commission considered how far it should go in dealing with programming . . . [and] past thwarted attempts to regulate certain types of programs," the report stated. Listed accomplishments were rules against payola and deception. Of 500 licenses held up at year's end, about half involved payola or other undisclosed advertising, the commission said.

Activities are listed in political broadcasts, allocations, fm, clear channels, space communication, compliance and complaints, national defense, research, litigation and legislation, among others. At the end of the fiscal year, the commission had 1,300 employes, one-fourth of whom were engaged in field engineering. The 12-month period also saw Frederick W. Ford replace John C. Doerfer as chairman, Robert E. Lee reappointed to a seven-year term and Charles H. King join the FCC under an interim appointment.

Winning Record ▪ The commission, the report pointed out, won all but one of 22 cases appealed to federal courts during the year. It was a party to or participated in 109 federal court actions, of which 39 were pending at the year end. Broadcast applications accounted for 612 of the 794 docket cases pending at the close of fiscal 1960 (June 30). Of these, 429 were am, 116 tv, 54 fm and 13 in other broadcast activities. Also during the year, 106 of 145 initial decisions were on broadcast applications.

Applications of all kinds received by the FCC during fiscal 1960 increased by 102,000 to nearly 700,000. The commission's Washington office handled 1,685,000 pieces of mail—an increase of

Kennedy sets first live radio-tv news conference

The first live radio-tv coverage of a presidential news conference is definitely scheduled Jan. 25, 6-6:30 p.m., EST five days after the inauguration of the new chief executive. All radio and tv networks have indicated they plan to cover the conference.

A live-coverage conference every five or six weeks is planned by President-elect Kennedy, according to Pierre Salinger, his news secretary. The dinner hour will be scheduled for occasional conferences because the potential audience is greatest at that time.

During the Eisenhower administration, news conferences have been held during the morning. President Eisenhower was first to permit radio-tv tape and film coverage.

Mr. Salinger's staff and broadcast newsmen have settled on either of two auditoriums—State or Commerce Dept.—for presidential news sessions. These will accommodate more reporters and provide better broadcast pickup facilities than the old Indian Treaty Room used by President Eisenhower.

A final news conference was scheduled next week by President Eisenhower. In addition he will make a final broadcast report to the people Tuesday, Jan. 17, 8:30-9 p.m., EST on all radio and tv networks.

The Kennedy administration will have an assistant news secretary for radio-tv and one for print media, according to

185,000 over the previous year. Over 600,000 of the mailings were outgoing, the remainder incoming.

Applications involving changes in station ownership totaled nearly 1,500 for the fiscal year, the commission pointed out. This represented a slight increase. Broadcast applications received totaled 12,613, 611 more than in fiscal 1959.

A rising problem for the commission's field force is the illegal transmission of horse racing results for betting purposes, the annual report stated. Apprehension is becoming increasingly difficult because of the trend toward miniaturizing transmitters and the ease of concealing low-power broadcast stations on a person's body.

Of interest to broadcasters east of the Mississippi, the commission said that over 1,200 four-letter call letters beginning with "W" have been relinquished by the government and now are available for private use. The commission said that as in the past it will continue to negotiate with the government when a request is made by a broadcaster for individual call letters assigned to government use.

Purchase price of the publication has been cut this year from 65¢ to 45¢. Copies of the 159-page document are for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C.

source close to Mr. Salinger. Unofficial information mentioned Elizabeth Carpenter, correspondent for Texas newspapers and *Variety*, as one of those being considered for a White House news post.

Bill Wilson, New York producer who took part in the Kennedy campaign appearances on tv, has been retained as a consultant to coordinate arrangements with networks for the Kennedy news conferences.

Broadcast bureau against expanding am case issues

The FCC's broadcast bureau last week asked denial of one applicant's petition for enlargement of hearing issues in an am contest case to determine whether the other applicant had filed a strike application to thwart or delay the petitioner's application. Such a charge had been made by Queen City Broadcasting Co. against Val Verde Broadcasting Co. in their contest for an am frequency in Del Rio, Tex. (BROADCASTING, Jan. 2).

The bureau said Queen City's petition to enlarge issues actually was a request for reconsideration of the FCC's refusal to permit, as an issue, the question of whether Val Verde acted in bad faith. The bureau said the charges already have been considered and there's no new evidence.

Queen City itself last week opposed requests by Val Verde and KDLK Del Rio for enlarged issues, to include Queen City's financial qualifications. The opposition held there has been no evidence to warrant it; that the request stemmed from Val Verde's desire to "cross examine" because its own financial qualifications will be under scrutiny. Queen City also objected to KDLK's request for determination of whether Del Rio can support an additional radio station.

A pre-hearing conference is scheduled Jan. 24.

NAB asks automation of operational logs

NAB Friday (Jan. 13) asked the FCC to institute rulemaking to permit stations to use electro-mechanical automatic logging instead of the manual logging now required for recording operational measurements.

Experiments by several stations have shown automatic logging results in superior accuracy, NAB stated. Experiments were conducted by WSJS Winston-Salem, WTOP-AM-FM-TV Washington, WIP Philadelphia, KFI Los Angeles, and others. NAB engineers followed the progress and success of the automatic logging experiments, conducted over several months, the petition said.

The automatic loggers can record all parameters normally entered manually such as output current, final stage plate current and voltage, obstruction lighting, frequency deviation, operating hours and any interruptions to the carrier, NAB said. "In tests, all readings were recorded with unusually high degree of accuracy and all at the precise times called for by the operating logs or sooner," the association said. The system, NAB maintained, would virtually eliminate improperly maintained operating logs, the most cited violation category in FCC rules.

NAB also asked the commission to relax rules on frequency deviation readings for am stations.

House Rules' Rep. Smith favors Sec. 315 changes

Broadcasters interested in prying Sec. 315 loose from the Communications Act may have overlooked somebody willing to help—Rep. Howard W. Smith (D-Va.), chairman of the powerful House Rules Committee.

He said last week he not only favors the Magnuson Bill (S 204) but thinks it "should go further." The Magnuson Bill would make permanent last year's temporary suspension of Sec. 315 as it affects presidential and vice presidential candidates.

He was not ready to say how far down the ticket he felt the suspension should be carried. But he did say the equal time provision "doesn't make sense—we've got to do something."

Meanwhile, another important House figure, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Communications Subcommittee, said he isn't ready to express his views on the Magnuson Bill. He said he won't comment "until certain things developed." He wouldn't elaborate.

Two views on viewing

The Republican Party should seriously consider asking networks for equal time if President-elect Kennedy uses his proposed live evening televised news conferences as "forums for propaganda," Sen. Thomas H. Kuchel (R-Calif.) has said.

Sen. Kuchel, assistant Senate minority leader, said he is sympathetic to the interest of the American people in seeing the President and getting his thinking via tv, but if he uses a tv conference to take a "position of advocacy on highly controversial issues," it raises question of whether the GOP, as an entity, shouldn't be entitled to give its own viewpoints over the same facilities.

The FCC last week...

▪ Hearing Examiner Forest L. McClenning, on own motion, postponed hearing scheduled to begin Wednesday (Jan. 18) in St. Louis on FCC license revocation proceedings against KWK St. Louis. New date for hearing was not set pending commission disposition of KWK request for bill of particulars specifying charges against the station (BROADCASTING, Nov. 28, 1960).

▪ Received petition from Philco Broadcasting Co. asking that its application for ch. 3 Philadelphia and NBC application for renewal of its WRCV-TV on same facility be set for early hearing. Philco, which filed for channel last May two days after NBC applied for renewal (BROADCASTING, May 9, 1960), said commission is required under law to hold comparative hearing. Congressional intent in requiring station renewals every three years is to enable new applicants to compete for existing facilities, Philco argued. Petition charged that FCC is guilty of unnecessary delay in sitting on applications for eight months without acting. Also, Philco said, NBC has no legal right to sell station to RKO General, approval of which is pending, because WRCV-TV has been operating without a license since last August.

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WHO'S TV TOWERS BOSS?

Broadcasters, aviation interests clash over FCC, FAA jurisdiction at hearing

Dissension flared anew last week over the jurisdictional issue of which government agency has the final say on where—and how high—tv towers may be.

The troublesome issue came to a head when air interests clashed with broadcast spokesmen at a Federal Aviation Agency "fact-finding" hearing.

The hearing was held to permit interested parties to discuss the FAA's proposed rules governing tall structures.

Broadcasters had been hopeful the jurisdictional quarrel had been resolved to give the final word to the FCC. This was their understanding of a statement last November by FAA Director Elwood R. (Pete) Quesada that maintained the FCC must accept the FAA's determination of what constitutes an air hazard, but that the FCC retains the final authority on whether to grant a construction permit (BROADCASTING, Nov. 21, 1960).

Last week's hearing, called by request of broadcasters and other affected parties, dealt with a proposed FAA rule which, if adopted *in toto,* would cause broadcasters great expense and delay in constructing antennas and might well disturb the FCC's entire allocation plan, according to broadcast witnesses.

The proposed FAA rule would establish new criteria for determining what constitutes a "hazard" to air safety. It would establish complicated formal proceedings to judge whether a tall structure would affect airspace, and would provide for the establishment of antenna farms by FAA direction. The rule also would provide for informal proceedings (somewhat similar to those held in the past) as preludes to the formal hearings. This provision met little opposition from broadcasters or any other witnesses.

Full House ▪ Charles Carmody, chief of the FAA Airspace Utilization Division, was chairman of the hearing, and was assisted by Charles J. Peters, the division's chief attorney. More than 50 persons packed the FAA conference room. Mr. Carmody said the hearing's purpose was to get the views of the public to aid the FAA in making an informed decision on the proposed rule.

Although the witness list was not divided officially into proponents and opponents of the rule, members of one faction could be characterized as favoring slight alterations or exemptions to suit their particular interests. These parties included the Assn. of American Railroads, the National Assn. of Real Estate Boards, several power companies, the American Petroleum Institute, several state aeronautic departments and the Special Industrial Radio Service Assn.

A second group desired major changes and deletions. NAB, the Federal Communications Bar Assn., Assn. of Maximum Service Telecasters and Storer Broadcasting Co. were those who took issue with the FAA proposals.

Staunch defenders of the proposal, pretty much as proposed, were Air Transport Assn., National Business Aircraft Assn., Aircraft Owners & Pilots Assn., Airline Pilots Assn. and National Aviation Trades Assn. Several representatives of municipal or state air departments or local airports generally agreed with the rule's provisions, but suggested local autonomy and zoning statutes be specifically recognized.

Special Interests ▪ The issue of jurisdiction between the FCC and the FAA was contested by the broadcast and air interests. The other parties were mainly concerned with criteria and how it would affect tall smokestacks on generating plants, railway overhead lines, tall buildings, microwave antennas stretching through remote geographical areas along oil pipeline routes, etc.

Each party prefaced testimony with statements expressing general approval of the necessity of maintaining air safety. There was disagreement about procedural methods.

The first clash indicating the disparity between broadcast and air interests came during testimony by William K. Lawton, executive director of the National Business Aircraft Assn. He maintained the Federal Aviation Act of 1958 "clearly assigns authority" over the location and height of all antennas and all controlled airspace to the administrator of the FAA, not to the FCC.

This contention was the battle cry of air interests throughout the 1½-day hearing. Mr. Lawton, responding to a question by Douglas Anello, NAB chief counsel, cited some dozen sections of the aviation act which, he felt, gave FAA final authority over tall towers.

NAB Position ▪ Charles H. Tower, NAB tv vice president, traced the history of FAA-FCC relations, emphasizing the past coordination and amicable solutions between the two agencies. He said the FCC historically has been the final authority on tower height and placement and that nowhere has Congress intended to revoke or diminish this FCC power.

Since 1946 all airspace problems in-

volving proposed antennas have been heard by a regional airspace panel in an informal proceeding. The local panel's recommendations then were referred to a Washington airspace panel if an adverse recommendation was submitted or if the panel members failed to agree that the tower constituted no aeronautical hazard. Further informal proceedings then ensued. In only two cases did the FCC issue permits for towers against the recommendations of such airspace panels, according to Mr. Tower, and these "only after a full adjudicatory hearing in which all interests had an opportunity to be heard."

Turning to the proposed rule (which would supersede the now-defunct airspace panel procedure), Mr. Tower objected to the language which would classify as a hazard to air navigation any structure falling within certain criteria unless granted an exemption. Mr. Tower and other witnesses felt the term "hazard" should be changed. "Study objects" or "obstructions" were suggested by other witnesses. Mr. Tower called the "hazard" language "a blanket characterization before the fact."

While Mr. Tower favored the informal hearings suggested by the new rule, as did the other broadcast witnesses, he felt improvements could be made over previous hearings. He suggested reasons be required in adverse ruling and that applicants be given the opportunity to question those opposing; that the FAA be required to submit a statement on the height or location it would approve, and another on the proposal's effect on aeronautical interests and the changes necessitated for air interests to accomodate the antenna in question.

He also suggested that decisions from these informal procedures be handed down and passed along by specified deadlines.

All broadcast witnesses joined in condemning the provisions for formal hearings of tall-tower applicants before the FAA. Similarly, the plan for antenna farms was viewed with alarm as a threat to the existing allocations plan.

Hits Administrative Waste ▪ Robert M. Booth Jr., president-elect of the Federal Communications Bar Assn., in general supported the NAB position. He praised the past success of FAA-FCC informal procedures but said of the formal hearings: "Dean Landis' hair would stand on end" at the waste shown by Federal agencies if the FAA and FCC were to hold separate but duplicate hearings on tall towers. He said the decision of the FAA alone would have no legal effect.

Mr. Booth suggested a transcript of the informal hearings be kept; cross examination be allowed and reasons for adverse decisions be given.

Abiah Church, assistant secretary and

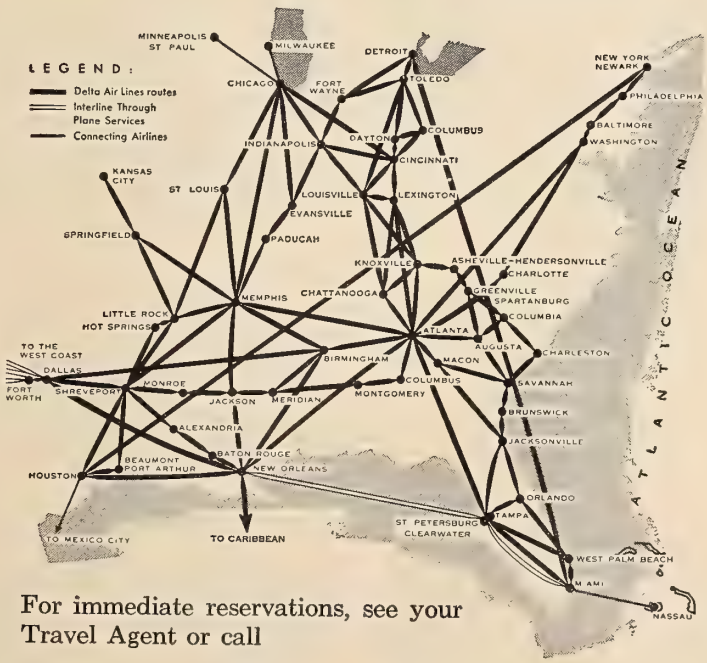


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staff attorney of Storer Broadcasting Co., expressed fear that if the rule were adopted, the FAA would become "a mere instrument of delay" in antenna cases. He said that the FCC encourages common antenna locations but that the FAA shouldn't be allowed to establish them by rule.

Mr. Church said that Storer had found airspace panels' decisions "often inequitable." He said that all members represented aeronautical interests and had a limited knowledge of broadcast matters. FCC and NAB representatives were present, he said, but did not vote. He charged panel members had inflexible instructions and were ordered to vote their agencies' positions despite the facts involved. He also thought panels were prone to evaluate matters properly left to the FCC, such as broadcast economics, coverage areas, allocations, etc.

But, Mr. Church stated, Storer prefers the informal procedure to the administrative or procedural "monstrosity" proposed in the FAA rule.

AMST Takes Stand ▪ Summing up the broadcaster's position was Eugene F. Mullin Jr., who appeared as attorney for the Assn. of Maximum Service Telecasters. Mr. Mullin said the FCC was the only agency that could tell broadcasters where to place antennas or whether they could build them and that the FAA could do no more than express an opinion for FCC consideration. He said that the FCC could not deny an application on the FAA's recommendation but would be forced to call a hearing, in which the same witnesses would be heard and the same testimony produced as in the FAA hearing. Such a duplication of effort would waste the time and money of all parties, he said, adding that the FAA is not set up to hold such complicated formal hearings, while the FCC is.

Mr. Mullin objected to the provision that a broadcaster must inform the FAA before he constructs a tower on grounds many broadcasters may have reasons for not revealing their intentions before they file with the FCC. Most broadcast spokesmen felt that the additional notice to the FAA was unnecessary and an inconvenience since the FCC would inform the air agency as soon as a tall tower application had been filed.

Mr. Mullin backed the NAB position encouraging informal hearings and the changes suggested by that organization—He remarked that such informal hearings "exerted a benign pressure to encourage the FAA and the broadcaster to compromise their differences."

He criticized the criteria set forth for "airspace hazards," pointing out that the "controlled airspace" which a "hazard" cannot be built in extends "virtually everywhere." He then introduced exhibits into the record showing the extent of controlled airspace.

As for antenna farms, Mr. Mullin said if they are created it must be by the FCC. He said that such placements would have to conform to the FCC allocation plan and that allocation plans could not be rearranged merely to place antennas.

The Air-Minded Ones ▪ Representatives of air interests spoke briefly, mainly to urge the FAA to adopt the proposed rules, though some suggested minor changes. John Stephen, general counsel of the Air Transport Assn., was the main spokesman for the group, maintaining that the FAA now is empowered with complete jurisdiction over the height and placement of antennas.

Mr. Stephen said that airspace panels are no longer in use and provisions of the new rule are needed to fill the void. He said that with the advances in both aeronautical and broadcast technology, the informal proceedings can no longer be effective and the more formal hearings, which broadcasters oppose, are necessary.

As to jurisdiction, if the FAA's administrator had felt that he didn't have the right to make this rule, he wouldn't have done so, Mr. Stephen said.

He said that no case should require hearing before both agencies because the FCC could (and should) give "full faith and credit" to FAA decisions as it would to a court of law. He also said that the reason aeronautical issues took so long at the FCC was that even elementary principles had to be spelled out.

The FCC has its own standards for towers which do not correspond with those of the FAA, Mr. Stephen said. And the FAA cannot defer to any non-aeronautical agency to settle its questions, he maintained. What the legal effects will be if the rule is passed should not be considered, he said. He felt the agency must carry out its legal mandate to enforce safety no matter what is done later with its decisions by courts or adjudicatory agencies.

Mr. Mullin asked Mr. Stephen whether the FAA could issue an enforceable order. If it cannot, why bother to hold hearings, he asked.

Mr. Stephen replied that just because Gen. Quesada had said he wouldn't dispute FCC authority did not mean that he could not do so.

FCC in new tack on catv problem

SEEKS ARBITRATION POWER IN CATV-STATION DISPUTES

The FCC has decided to play the honest broker between local tv stations and community tv systems competing for audiences.

Legislation has been drafted for submission to Congress which would give the FCC power to intervene in any dispute between a local tv station and a cable company.

This information was disclosed last week by FCC Chairman Frederick W. Ford to a regional meeting in Washington of the National Community Tv Assn.

Mr. Ford said the commission doesn't feel it should try to bar catv from communities where there is a tv station since the public should have multiple program choices. Nor should the FCC request legislation to license the entire catv industry to umpire the few conflicts between local tv stations and cable companies, he said.

Catv operators appeared pleased with Mr. Ford's remarks that would put the quietus on licensing, but were dubious about the proposal for FCC intervention in local tv stations-catv situations.

NCTA is on record as opposed to any legislation, a spokesman pointed out. He doubted that legislation could be drawn to limit government intervention to the purpose expressed by Mr. Ford. "This is no reflection on the FCC," he added, "but it could be the foot in the door that would end with complete regulation for our industry."

NCTA voted the no-legislation policy at its annual convention last June (BROADCASTING, June 27, 1960). This followed a one-vote victory in the U. S. Senate by the cable antenna industry defeating a bill to place catv under the FCC.

Local Tv ▪ Mr. Ford urged that cable companies carry local tv stations on their lines. He also stressed his feeling that cable companies should avoid duplicating the local tv outlet's programs via an "out of town' 'tv signal.

In talking about the non-duplication policy, Mr. Ford raised two questions: Should non-duplication apply only to a simultaneous origination or encompass a time limit, Should the non-duplication policy be applied only to the tv station expressly assigned to the community where the antenna system operates, or should it also embrace catv systems outside the specific community?

The authority requested by the FCC, Mr. Ford explained, would provide for the commission to hear complaints, hold hearings, issue orders and prescribe such rules as may be necessary.

"We should be able to do this either generally or in individual instances where the continued operation of a local broadcast station appears to require it," he said. Under the FCC proposal, Mr. Ford explained, catv would not be classified as a common carrier,



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and the legislation would not apply to apartment-type subscriber systems.

Quicker Solutions ▪ Machinery for settling such disputes, Mr. Ford asserted, might result in quicker solutions by the parties concerned.

A recommendation that cable systems carry the local tv station on their lines also was made by Hamilton Shea, president and general manager of WSVA-AM-TV Harrisonburg, Va.

Tv stations carry a lot of community programming, Mr. Shea pointed out, and cable companies would benefit by carrying service. Filling a public service need never hurt any business, Mr. Shea noted. This may be catv's "best insurance" when the question of catv regulation comes up, he said.

Other highlights of the meeting:

▪ Herb Jacobs, president, Tv Stations Inc., film buying group, told catv operators pay tv might be considered the great future of cable companies. He urged the cable operators to cooperate with tv stations and expressed his opposition to the use of microwave relay systems to bring distant tv signals into small communities served by their own tv stations.

▪ William Dalton, new NCTA president, discussed his plans for organization and goals for NCTA. Mr. Dalton, first paid president of NCTA, took over early in January. He was president of the American Rayon Institute-Tyrex, New York, and the 1959 president of the American Society of Assn. Executives in Washington. Previously he was with National Assn. of Manufacturers.

▪ E. Stratford Smith, Washington counsel to NCTA, reviewed legislative and legal issues facing the catv industry.

Supreme Court slaps NLRB in labor case

The three-year-old jurisdictional dispute involving CBS-TV remote lighting and two unions is right back where it started—at the National Labor Relations Board—as the result of a Jan. 9 decision by the U. S. Supreme Court.

In a decision written by Justice Hugo Black, the court chastised NLRB because it didn't decide whether International Brotherhood of Electrical Workers or International Alliance of Theatrical Stage Employes should be given the work. The board had issued a cease and desist order against IBEW Nov. 25, 1957, deciding the union had no right to demand the right to do the work inasmuch as this type of work was not mentioned in either the IBEW or IATSE contracts with CBS-TV.

The incident that led to NLRB action was one of a series of difficulties encountered by CBS, which had been splitting remote lighting assignments between IBEW and IATSE. CBS appealed to the labor board after IBEW forced cancellation of a major telecast from the Waldorf-Astoria Hotel, New York, by refusing to operate cameras when the lighting was assigned to IATSE.

IBEW appealed NLRB's decision to the U. S. Court of Appeals, Second Circuit, which refused to enforce the NLRB order. The court held NLRB should have allocated the work after issuing its order. This was upheld by the U. S. Supreme Court.

The case is expected to set precedents that will affect all industry and unions involved in jurisdictional disputes.

In the Hill hopper...

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 70. Rep. Emanuel Celler (D-N.Y.)—would require juke box operators to pay royalty fees for records played. Judiciary Committee. Jan. 3.

HR 349. Rep. Dante B. Fascell (D-Fla.) — would create an office of

PROGRAMMING

Early delivery of pilots for fall

CBS FILMS READIES FIVE FOR N. Y. SHOWING

CBS Films will have pilots of the five program series it is presenting for the 1961-62 season completed, in New York and ready for screening for prospective advertisers and agencies before March 1, Robert F. Lewin, vice president in charge of production, said last week.

"We'll deliver the earliest complete catalogue," he said, commenting that "this is a distinct advantage. A good show, seen early, stands out and the advertiser who is really interested is apt to make up his mind to buy it now, rather than wait and take the chance that if nothing he sees later on interests him as much someone else will have snapped this one up in the interim. Another strong incentive to an early purchase is that there's a better chance to get a good network time slot early in the year."

Two of the five CBS Films pilots will have been delivered to New York by Feb. 1, Mr. Lewin said. He brought the first back with him from Hollywood Thursday, "The first pilot to be completed and delivered in 1961." As for the other three, one will be in the scoring stage and the last two in the hands of the editors by Feb. 1.

The five series include three comedies, one western and one action-adventure show, embracing the three kinds of programs that Mr. Lewin believes will dominate the tv screen next season. They are also all half-hour shows, which he feels will continue to be seen in ample quantity, despite the current trend toward hour-long programming. "Let's not write off the half-hour shows," he commented. "In Nielsen's list of the top 40 programs of this year, only six are new shows and they're all half-hours."

Mr. Lewin declined to talk about the new programs individually, noting that "an unknown product is often more interesting, more inviting."

A permanent record

A tape and film record will be made of the two-hour John F. Kennedy Inaugural Gala in Washington Thursday night (Jan. 19). NBC Telesales said last week that it had been retained by the Gala committee to record the star-studded program scheduled to start at 8:45 p.m. in the Washington National Guard Armory. No broadcast use was planned, however, as of late last week. NBC Telesales will use five cameras, including two hung from the Armory ceiling 200 feet above the floor. The picture will be microwaved to New York.

CNP busy producing six shows for '61-'62 season

California National Productions last week began production pilots for six new television series for the 1961-62 season, according to Carl Lindemann Jr., CNP vice president of programs.

The six projected series include *Three White Hats,* exploits of present-day Texas Rangers, written by Al C. Ward and produced by Wilbur Stark at MGM; *Police Surgeon,* experiences of a Los Angeles police doctor, script by Jameson Brewer, produced by Henry Kessler, and *War Birds,* based on the exploits of the first men to fly planes in military combat, script by Sam Neuman and Elliot Asinof, produced by Mr. Neuman for Filmways Tv Productions.

Other CNP pilots are *Cottage 54,* international intrigue and anti-crime se-

Federal Administrative Practice, which would make continuous studies of governmental agencies and make recommendations for improving their efficiency; list hearing examiners and provide for their assignment to the various agncies; set up a legal career service in the government; establish standards of conduct for all persons acting in agency proceedings; and provide for disciplinary action against those violating standards. Judiciary Committee. Jan. 3.

HR 465. Rep. William M. McCulloch (R-Ohio)—would authorize the court of appeals, in cases where "irreparable damage" would be suffered by a petitioner, to stay an agency order for up to 60 days pending hearing on an application for an interlocutory injunction. Judiciary Committee. Jan. 3.

HR 494. Rep. Chester E. Merrow (R-N.H.)—would create a cabinet-level Dept. of Public Information, which would coordinate all of the government's information programs and collect and analyze information and disseminate information gathered by it or any other federal department. Government Operations Committee. Jan. 3.

HR 1138. Rep. Charles E. Bennett (D-Fla.)—would make it improper for an agency member to participate in "ex parte" communications and requires such communications to be made matter of record; provides for disciplinary action for agency violators and for criminal penalties against anyone attempting to use back-door influence in agency proceedings. Judiciary Committee. Jan. 3.

HR 1118. Rep. J. Arthur Younger (R-Calif.)—would provide for covering the operational costs of the FCC and other regulatory agencies through assessments of fees levied against persons involved in agency proceedings. Commerce Committee. Jan. 3.

HR 1210. Rep. Abraham Multer (D-N.Y.)—would make it unlawful for anyone to participate in a commercial transaction which discriminates, through a discount, rebate, allowance or advertising service charge, against the purchaser's competitors. Commerce Committee. Jan. 3.

HR 2228. Rep. Marguerite S. Church (R-Ill.)—would create a Joint Congressional Budget Committee, which would study all matters affecting budgets of federal agencies, assist the appropriations committees of both Houses in their deliberations on budget requests, recommend legislation to improve governmental efficiency, and report on whether the agencies are fulfilling their missions. Rules Committee. Jan. 9.

S 204. Sen. Warren G. Magnuson (D-Wash.)—would make permanent the 1960 temporary suspension of Sec. 315 of the Communications Act., as it applies to presidential and vice presidential candidates. Commerce Committee. Jan. 6.

S 227. Sen. Mike Mansfield (D-Mont.)—would reimburse major political parties up to $1 million and minor parties up to $100,000 for radio-tv time purchased in behalf of their presidential and vice presidential nominees, provided the parties seeking reimbursement hold their nominating conventions on or after Sept. 1 of the election year. Rules Committee. Jan. 9.

SJ Res 32. Sen. Vance Hartke (D-Ind.)—would establish a five-man commission to study and report on the organization of the FCC and the manner in which the radio spectrum is allocated in governmental agencies and instrumentalities. Commerce Committee. Jan. 13.

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ries, written by George Bellack and produced by Sam Gallu; *No. 7 Cannery Row,* missions of a maritime security operations chief, script by Alvin Boretz, produced by Mr. Gallu; and *The Wellington Bones Show,* a half-hour color cartoon series, written by Bob Woodburn and produced by Mr. Woodburn and Herb Johnson for Alexander Film Co., Colorado Springs, Colo.

ABC gets radio rights for Patterson-Johansson bout

ABC Radio announced last week that it has obtained from TelePrompTer Corp., New York, the exclusive U. S. and Canadian radio rights for the March 13 Floyd Patterson-Ingemar Johansson heavyweight title fight for a record price of $300,000.

Robert R. Pauley, vice president in charge of ABC Radio, said the value of the radio package, including rights, production and time charges, was "well in excess of $350,000." He reported that the Mennen Co., Morristown, N. J., has signed to sponsor one-half of the bout on ABC Radio.

The championship event, which will be held in Miami Beach, will be carried on closed-circuit tv only in a nationwide hookup that is being arranged by TelePrompTer. The latter firm guaranteed $800,000 to the promoter of the bout, Feature Sports Inc., for the ancillary rights, covering closed circuit tv, radio and motion pictures. TelePrompTer officials said the company now is negotiating for the disposition of foreign radio and domestic and foreign motion picture rights.

TelePrompTer reported that ancillary rights to the last Patterson-Johansson fight last June grossed more than $3 million. This bout also was carried on ABC Radio and attracted more than 61 million listeners, according to Trendex. The radio rights for that bout were bought by ABC Radio for $200,000.



Robert R. Pauley (l), ABC Radio vice president and Irving B. Kahn, president of TelePrompTer Corp. look over the $300,000 contract for radio rights to the March 13 Patterson-Johansson title fight.

ABC-TV's 'Hong Kong' to get tandem showing

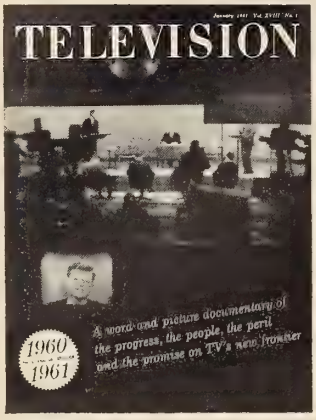
ABC-TV viewers will get a fully-sponsored Oriental double-header when two episodes of the action-adventure series, *Hong Kong,* are telecast Jan. 25. Showing of two episodes of the same program in different time slots on the same evening is considered a first among tv networks.

"Night Cry," a new *Hong Kong* episode, will be seen in the series' regular time period, 7:30-8.30 p.m. EST, while later, at 10-11 p.m. EST, a previous series episode (originally seen Dec. 21) will be repeated.

Naked City, the program usually occuplying the 10-11 p.m. period will be pre-empted that date only. The "double programming" was planned, according to ABC-TV, so the audience that missed the earlier telecast show could see it.

Kaiser Industries Corp., participating sponsors with Armour & Co. of *Hong Kong* in its regular time slot, will pick up five-sixths of the re-run time with a new advertiser, Luden's Inc., buying the remaining sixth.

OUT TODAY



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Program notes...

Distributes new series ▪ Dynamic Films Inc., N. Y., has signed an agreement with Danziger Productions, for distribution in the U. S. and Canada of Danziger's new television series, *The Cheaters,* and other features.

RPI expands ▪ Radio Press International, N. Y., voiced news service, will open a new bureau in Washington Feb. 1. The new office, located at 20 E St., N.W., Washington 1, D. C., will be headed by Irv Chapman, RPI New York editor.

Columbia expansion ▪ Columbia Transcriptions, the custom records department of Columbia Records has been expanded and reorganized into Columbia Record Productions. CRP will operate in two specialized sales areas: promoting sales and providing service to private labels, and producing recorded material for all agencies of the U. S. government.

Disney sustains loss ▪ Walt Disney Productions sustained a loss of $1,342,-0347 or 83 cents a share for the fiscal year ended Oct. 1, 1960, President Roy O. Disney said in his annual report to stockholders. The previous year showed a profit of $3,400,228 or $2.15 a share. Gross revenue dropped from $58,432,-399 in fiscal 1959 to $46,409,572 in fiscal 1960. Motion picture revenue decreased $7,268,872; tv income was down $4,641,748, due to the fact that the *Zorro* and *Mickey Mouse Club* shows were not televised.

Leo's fortunes ▪ Income and expenses of MGM-TV were broken down in a registration statement filed by parent Metro-Goldwyn-Mayer Inc. at the Securities & Exchange Commission last week. Gross tv income from the licensing of pre-1949 features and shorts to tv stations and the sale of filmed series and tv commercials produced by MGM-TV were listed. Gross income from pre-'48 features and shorts was $11,-563,326 in 1960; $10,904,323 in 1959 and $9,492,618 in 1958. From filmed series and commercials, the company grossed $2,564,212 in 1960; $3,998,509 in 1959 and $3,135,338 in 1958. Costs of production, distribution and administration for all tv operations: 1960—$5,368,206; 1959—$6,851,411; 1958—$5,081,320.

Film sales...

Debbie Drake Show (Banner Films): sold to KTLA (TV) Los Angeles; WRGP-TV Chattanooga; XETV (TV) San Diego-Tijuana; WKRG-TV Mobile; KCRG-TV Cedar Rapids; WJXT (TV) Jacksonville; KZTV (TV) Corpus Christi; KAKE-TV Wichita; KHQA-TV Quincy, Ill.-Hannibal, Mo.; KSLA (TV) Shreveport; KOOL-TV Phoenix; WALB-TV Albany, Ga.; KGUN-TV Tucson; WXIX(TV) Milwaukee; WFAA-TV Dallas; KFEQ-TV St. Joseph, Mo.; KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; WFLA-TV Tampa, and WLBT (TV) Jackson, Miss.

Sea Hunt (Ziv-UA): Sold to Bunker Hill Foods, for WRAL-TV Raleigh-Durham, N. C., and WJHL-TV Johnston City, Tenn.; Tower Federal Savings & Loan, on WSBT-TV South Bend, Ind.; Kirkman & Koury Real Estate and R. J. Reynolds Tobacco, alternating on WFMY-TV Greensboro, N. C. Also sold to KMID-TV Midland, Tex.; WPRO-TV Providence, R. I.; WISN-TV Milwaukee; KTSM-TV El Paso, and WDAM-TV Laurel, Miss. Now in 121 markets.

Paramount pre-'48 features (MCA-TV): Sold to WMAZ-TV Macon; WBDO-TV Orlando, Fla.; KSLA (TV) Shreveport; WREC-TV Memphis; WREX-TV Rockford, Ill.; WNBF-TV Binghamton, N. Y., and KGNC-TV Amarillo, Tex.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 16-20, 23-25 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 16-20, 23-25 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 16-20, 23-25 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 16-19, 23-25 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 16-19, 23-25 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 16-19, 23-25 (2-2:30 p.m.) **The Jan Murray Show,** part.

Jan. 16-19, 23-25 (11:15-1 a.m.) **The Jack Paar Show,** part.

Jan. 17 (10-11 p.m.) **The Art Carney Show,** Sara Lee through Cunningham & Walsh and Timex through W. B. Doner.

Jan. 18, 25 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Jan. 18, 25 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 19 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Jan. 20 (2 p.m.-conclusion) **Presidential Inaugural Parade,** Purex through Edward H. Weiss.

Jan. 20 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

Jan. 21 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Jan. 21 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Jan. 21 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Jan. 22 (6-6:30 p.m.) **Meet the Press,** sust.

Jan. 22 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Jan. 22 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.



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*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

HOW AFTRA-SAG CODES WILL WORK

Hollywood admen hear explanation of codes' provisions

The new commercial codes of the American Federation of Television & Radio Artists and Screen Actors Guild will increase television's cost to the advertiser, though probably not enough to seriously curtail the use of this medium. But to interpret and apply the code provisions to clients' tv commercial schedules will add to the workload and headaches of advertising agencies who will have to figure out their complexities.

That's what broadcasters, producers and agency executives heard Monday (Jan. 9) at a Hollywood Ad Club luncheon—and from the men who should know the new codes best—those who sat in as agency observers on the lengthy negotiations in New York last fall (BROADCASTING, Sept. 26; Dec. 12, 1960). The same men are now putting in long hours in Hollywood working with the unions to put into precise language the agreements reached.

The trio included Stanley Plesent of Young & Rubicam's legal department; Richard Zimbert, business manager of Leo Burnett Co., and Harry Saz, vice president and radio-tv business manager of Ted Bates & Co. The moderator was Hildred Sanders, broadcast vice president of Honig-Cooper & Harrington, Los Angeles, and vice chairman of the AAAA committee on radio and tv administration.

Mr. Plesent said the negotiations were the toughest ever encountered, because all codes were included and because AFTRA and SAG, "who don't always see eye to eye," were on the other side of the table. Yet, he said, "we came out with an agreement and without a strike."

Quiz Helped ▪ A questionnaire sent by the AAAA committee to some 50 large, medium and small agencies was of invaluable help, Mr. Plesent said. "When the negotiations began the unions had the idea that the only question was how much of an increase over the AFTRA scale [for taped commercials, higher than SAG's film commercial rates] they would get. When we could show them . . . 90% of all commercials are on film and only 10% on tape, we were able to pull down the AFTRA rates."

For program commercials, he said, SAG rates go up but AFTRA's down. "The guarantees are up only a little for SAG but down a lot for AFTRA." The new contract is a three-year deal, an improvement, since no former AFTRA contract has run more than two years, he said. The new code is retroactive to Nov. 16, 1960, with employers' option to pay at old rates and adjust to new ones by Feb. 1. But he urged putting the new rates into effect immediately, since "you'd have a hard time getting a refund from an actor if the new rate is lower." New rates and conditions become operational Jan. 23 for all codes.

There are essentially two commercial codes, SAG's for film and AFTRA for live and tape, although rates are identical, Mr. Plesent said. SAG now has the 5% pension and welfare plan which AFTRA had won previously. He noted the complexities of the new rates for



What the new AFTRA-SAG commercial codes mean to broadcasters, producers, agencies was explained at a Hollywood Ad Club luncheon last week by these agency people, l to r: Richard Zimbert, Leon Burnett Co.; Stanley Plesent, Young & Rubicam; Hildred Sanders, Honig-Cooper & Harrington, who acted as moderator; Harry Saz, Ted Bates.

spot tv campaigns, with cities weighted according to population (BROADCASTING, Dec. 19, 1960), and suggested that agencies which find difficulty in applying terms to specific advertising schedules check with "our side" rather than with the unions, where interpretation might differ. Discussion led to a suggestion from the floor that perhaps AAAA ought to establish a Los Angeles office to help members with these and other problems.

Live Code ▪ Mr. Plesent said that the main change in AFTRA's live network program code is in rehearsal time, which he felt should not add more than 5% to talent costs. The transcription code's only change is for a 7% increase in sound effect artists' fees. And in radio, the only change is for higher fees for sportscasters of major events.

Mr. Zimbert described the provisions for working conditions as "a grotesque mess," full of ambiguities that are sure to lead to much argument and confusion. For instance, minimum scale players now can be asked to give only "direct product exclusivity," he said, but it's not clear whether this means the announcer on a filter cigarette commercial is barred from doing commercials for non-filter cigarettes. The tape code calls for double scale payments for anything more than product exclusivity; the film code permits exclusivity beyond competitive products but short of complete commercial exclusivity for scale plus 10%, "so here's one place where the two codes are not the same," he noted.

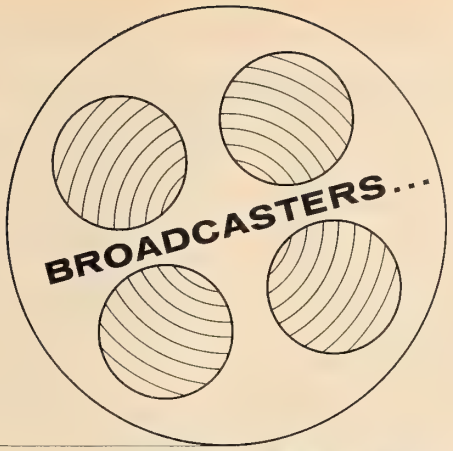
The matter of when payment is due is another muddle, he said, with different due dates for different services. This is further confused by the two kinds of days, working days and calendar days, which are not at all the same. He warned that penalties for failure to pay on time can be great.

Mr. Saz discussed other code complexities and changes, noting as one example that the 5% employer payments for pension and health and welfare must be made by two checks for 2½% each, one payable to the pension fund, the other to the health and welfare fund.

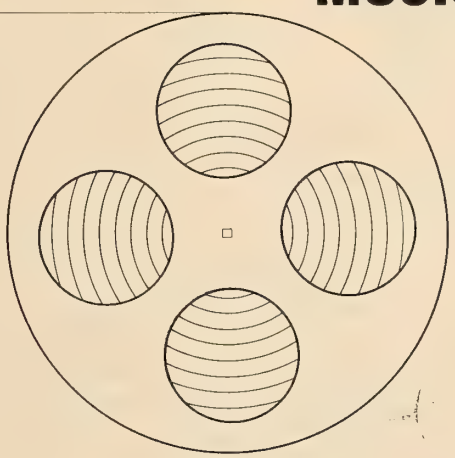
Deadline for Lasker awards

Radio and tv programs presented during the past year dealing with major diseases and public health problems will be eligible to receive the annual Albert Lasker Awards for outstanding medical news reporting in broadcasting. The Albert & Mary Lasker Foundation has announced that scripts must be submitted by Feb. 6, 1961.

A cash award of $2,000 will be given the winning entry by an advisory board of physicians and journalists. Entry blanks and further information may be obtained from the foundation office, Chrysler Bldg., New York.



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"motivational" music that makes money / 49 WEST 45th STREET, NEW YORK 36, N.Y.

VIEWERS LUKEWARM TO LIVE PAY TV

Phone survey shows 3 out of 15 saw Trans-Canada show

The first live pay television in Toronto's suburban Etobicoke area didn't take Trans-Canada Telemeter subscribers by storm, judging by a random telephone survey made by BROADCASTING.

TCT won't have definite ideas on the popularity of this show for some weeks, when sufficient numbers of the coin boxes have been collected, Gene Fitzgibbons, general manager of the operation, said.

For the first live television show Jan. 5 TCT imported Bob Newhart from New York for one hour of his comedy sketches. He was assisted in a 10-minute spot by folk-singer Leon Bibb. The program was taped for replay the two following evenings. TCT has approximately 6,000 subscribers.

BROADCASTING's Toronto correspondent made a random telephone survey of the area where the pay tv cables are strung. Out of 50 calls 15 people said they had telemeter connection. Of these, 12 said they didn't look at the Newhart show, while three had looked and enjoyed it. Projecting this average of one in five viewers to subscribers, the Newhart show would have netted $1,500 for the three evenings, at $1.25 per set.

This is not too promising for the success of pay tv in an area where six television stations put in good signals, two locally, four within 60 miles. Surveys some time ago by BROADCASTING (Sept. 19, 1960 issue) and by Elliott-Haynes Ltd., Toronto market survey firm (November 7, 1960 issue), showed subscribers spending about $1 per week. Mr. Fitzgibbons had said several times that TCT needed an average of $2 a week for 5,000 subscribers to break even.

Heavy Promotion ▪ The Bob Newhart program was heavily promoted in paid newspaper advertising, on the air by commentators and in news columns. Radio-television columnists of the three Toronto daily newspapers lauded the live show and TCT officials said the small studio's 70 seats were filled. Those who saw the show on subscriber sets enjoyed it.

Mr. Fitzgibbons and William O. Crampton, manager at the company studio, said calls were received from subscribers who had not yet been connected for connections before the Newhart show.

The next important production to be shown on the circuit will be the Menotti opera, *The Consul,* which has been put on video tape in New York. This is to be shown late in January or early February, with a charge of $1.25, Mr. Fitzgibbons said. Meanwhile, live hockey from New York and Detroit is running Sundays at $1 a game. The musical *Country Scandal* is being taped at New York for future presentation.

The present 6,000 subscribers are a test group to learn what viewers want to see and how often they will pay to see closed circuit television programs. Service was started last February, with almost all 6,000 test coin box connections completed by year-end. A few subscribers were still awaiting connection early in January.

Abroad in brief

Tv in Red China ▪ Communist China says it has 29 television stations and television relay points, including 10 stations opened during 1960. Regular telecasts are provided from Peking, Shanghai, Harbin, Mukden, Tientsin, Changchun and Canton. Sixteen other Communist Chinese cities had only experimental telecasts during 1960.

MacLaren claims lead ▪ MacLaren Adv. Ltd., Toronto, Ont., claims to have largest billings in Canada for 1960 with $30.32 million, up from $29.8 million in 1959, and $27.4 million in 1958. Second largest billings are attributed to Cockfield, Brown & Co. Ltd., Toronto, with $28.5 million for 1960.

French firm ▪ A controlling interest in Schneider Television-Radio, a leading French manufacturer of radio and tv equipment, has been bought by an Anglo-French syndicate headed by New York investment bankers Burnham & Co. Formerly privately owned, the tv-radio equipment firm was placed on the Paris Stock Exchange late last year and reportedly has since gained nearly 60% in market value. Schneider's sales in 1960 amounted to more than $14.5 million with a net of better than $500,000.

Two new tv stations debut Jan. 1 in Canada

CJCH-TV Halifax, N.S., began telecasting Jan. 1 on ch. 5 with 100 kw video and 50 kw audio power, as the second station in Halifax. CBHT (TV) Halifax, owned by the Canadian Broadcasting Corp. had been only station at Halifax.

At Toronto, CFTO-TV began telecasting Jan. 1 on ch. 9 with 325 kw video and 162 kw audio power. Operations began at 9:45 p.m. with a 15 minute film of station's opening ceremonies. At 10 p.m. CFTO-TV began an 18-hour telethon to aid of Ontario's retarded children, with taped and live vignettes featuring noted Canadian and U. S. radio, television, stage and screen personalities.

CFTO-TV Toronto, became the seventh station to put a good signal into the Toronto area, others being CBLT (TV) Toronto, CHCH-TV Hamilton, Ont., CKVR-TV Barrie, Ont., and from Buffalo, N.Y., WGR-TV, WBEN-TV and WKBW-TV.

IAAB board members meet with Peru group

Increasing international pressures in the field of free speech led Peruvian National Radio Assn. to call a Jan. 13 meeting in Lima, with board members of the Inter-American Assn. of Broadcasters asked to participate.

Jose Ramon Quinones, WAPA San Juan, attended as an IAAB board member and also represented Herbert E. Evans, Peoples Broadcasting Co., NAB's IAAB board member. Mr. Evans has a broken leg and was unable to make the trip.

IAAB's assembly will hold its biennial meeting in Washington, just prior to the NAB convention (May 7-10). The IAAB board's biennial meeting was held last November in Santiago, Chile.

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BROADCAST ADVERTISING


Mr. Doughten

Thomas P. Doughten, vp and account executive at Lennen & Newell, N. Y., for past 16 years, resigns to become president of T. Doughten & Assoc. Adv., Freeport, L.I., N.Y., which begins operations Jan. 23. New firm is located at 30 Bedell St., Freeport, N. Y. Telephone: Mayfair 3-7775.

K. (Haps) Kemper III, account executive at Young & Rubicam, N. Y., named vp and account supervisor.

Victor Armstrong, senior vp-account management at Kenyon & Eckhardt, N. Y., elected to board of directors.

Lloyd Ver Steegh appointed vp and account supervisor at Western Adv.'s Chicago office. **Clifford Boettcher** named vp and creative director for agency's Racine, Wis., office. **Edward Krein,** senior vp in Racine office, named manager.

Dr. A. Melvin Gold, in sales development and creative research at R. H. Bruskin Assoc., New Brunswick, N. J., named vp.

Biron A. Valier and **Edward A. Langan,** account supervisors at Gardner Adv., St. Louis, elected vps.

Page B. Otero, formerly head of his own Los Angeles agency for past two years, rejoins The McCarty Co., that city, where he had served 14 years before forming his own company.

Robert M. Worcester, formerly with Universal Adv., Omaha, Neb., to Holland Adv., that city, as account executive.

Merrill E. Williams Jr. appointed art director at Creamer, Trowbridge & Case, Providence, R. I. He formerly held similar position at Charles Tombras & Assoc., Knoxville, Tenn.


Mr. Shenfield

James P. Shenfield, formerly director of product marketing, Campbell Soup Co., Camden, N. J., appointed assistant to president and member of company's staff committee. Mr. Shenfield, who will be president's deputy in coordinating activities between recently-acquired Pepperidge Farm bread and Campbell, joined firm in 1950.

Allen H. Center, previously vp in charge of pr at Leo Burnett Co., Chicago, elected vp in charge of pr at Motorola Inc.

Gordon Buck, formerly general manager of Aubrey, Finlay, Marley & Hodgson, Chicago, to Needham, Louis & Brorby, there, as media supervisor. **William Barclay** joins NL&B as research supervisor.

Robert Steres, on air media staff of D'Arcy Adv., St. Louis, named media director of agency's new San Diego, Calif., office. **Donald I. Brady** joins agency's Los Angeles office on Budweiser account.

Charles F. Metzger, formerly senior account executive at BBDO, N. Y., joins Mogul, Williams & Saylor, that city, as account supervisor.

Howard E. Ottley, formerly of Grey Adv., N. Y., joins Geyer, Morey, Madden & Ballard, that city, as account executive.

Rick Mittleman resigns as radio-tv director at Anderson-McConnell Adv., Hollywood, to become free lance writer-producer.

Robert K. Gray, formerly secretary of President Eisenhower's Cabinet, to Hill & Knowlton, Washington pr firm, as vp.

W. C. (Bill) Sanders appointed art director at Tracy-Locke Co., Dallas.

Sam Scali, formerly art director at Doyle Dane Bernbach, N. Y., joins Papert, Koenig, Lois, that city, in same capacity. **Stuart Miller Jr.,** who was account executive for Young & Rubicam, joins PKL as account executive on Ronson Appliance Div.

James C. Armstrong, account supervisor at Young & Rubicam, Los Angeles, named vp. **R. Allan Gardner,** account executive in New York office named account supervisor in contact department.

Kenneth Robinson and **John Cuff,** chairman and managing director, respectively, of Lambe & Robinson-Ben-

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Executive realignments at Young & Rubicam


Mr. Bond


Mr. Angstadt


Mr. Dippy


Mr. Kierstead


Mr. Kroll


Mr. McKelvey


Mr. Thompson

Edward L. Bond, senior vp and director of contact department at Young & Rubicam, N. Y., promoted to executive vp and general manager of agency. Mr. Bond, who joined Y & R in 1946 as account executive, was named vp and account supervisor in 1953; director of contact department in 1958, and senior vp next year. Reporting to him with top account service responsibilities will be six new senior vps: **Earle Angstadt,** who was vp and account supervisor in contact department; **George Dippy,** former vp and account supervisor; **Wilson H. Kierstead Jr.,** vp and director of merchandising department; **Alexander Kroll,** vp and account supervisor; **Randolph McKelvey,** senior vp, and **William D. Thompson,** former vp and account supervisor. Mr. Angstadt, who joined agency's merchandising department in 1951, was named head of San Francisco merchandising department in 1955, returning to N. Y. office in 1957 as supervisor of merchandising. Next year he became vp and manager of merchandising department, and in 1960, was named vp and account supervisor in contact division. Mr. Dippy joined agency's merchandising department in 1953; was named manager in 1946; assistant to the president, 1948, and vp and account supervisor in 1949. Wilson Kierstead started with Y & R 13 years ago, in merchandising division. In 1952 he moved to contact department; next year he was named supervisor and vp, and in 1960 was made head of merchandising. Mr. Kroll joined agency's contact department in 1946, and was named account supervisor and vp in 1952. William Thompson has been with agency since 1952. He became vp and account supervisor in 1955. Randolph McKelvey, who was senior vp before last week's promotions, has been with Y & R since 1944. After ten years as account executive, he was made vp and account supervisor, and in 1959 was transferred to Detroit as head of that office. He returned to N. Y. in October 1960 to become senior vp and director of contact department.

ton & Bowles Ltd., B & B British subsidiary, become vps of parent company, effective Feb. 1, when British agency changes its name to Benton & Bowles Ltd.

Mrs. Patricia Burk, formerly with John E. Pearson Co., Chicago rep firm, to Clinton E. Frank, that city, as time-buyer in media department. **Seymour Levine,** formerly with Tatham-Laird, that city, joins Frank as art director and **Chuck Schiappacasse** joins agency as copywriter.

Daniel J. Sullivan, formerly vp and account supervisor at Foote, Cone & Belding, Chicago, to Doyle Dane Bernbach, that city, as account supervisor, effective Feb. 1. He had been with FC&B for 13 years.

THE MEDIA

John Fulton, president of WGUN Decatur, Ga., also assumes presidency of WJIV Savannah, Ga., and KWAM Memphis, Tenn., in addition to current responsibilities.

Lew Breyer, executive vp, sales manager and film buyer for WXIX-TV Milwaukee, resigns. He will announce future plans next month.

Ben McLaughlin, formerly with WICU-TV Erie, Pa., appointed sales manager at KETV (TV) Omaha, Neb.

J. T. Snowden Jr., general manager of WGTC Greenville, S. C., elected vp of WGTC Broadcasting Co., which owns station.


Mr. Melton

Orrin Melton, assistant manager of KSOO Sioux Falls, S. D., promoted to manager. He will retain his current post of sales manager in addition to new promotion. He has been with station 14 years, starting there as news director.

Mercer L. King, formerly station manager of WJRD Tuscaloosa, Ala., to WARD Johnstown, Pa., in similar capacity.

Francis J. Peters and **Arthur L. Martin** named vps and assistant managers of Marion Broadcasting Co. (WMRN-AM-FM Marion, Ohio). **Donald H. Shepler** named assistant treasurer.

Danny S. Jacobson, formerly sales supervisor of WJZ-TV Baltimore, to KTON-AM-FM Pine Bluff, Ark., as general manager.



W. B. Steis, formerly general manager of WJER Dover, Ohio, to WKJF-FM Detroit in similar capacity. **Robert G. Clarke,** account executive at station, promoted to sales manager.

Bill Crows, sportscaster of St. Louis Cardinals (football) and St. Louis Hawks (basketball) games on KMOX, that city, becomes manager of KFSA Ft. Smith, Ark., succeeding **James Fesperman** who leaves broadcasting to go into government service.

Harold E. King, onetime owner of KGHI Little Rock, Ark., named general manager of KFOY-TV Hot Springs, Ark., which is slated to make its air debut in near future.

Marvin W. Houtz appointed local sales manager of KOIL Omaha, Neb. He has been with station for two years.

Chalmers Stromberg appointed chief engineer of KMSP-TV St. Paul, Minn., succeeding **Gordon Benson** who joins Minnesota Mining & Manufacturing Co.

Jerrold M. Marshall named assistant manager of Boston office of New England Spot Sales Inc. He formerly was with Sterling Television Co., New York.

John Mayasich, formerly account executive at WFRV-TV Green Bay, Wis., to WDUZ, that city, as sales manager.

Art Howard and **Earl Eklund** appointed assistant sales manager and national sales service manager, respectively, at KTNT-TV Seattle-Tacoma, Wash. Both were account executives at station. **Leo Daily** joins KTNT-TV as account executive.

Larry Cooper, formerly program director at KMOX St. Louis, to KTVI (TV), that city, in similar capacity.


Mr. Hummel

Louis J. Hummel Jr., in charge of tv sales at Peters, Griffin, Woodward, Detroit, for past six years, moves to Chicago office. He is replaced in Detroit by **James R. Sefert,** formerly of Crosley Broadcasting Company, Cincinnati, Ohio.

John Barrett, formerly with KLYD-TV Bakersfield, Calif., to KBAK-TV, that city, as assistant general manager and national sales manager.

Howard Rothenberg, account executive for Everett-McKinney, New York rep firm, promoted to eastern sales manager.

Eleanor Henshaw, for five years secretary to president of Southern California Broadcasters Assn., to KWIZ Santa Ana, Calif., as assistant to Ernest Spencer, president and general manager.

Madam president


Miss Corrick

Ann M. Corrick, assistant chief of Washington news bureau of Westinghouse Broadcasting Co., elected president of Radio - Tv Correspondents Assn., succeeding **Lewis Shollenberger,** CBS. She is first woman ever to head organization in its 22-year history. Others elected: **Robert H. Fleming,** chief of Washington news bureau of ABC, vp; **Elmer W. Lower,** manager of NBC Washington news bureau, secretary; **Theodore F. Koop,** director of news and public affairs for CBS' Washington bureau, treasurer. Members at large: **Stephen J. McCormick,** vp Mutual Broadcasting System; **John W. (Bill) Roberts,** Time-Life-Fortune Broadcasters Inc.; and **Ellen E. McDonnell,** United Press Movietone News. New members will be officially installed at association's annual dinner, tentatively set for March 18.

George Hart resigns as director of operations at WTTM Trenton, N. J., to become program director at WBCB Levittown, Pa.

Phil Bryce joins KHJ-TV Los Angeles as account executive. He has been at KABC, that city, in similar capacity.

Monroe Falitz, formerly account executive at WNBC New York, joins WMCA, that city, in same capacity.

Leonard Mirelson, sales manager of WNJR Newark, N. J., promoted to general manager. Mr. Mirelson, who has been with station for six years in various sales capacities, joined outlet in 1954 as account executive.

Louis Berkman, part-owner of Friendly Group stations, elected chairman of Screw & Bolt Corp. of America. He also was named chairman of executive committee.

Leonard DeNooyer, former manager of coverage, CBS-TV research department, joins affiliate relations department as station analyst.

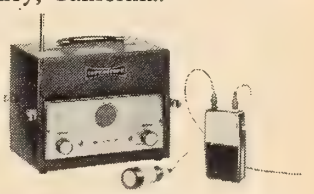
William E. Bass Jr. appointed regional sales manager of WITN (TV) Washington, N. C. He had been account executive.

Douglas Fleming, formerly national sales manager for Oregon Triangle TV Network, appointed national sales man-

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ager and head of Los Angeles sales office of KWIZ Santa Ana, Calif.

F. A. (Mike) Wurster, on New York sales staff of Weed Television Corp., named New York sales manager.

Larry Cugini Jr., account executive at Grant Adv., joins tv sales staff of The Katz Agency, Dallas.


Mr. McCutchen

Richard McCutchen, formerly public affairs producer for CBS-TV network, named to head newly-established broadcast news bureau in N.Y. (see story, page 53) for Time Inc. Broadcasting Division. Mr. McCutchen, who is 35, was most recently producer of *U.N. In Action, F.Y.I.* and *The Year Gone By*, all CBS-TV programs. He gained his first network experience as newscaster-reporter for NBC-TV's *Today* show.

Mark Damen joins WQED (TV) Pittsburgh as writer-producer in special projects section. He formerly was with WYES (TV) New Orleans.

Brad Messer, formerly with KILE Galveston, to KNUZ Houston, both Texas, as member of news staff.

Robert J. Northshield, formerly of NBC-TV's *The Dave Garroway Today Show,* named producer for NBC News.


Mr. O'Berst

Edward G. O'Berst returns to CBS Radio Spot Sales as account executive in N. Y. office, after one year spent as director of operations research at Blair-TV. Before this, Mr. O'Berst spent six years with CBS Radio Spot Sales which he joined as research analyst in 1954. He was named director of research in October 1957.



Washington Ad Club honors Richard Eaton

Richard Eaton, president of United Broadcasting Co., was presented the Achievement Award of the Washington Ad Club at the club's Jan. 10 luncheon. L to r: Milton Q. Ford, WOL and WTTG (TV) Washington, club president; Mr. Eaton, Sen. Henry M. Jackson (D-Wash). Tributes were paid Mr. Eaton by Sen. Jennings Randolph (D-W. Va.) and Sen. Jackson. Mr. Eaton operates one tv and eight radio stations.

Stephen Kirschenbaum, formerly sales promotion supervisor at NBC Radio Spot Sales, named manager, sales promotion, WNBC New York.

Robert Jonscher, formerly field man in station relations department of NAB, joins WEEL Fairfax, Va., as general manager. Previously he was part owner of WLAK Lakeland, Fla., and had been with WMAL Washington before that.

John Vera, 12-year member of KPHO-AM-FM-TV Phoenix, appointed local sales manager, succeeding **Les Lindvig,** who resigned.

W. C. Porsow, formerly national sales manager at WFRV-TV Green Bay, to WKTL Sheboygan, both Wisconsin, as station manager.

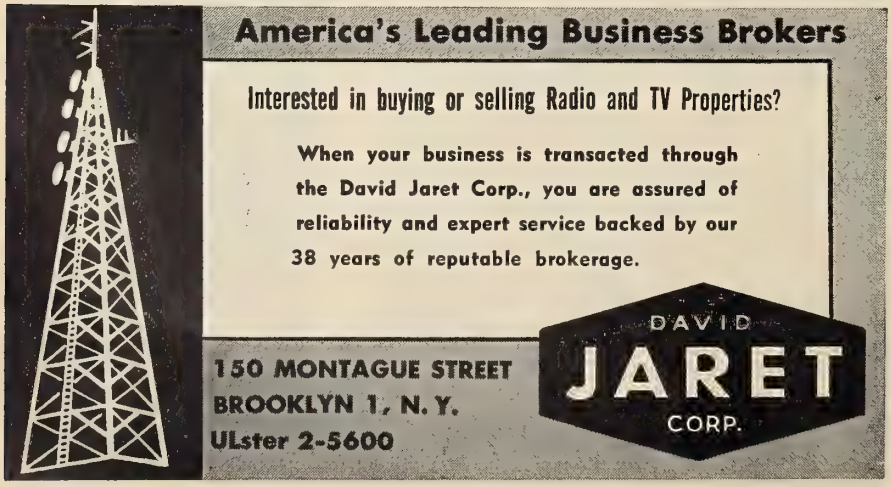

Miss Garcia

Mary Garcia, formerly international media director at McCann-Erickson, N. Y., named international media research manager of Metropolitan Broadcasting Corp., that city. She will develop new service for advertisers and agencies in international field. **Harold J. Algus,** who was director of press information at National Telefilm Assoc., joins Metropolitan as director of trade and business news.

David F. Milligan, formerly general manager of WINR Binghamton, to WPTZ-TV Plattsburgh, both New York, in similar capacity. He succeeds **George L. BarenBregge** who will devote his time to supervising all telecasting activities of Rollins Telecasting Co. stations, of which WPTZ-TV is one. Mr. BarenBregge has been Rollins vp since 1959.

Ed Meyer, formerly news director at WGH Newport News, Va., to WMAL-AM-FM-TV Washington as member of news staff.

Vasilios J. (Bill) Liappas appointed music director of Storer radio stations with headquarters in Miami. He form-



erly was production manager of WGBS, that city.

Pete Boyle, formerly on sales staff of WAVI Dayton, Ohio, to WING, that city, in similar capacity.

Frank J. Hannagan, formerly with General Time Corp., LaSalle, Ill., to WDAU-TV Scranton-Wilkes Barre, Pa., as account executive.


Mr. Buschmeyer

Frederick S. Buschmeyer Jr., formerly program manager of KTVI (TV) St. Louis, to WRC-TV Washington as production manager. Prior to joining KTVI, Mr. Buschmeyer was with KARK-TV Little Rock, Ark., WGR-TV Buffalo and WMAL-TV Washington.

Charles M. Schaufelberger, formerly on local sales staff of WROC-TV Rochester, N. Y., to WHEC-TV, that city, as local sales representative.

Bob Crone and **Dick Jablonski** join WSAI Cincinnati as account executives.

John E. Erickson, formerly of Peters, Griffin, Woodward Inc., joins Chicago office, Spot Time Sales Inc.

George Wilson appointed promotion-publicity director for WSTV-TV Steubenville, Ohio. He has been with station in various capacities.


Mr. Snyder

William L. Snyder appointed sales manager of WTMJ-TV Milwaukee. He formerly was Detroit manager of Harrington, Righter & Parsons (tv station rep) and before that was account executive with Avery-Knodel, national station rep firm.

Shirley Ann Dunham appointed promotion manager of WTVN (TV) Columbus, Ohio. She formerly was publicity director at WKRC-TV Cincinnati. Both are Taft stations.

Hans J. Mobius, in sales department of WGR-TV Buffalo, promoted to marketing coordinator.

Dave Archard, formerly with WALT Tampa, Fla., to WLCY, that city, as associate production manager.

Bob Scott, formerly with WKIZ Key West, Fla., to WAVY Norfolk-Portsmouth, Va., as staff announcer.

Don Kelly, program director, WDGY Minneapolis-St. Paul, appointed program manager at WPTR Albany, N. Y.

Norman Nesbitt named director of news at KDON Salinas, Calif.

ABC promotes three to vice president


Mr. Hoberman


Mr. Rule


Mr. Sacks

ABC last week announced appointments of three general managers of its owned and operated stations to vps. They are: **Ben Hoberman,** general manager of KABC (radio) Los Angeles; **Elton H. Rule,** general manager of KABC-TV; and **David M. Sacks,** general manager of KGO-TV San Francisco.

Mr. Hoberman has been with KABC since April 1960. Previously he was general manager of WABC New York and before that served in sales department of WXYZ-TV Detroit. Mr. Rule, who became general manager of KABC-TV last August, previously was station's sales manager for seven years. Mr. Sacks, promoted to general manager last May, had been general sales manager since 1952.

Arthur Whiteside, formerly production manager of Mutual Broadcasting Corp., becomes public affairs director of WLOS-TV Asheville, N. C.

Bruce Charles, air personality and newsman at WHK Cleveland, promoted to news director.

Al R. Bethel, formerly staff announcer at WBAL Baltimore, appointed news director and air personality at WHGB Harrisburg, Pa.

Gene Williams named merchandising director of KLAC Los Angeles.

Mrs. Patricia Wilson, formerly media buyer at Liller, Neal, Battle & Lindsey, Atlanta, to WSOC-TV Charlotte, N. C., as assistant to promotion manager. **Douglas Bell** named program director and **Jim Martinson** becomes commercial manager.

Gordon B. McLendon, head of McLerdon stations, elected chief barker of Dallas Variety Club.

Richard (Ric) Devine, formerly pro-

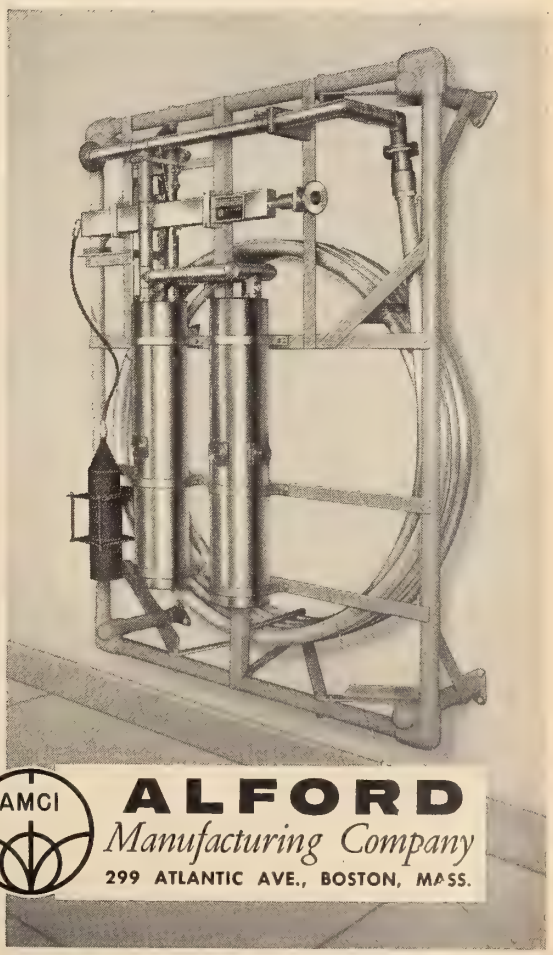
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FCBA elects Robert M. Booth president


Mr. Booth

Robert M. Booth Jr., Washington communications lawyer for the last 15 years and a graduate electrical engineer — was elected president of the Federal Communications Bar Assn. Friday at the annual meeting of the organization in Washington. He succeeds **Frank U. Fletcher.**

A native of Cincinnati, Mr. Booth received an E.E. degree from Purdue U. in 1933 and an LL.B. from Cincinnati's Salmon P. Chase College of Law in 1941. He attained the rank of commander in the Navy during World War II, serving in the Bureau of Aviation's electronics division. On his return to civilian life, Mr. Booth was associated with the Washington law firm of Bingham, Collins, Porter & Kistler. He opened his own office in 1956. He has been chairman of the FCBA's Tall Tower Committee.

Other officers elected at the same time were: **Harold E. Mott,** first vp; **Donald C. Beelar,** second vp; **James E. Greeley,** secretary; **Warren E. Baker,** assistant secretary; **Frederick H. Walton Jr.,** treasurer. Chosen for the three-year executive committee terms were **Reed Miller** and **J. Roger Wollenberg. Leonard H. Marks** was chosen delegate to the ABA.

motion manager of KRNT-AM-TV Des Moines, Iowa, to WTVJ (TV) Miami as assistant promotion manager.

PROGRAMMING

William E. Gephart Jr., vp in charge of production at General Film Labs, Hollywood, named president, succeeding **G. Carleton Hunt,** who continues as vp and director of parent company (Pacific Industries Inc.) and will serve as consultant to labs.

J. L. (Bud) Courcier appointed vp and general manager of W. J. German Inc. of California, agent for sale and distribution of Eastman films for motion pictures and tv.

Anthony Azzato resigns as syndication sales supervisor, National Telefilm Assoc., effective Jan. 31. He will announce future plans at that time.

Joseph Kotler, sales manager, New York sales department for Ziv-UA, elected vp in charge of N. Y. sales. **Richard Hamburger,** assistant sales manager, named sales manager, New York syndication sales.

William Rady, director of manufacturing at Columbia Records Corp., named vp — manufacturing. **Donald Curry,** who was assistant manager, radio stations services, named manager of that department. **Michael Berniker** named associate producer for Epic Records.

Isabelle McCaig appointed manager of Montpelier, Vt., bureau of United Press International. She formerly was manager of Toronto bureau of British United Press. **C. Robert Woodsum** named executive to UPI Boston manager.

Perry Lafferty signs with Ziv-UA to produce *The Aquanauts* for CBS-TV. He formerly produced *Person to Person* for that network.

Rolland Brooks, art director of *The Untouchables* at Desilu Productions, Hollywood, promoted to supervising art director of all Desilu productions.

Phil Peterson, formerly station manager of WIST Charlotte, N. C., named vp of Community Club Awards Inc., Westport, Conn. Mr. Peterson, eastern division manager of CCA, will also be in charge of firm's new sales training program.

John Erman, assistant casting director at 20th Century-Fox-TV, promoted to casting director, following resignation of **Robert Walker** to join tv production company headed by Bud Yorkin and Norman Lear.

Howard (Hy) Carnow, pressbook editor at United Artists Corp., N. Y., named assistant advertising manager.

Bruce Morton appointed European general manager of News Associates, Washington. He will headquarter in London. **Herbert M. Brubaker,** regional editor, becomes night editor with **Barry Allen** joining staff as congressional correspondent.

Russell Karp, director of contract negotiations for Screen Gems, elected secretary of company. **Seymour Horowitz** and **Michael Frankfurt** both join SG as lawyer negotiators.

Karl Engemann, formerly associate producer, artists & repertoire, at Capitol Records, named administrative assistant to album director, that division. **Paul Wyatt** succeeds Mr. Engemann.

Leonard W. Norby, formerly announcer at KDON Salinas, and **Jack R. Hayes,** formerly announcer/technical supervisor at KLIV San Jose, both California, form Audio Recorders Co., Oakland. New firm will specialize in magnetic tape recording, duplicating, disc recording and special broadcasting productions. Address: 138 Grand Ave., Oakland, Calif.

EQUIPMENT & ENGINEERING

L. S. Thees, general commercial manager at RCA Electron Tube Div., Harrison, N. J., appointed division vp. Mr. Thees has been with RCA in various sales executive capacities since 1930. **George Capsis** named manager of presentations and exhibits.

H. S. Morris and **G. L. Carrington Jr.** appointed marketing director and general sales manager, respectively, for Altec Lansing Corp., Anaheim, Calif.

Bruce L. Birchard appointed head of newly established international trade department of Hoffman Electronics Corp., Los Angeles.

Vernon G. Price appointed manager of filter and R-F component engineering at General Electric Co.'s power tube plant at Palo Alto, Calif.

Dr. George Caryotakis appointed manager of high power laboratory of Eitel-McCullough, San Carlos, Calif.

INTERNATIONAL

Bruce Emonson appointed vp of TelePromTer of Canada Ltd. He formerly was manager of firm's many closed circuit telecasts and has supervised sales and service of firm's electronic prompting devices.

Harold Winsten appointed general manager of Screen Gems de Mexico, S.A., succeeding **John Manson III,** who resigned. Mr. Winsten has been representing Columbia Pictures International Corp. in Latin America for past 14 years.

Robert P. Gross of Doherty, Clifford, Steers and Shenfield, New York, to creative director of Meridian Films Ltd., Toronto. He will specialize in video tape production.

William Pratt and **John Gorman** join network and national selective sales staff of Canadian Broadcasting Corp., Toronto.

Mrs. Kelly Young, CKWX Vancouver, B. C., and **Cecelia Merrett,** CHAN-TV Vancouver, named directors of Advertising Writers' Assn. of Vancouver.

DEATHS

Julian Snyder, 62, vp and account executive at Cunningham & Walsh, New York, died Jan. 6 in Norwalk, Conn. He was executive on Texaco account. Formerly he was vp with Erwin Wasey, Ruthrauff & Ryan and was in charge of its London office for several years.

A helping hand from WMCA

WMCA New York and two transportation companies are extending helping hands to needy Negro citizens of Haywood and Fayette Counties in Tennessee. Starting Jan. 5 with the late night show of interviewer Barry Gray and continuing with daily, hourly announcements, the station is appealing to listeners to aid Negroes allegedly under economic "boycott" of fellow citizens because the former registered to vote in last year's elections. Listeners have responded with some 200 tons of food, clothing and other supplies, and the Schumer Theatrical Transfer Co. and United Van Lines have donated a fleet of trailers to transport the material South. The first truck caravan was to leave on Sunday (Jan. 15) after a civic sendoff headed by New York Mayor Robert Wagner.

RAB merchandising aids

Radio Advertising Bureau has distributed to members a series of 30 merchandising ideas developed by national and regional radio advertisers. The series, presented in the form of a kit, describes merchandising activities implemented by a variety of advertisers. The merchandising plans are designed to generate enthusiasm for the radio advertising among wholesalers, retailers, and the advertiser's own sales force.

WIP launches big campaign

The year 1961 belongs to WIP Philadelphia and station officials have devised a giant promotion to prove it. Operating on 610 kc (or ch. 61, as WIP calls it) the station has inaugurated its campaign, tieing in with the new year in a lavish, multi-media extravaganza.

Using heavy newspaper, outdoor and public transit advertising to buttress its own spots, WIP has set up a 1961 promotion schedule chock full of contests —and winners, 61 each month to be exact. Cost for the first month already has exceeded $10,000.

The saturation plan apparently is working because WIP in one form or another seems to be everywhere in the Philadelphia area, station officials report. Of course WIP endeared itself to numerous Philadelphians, prior to kicking off its '61 theme, by distributing 150 coveted tickets to the Philadelphia Eagles-Green Bay Packers National Football Championship game played there to winners of a Christmas promotion.



Network support

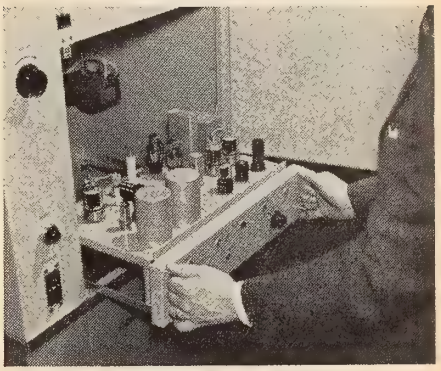
Three networks each gave $25,000 to the International Television Festival being sponsored by the Academy of Television Arts & Sciences in New York and Washington next fall (BROADCASTING, Dec. 19, 1960). Festival treasurer Henry S. White (l), vice president-general manager of WNTA-TV New York, shows the first deposit slip to Tex McCrary (seated), chairman of the festival committee, and John Walsh, former CBS-TV coordinator of special programs who has joined ATAS as executive director of the festival. Agencies and sponsors, producers and packagers will be contacted shortly for contributions to finance the event.

WNEW on Broadway

Instead of awarding 200 listeners with tickets to Broadway's newest hit musical, WNEW New York could feel sorry that the money had not been used to back the show. More than three months ago, the station planned a "WNEW Theatre Party" during the Christmas season for 200 lucky listeners, whose names were drawn Christmas Eve, and three future productions were under consideration: "Camelot," "Wildcat" and "Do Re Mi." Finally, "Do Re Mi" was picked. It opened Dec. 26 to the "hottest" reviews of the season, and WNEW's guests sat in center orchestra

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seats at the Dec. 30 performance. WNEW's promotion stimulated a massive mail response—188,822 cards. The 200 tickets, worth $1,800, were purchased from "Do Re Mi" producer David Merrick, who expressed his appreciation by inserting program stuffers, plugging the contest, in the *Playbills* of his other current Broadway productions.

Free Inaugural programs

WQMR Silver Spring, Md. (Washington, D. C.) announced last week that it will send free of charge (while they last) copies of the official program of President-elect Kennedy's Inauguration to members of the advertising industry. The station, which bills itself the radio voice of government people, will send the program with its compliments to advertising personnel who send a written request on agency letterhead to WQMR's vp and general manager Ed Winton.

Drumbeats...

Birthday house ▪ KDKA Pittsburgh recently celebrated its 40th birthday with a two month promotion in which more than 50,000 entrants vied for the grand prize — a completely furnished new home valued at more than $33,000. Listeners were required to identify a sound charade and write a 25 word statement why they would like to live in the birthday house. The eight weekly winners received an appliance starter set and competed against each other for the big prize, won by a local school teacher.

KFWB scholarship ▪ KFWB Los Angeles launched its scholarship fund for the Boys Club of Hollywood with a successful night of entertainment at the Hollywood Palladium. Featuring Fabian, Frankie Avalon, Duane Eddy, Johnny Burnett and Jerry Wallace, with program director Jim Hawthorne hosting the activities, station officials were overwhelmed by the response and predicted future events in conjunction with Boys Club scholarship fund.

Lucky birthday ▪ While Friday the 13th was causing uneasy moments to the superstitious clan, KQV Pittsburgh took the occasion to launch a gala on-the-air promotion — to celebrate its fourth birthday.

Book service ▪ KSET El Paso, Tex., is offering as a public service to its listeners a *Minute Book Review* twice daily. Prepared and broadcast (via beep signals) by an official of the city's public library, the reviews apparently have caught on with surprising results. The special bookshelf in the library containing the books reviewed already has long waiting lists and many letters have been received thanking the station for the service.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 5 through Jan. 11. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Springfield, Ill.—Springfield Telecasting Co. Uhf ch. 26 (542-548 mc); ERP 17.38 kw vis., 9.7 kw aur; ant. height above average terrain 148 ft., above ground 146 ft. Estimated construction cost $31,000, first year operating cost $72,000, revenue $84,000. P.O. address 2515 Kemper, Shaker Heights, Ohio. Studio and trans. location 3004 S. 4th St., Springfield. Geographic coordinates 39° 45' 37" N. Lat., 89° 39' 1" W. Long. Continental Electronics 714, ant. RCA TFU24DL. **Richard Cole**, sole owner, has interest in KVOR Colorado Springs, Colo. and KTUR Turlock, Calif. Ann. Dec. 30, 1960.

New am stations

ACTIONS BY FCC

Fremont, Mich.—Rev. Stuart P. Noordyk. Granted 1550 kc, 1 kw D. P.O. address East State Rd., Box 361, Grant, Mich. Estimated construction cost $11,925, first year operating cost $20,000, revenue $30,000. Rev. Noordyk is organist for radio bible class. Ann. Jan. 11.

Charlotte Amalie, Virgin Islands—Island Bcstg. Corp. Granted 1000 kc, 1 kw U. P.O. address c/o Sanford J. Leeds, 190 Scranton Ave., Lynbrook, Long Island, N.Y. Estimated construction cost $28,267, first year operating cost $34,500, revenue $52,000. Owners are **Robert Moss** and **Robert E. Noble Jr.** (each 50%). Mr. Moss was in supervision and production of radio program; Mr. Noble is sales manager of **WABC New York.** Ann. Jan. 11.

APPLICATIONS

Centre, Ala.—Radio Centre. 1560 kc, 1 kw D. P.O. address c/o Fleeman Boney, Sturdivant & Marin St., Summerville, Ga. Estimated construction cost $24,714, first year operating cost $28,000, revenue $34,000. **Fleeman H. Boney,** sole owner, is attorney. Ann. Jan. 5.

Valparaiso, Ind.—Porter Count Bcstg. Co. 1500 kc, 250 kw D. P.O. address Rural Route 1, Box 134, Chesterton, Ind. Estimated construction cost $28,175, first year operating cost $60,000, revenue $75,000. Principals include **Leonard J. Ellis** and **Bernice A. Ellis,** as equal parners. Mr. **Ellis** is employe of WWCA Gary, Ind. Mrs. Ellis is partner in live show promotion company with husband. Ann. Dec. 2, 1960.

Paynesville, Minn.—Paynesville Bcstg. Co. 1300 kc, 500 kw D. P.O. address Paynesville, Minn. Estimated construction cost $12,500, first year operating cost $21,000, revenue $41,000. **R. Earle LeMasurier,** sole owner, owns newspaper. Ann. Dec. 30, 1960.

Holly Hill, S. C.—Palmetto Communications Corp. 1440 kc, 1 kw D. P.O. address Box 61, Holly Hill. Estimated construction cost $14,000, first year operating cost $18,848, revenue $31,200. Principals include **Pascal M. Eargle,** 50%, **Doris S. Rickenbacker,** 40%, **William H. Vandiver,** 10%. Mr. Eargle is employe of insurance company. Miss Rickenbacker is teacher. Mr. Vandiver is employe of WOIC Columbia, S.C. Ann. Jan. 5.

Existing am station

APPLICATION

WGAA Cedartown, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. Jan. 6.

New fm station

ACTION BY FCC

Darien, Conn.—Independent Broadcasting Co. Granted 94.3 mc, 0.72 kw. P.O. address Box 1. Estimated construction cost $14,299, first year operating cost $20,000, revenue $25,000. Owners are **Guilford E. Morrell,** Consolidated Diesel technician, Stamford; **Walter F. Ranchinsky,** WNHC New Haven engineer (both 28%); **Daniel V. Salvatore,** Consolidated Diesel test engineer (16%); **Grace Peters,** American Cyanamid chemist (24%), and **Richard N. Ross,** WNYC New York engineer (4%). Ann. Jan. 11.

APPLICATION

Franklin, Tenn.—Robert E. Sewell and **William C. Montgomery.** 100.1 mc, .980 kw. Ant. height above average terrain 20.6 ft. P.O. address c/o Mr. Sewell, 239 Jennings St., Franklin, Tenn. Estimated construction cost $6,200, first year operating cost $5,000, revenue $7,000. Principals include Messrs. Sewell and Montgomery as equal partners. Mr. Sewell owns electrical appliances company. Mr. Montgomery is engineer for WSM Nashville. Ann. Jan. 5.

Existing fm station

APPLICATION

KBIQ (FM) Los Angeles, Calif.—Mod. of license to change main studio and station location from Los Angeles, Calif. to Avalon, Calif. Ann. Jan. 9.

WFAH-FM Alliance, Ohio—Cp to change frequency from 107.1 meg, ch. 269 to 92.5 meg ch. 223, increase ERP from 1 kw to

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 12

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,519	40	123	845
FM	758	67	205	107
TV	480	16[2]	111	102

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 12

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

28.4 kw, change ant. height above average terrain from 160 feet to 140 feet, install new trans. and make changes in ant. system. Ann. Jan. 4.

Ownership changes

ACTIONS BY FCC

KSFM (FM) Sacramento, Calif.—Granted assignment of license and SCA from **Fred D. White** and **Robert E. Stofan** to **KSFM Inc.** (Stofan, president); stock transaction. Ann. Jan. 11.

WEKY Richmond, Ky.—Granted assignment of license to **Tinker Inc. (J. Francke Fox,** president, has interest in WHLN Harlan, Ky., and WFCT Fountain City, Tenn.); consideration approximately $136,000. Ann. Jan. 11.

WEBC Duluth, Minn.—Granted assignment of licenses to **WMT-TV Inc.** (WMT-TV Cedar Rapids, Iowa; American Bcstg. Station Inc., 60% stockholder, is licensee of WMT Cedar Rapids, and KWMT Fort Dodge, Iowa); consideration $400,000 and in addition assignee will pay **George Clinton,** sole stockholder of assignor, $10,000 per year for 5 years for consulting and advisory services. Ann. Jan. 11.

KLAD Klamath Falls, Ore.—Granted assignment of license from **Myer Feldman** et al. to **Ogden Knapp;** consideration $175,000 and agreement not to compete in Klamath Falls area for five years. Ann. Jan. 11.

WESN North Augusta, S. C.—Granted (1) renewal of license and (2) assignment of license from **Shelton J. Rimer** and **Ted R. Woodard** to company of same name (Rimer, president); no monetary consideration—partnership incorporated. Ann. Jan. 11.

KWBA Baytown, Tex.—Granted transfer of control from **Bob H.** and **N. J. Walker** and **Winfred H. Hamilton** to **Cloyed O. Kendrick, David R. Worley** and **Hugh DeWitt Landis;** consideration $190,000. Kendrick and Landis own KENN Farmington, and KYVA Gallup, N.M., and Landis also has interest in KFBR-TV Farmington; Worley has majority interest in KLEA Lovington, N.M., and KSEL Lubbock, Tex. Ann. Jan. 11.

KBLT Big Lake, Tex.—Granted assignment of license from **Don Renault** to **Brown Morris** (interest in KTEN [TV] and KADA, Ada, and KWSH, Wewoka, all Oklahoma); consideration $27,100. Ann. Jan. 11.

KONP Port Angeles, Wash.—Granted acquisition of positive control of **Port Angeles Evening News,** parent corporation, by **C. N. Webster** (now 47% owner) through purchase of additional 53% interest from **Mae W. Duckering** and **Dorothy W. Wenner;** consideration $236,394. Ann. Jan. 11.

APPLICATIONS

WJHO Opelika, Ala.—Seeks involuntary transfer of control of **Opelika-Auburn Bcstg. Co.** from **Yetta G. Samford,** deceased, to **Mary D. Samford,** executrix of estate of Yetta G. Samford. Holdings of **C. S. Shealy, Aileen Samford,** and **Miles H. Ferguson,** 22.5% each, and **John E. Smollen,** 10%, remain same. Ann. Jan. 4.

KUPD-AM-FM Tempe, Ariz.—Seeks transfer of control of **Tri-State Bcstg. Co. John L. Breece** will transfer 33⅓% to **William H. Clifford** and **Jack F. Grimm,** equal partners (presently own 33⅓% each), for $10,000 plus promissory note for $12,500. Ann. Jan. 5.

KTCN Berryville, Ark.—Seeks transfer of control of **Ozark Radio & Equipment Co. E. Louise Lymbery** will sell 33⅓% to **A. W. & Dot Adams,** for $15,000. Holdings of **Ernest M.** and **Letajo Howard,** 50.33%, and **Walter M.** and **Mary R. Fuller,** 16.33%, remain same. At same time they seek to change **Ozark Radio & Equipment** from partnership to corporate form of business. Ann. Jan. 5.

KPSR-FM Palm Springs, Calif.—Seeks assignment of license from **K. P. S. R. Inc.** to **E. Edward Jacobson,** sole owner, for $14,000. Mr. Jacobson is licensee of KJLM (FM) San Diego and KGLA (FM) Los Angeles, both California, and is permittee of KEBJ (FM) Phoenix, and KTAP (FM) Tucson, both Arizona. Ann. Jan. 3.

KHOE Truckee, Calif.—Seeks assignment of cp from **Joseph W. Rupley** and **Robert Sherman** d/b as **Truckee Bcstg.** to **Robert Sherman,** sole owner. Mr. Rupley, 50%, has arranged to dispose of his interest through sign-off arrangement with Mr. Sherman. Ann. Jan. 6.

KICN Denver, Colo.—Seeks assignment license from **Empire Broadcasting Inc.** to **Central States Bcstg. Inc.,** in merger of two commonly owned companies **(Don. W. Burden).** Central States is licensee of KOIL-AM-FM Omaha, Neb. Ann. Jan. 4.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control of **Telrad Inc. John H. Perry Jr.** (presently owns 50%) will purchase .1% from **Farwell W. Perry** (presently owns 50%) for $5,400 to give him 50.1% controlling interest of companies which control Telrad Inc. Ann. Jan. 4.

WORT New Smyrna Beach, Fla.—Seeks transfer of control of **Radio New Smyrna Inc. John C. Dent** and **Robert E. Wasdon,** equal partners, will transfer 50% interest to **Edward I. Cutler** and **Leon C. Hall,** to give each 25% interest, for $500. Mr. Cutler is connected with Zephyr Bcstg. Corp. Mr. Hall is president of savings and loan company. Ann. Jan. 5.

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RCA

WXLI Dublin, Ga.—Seeks assignment of license from **Radio South Inc.** to **Laurens County Bcstg. Co.** for $85,000. Principals include **Herbert I. Conner**, 52%, **C. Theodore Kirby** and **Howard C. Gilreath**, 24% each. Dr. Conner is physician. Messrs. Gilreath and Kirby are employes of WVOP Vidalia, Ga. Ann. Jan. 5.

KPOI-AM-FM Honolulu, Hawaii—Seeks transfer of control of **KPOI Bcstg. Co.** **Thomas F. Hollinger** (49%) is selling 25% interest, and **Herbert C. Fearhead** (51%) is selling 26% interest to **Colgreene Bcstg. Co.**, 51%, for $83,750 a piece. Mr. Hollinger will retain 24%, and Mr. Fearhead will retain 25% of KPOE Bcstg. Co. Colgreene Bcstg. Co. is owned by **Orin Lehman**, 70%, and **Albert Heit**, 30%, and is licensee of WHUC Hudson, N. Y. Ann. Jan. 4.

KBTN Neosho, Mo.—Seeks assignment of license from **Galen O. Gilbert & W. R. Bentley** d/b as **Radio Station KBTN** to **KBTN Inc.** Change from partnership to corporate form of business with no financial consideration involved. Ann. Jan. 9.

KMBY Billings, Mont.—Seeks transfer of control of **Billings Bcstg. Co.** **Weymouth D. Symmes** is selling 5% interest to **Mrs. Genevieve Nelson** for $5,900. All other holdings remain the same. Ann. Jan. 9.

WMVB Millville, N. J.—Seeks transfer of control of **Union Lake Bcstrs. Inc.** **Frances Sharp**, executrix of estate of Frank S. Sharp, is selling 5% total interest, for $4,381, to **Fred M. Wood**, 52.63% (presently owns 50%), **Dorothy H. Carlson, Wilfred C. Lockey, Michael A. Buglio**, and **Harry J. Daly**, 10.53% each (presently owns 10% each), and **Muriel Buglio**, 5.25% (presently owns 5%). Ann. Jan. 9.

KLTR Blackwell, Okla.—Seeks transfer of control of **Star Bcstg. Co.** **Dr. Forrest G. Conley** will sell 50.7% total interest to **Robert F. Pool III**, 96.3% (presently owns 45.6%), for $12,500. Holdings of **Karl B. Dwawatsky**, 1.6%, **Charles W. Hobbs**, 1.6%, and **K. D. Sole** .33%, remain same. Ann. Jan. 4.

KYES Roseburg, Ore.—Seeks transfer of control of **Douglas Bcstrs. Inc.** Transfer of 80% interest from **Bernard C. Davis, E. J. Whipple**, and **Jim S. Whipple**, 17% each, **H. G. Horn**, 9%, and **E. Leroy Hiatt**, 20% (presently owns 40%) to **Elliott Motschenbacher**, 66%, and **George W. Neuner**, 14%, for $52,790. Mr. Hiatt, will retain 20% interest. Mr. Motschenbacher is employe of KYES. Mr. Neuner is attorney. Ann. Jan. 5.

WESN North Augusta, S.C.—Seeks transfer of control of **North Augusta Bcstg. Co.** **Shelton J.** and **Dorothy K. Rimer** will sell 84% total interest to **Frances B. Bennett** for $40,000. Frances Bennett owns investment company. Ann. Jan. 9.

WNTT Tazewell, Tenn.—Seeks assignment of license from **Hubert Turner, Floyd Turner** and **Calvin Smith** d/b as **Clairborne Bcstg. Co.** to **Hubert Turner** and **Floyd Turner** d/b as **Clairborne Bcstg. Co.** Assignment involves transfer of 33⅓%, from Calvin Smith to Hubert Turner, 66⅔% (presently owns 33⅓%) for $10,600. Holdings of Floyd Turner, 33⅓% remain same. Ann. Jan. 5.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition for reconsideration by Radio Americana Inc., accepted pleading in conflict with sec. 1.51 of rules, severed from consolidated proceeding in dockets 13225 et al., and granted its application for new am station to operate on 940 kc, 1 kw, D, DA, in Baltimore, Md., conditioned to accepting any objectionable interference which may be caused to its operations as result of the grant of one or more of applications of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., Tidewater Bcstg. Co., Smithfield, Va., and Tenth District Bcstg. Co., McLean, Va.; granted petition by Rossmoyne Corp. to dismiss its application for new am station in Lebanon, Pa. Chmn. Ford dissented with statement in which Comr. Bartley joined; Comr. Hyde dissented. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Rev. Stuart P. Noordyk, severed from consolidated proceeding in dockets 12798 et al., and granted his application for new am station to operate on 1550 kc, 1 kw, D, in Fremont, Mich. Ann. Jan. 11.

■ Commission has type-accepted vhf tv translator equipment manufactured by Electronics Missiles and Communications Inc., 262 East Third Street, Mt. Vernon, N.Y. Identified as type no. HRV, equipment is usable on all vhf chs. (2 through 13) with 1 w. maximum transmitter power output. Ann. Jan. 11.

■ By memorandum opinion and order, commission granted petition for reconsideration by North Georgia Radio Inc. (WBLJ) Dalton, Ga., Woofum Inc. (WFOM) Marietta, Ga., and Regional Bcstg. Corp. (WMMT) McMinnville, Tenn., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, each conditioned to accepting such interference as may be imposed on its operations by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw; terminated proceedings in dockets 13660-2; BP-12590, 12617, 13404. Ann. Jan. 11.

■ By decision, commission modified Oct. 11, 1960 initial decision and (1) granted application of Independent Bcstg. Co., for new class A fm station to operate on 95.9 mc, ERP 720 w, ant. height 160 ft., in Darien, Conn., and (2) denied application of High Fidelity Music Co. for similar facility with ERP 740 w and ant. height 256 ft. in Port Jefferson, N.Y.; also disposed of related pleadings as indicated in decision. Comr. Lee concurred in result, with statement. Ann. Jan. 11.

■ By decision, commission granted application of Island Teleradio Service Inc., for new am station to operate on 1000 kc, 1 kw, unl., in Charlotte Amalie, St. Thomas, V. I., and denied application of WPRA Inc., to move facilities of WPRA (990 kc) from Mayaguez, P. R., to Guynabo, P. R., and change from 10 kw, DA-1, unl., to 1 kw-N, 10 kw-LS. Chmn. Ford not participating. February 26, 1960 initial decision looked toward this action. Ann. Jan. 11.

■ By memorandum opinion and order, commission granted petition by Richard F. Lewis Jr. Inc. of Winchester, severed from consolidated proceeding in dockets 12676 et al., and granted its application to increase daytime power of WINC Winchester, Va., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 11.

■ Commission granted request for waiver of sec. 4.603 of rules by Salinas Valley Bcstg. Corp. (KSBW-FM TV), Salinas, Calif., to permit diplexing fm programs from its studio to fm trans. on tv studio-link station KMT-27, for period ending Dec. 1, 1962, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

■ Commission granted request for waiver of sec. 4.603 of rules to enable Travelers Bcstg. Service Corp. (WTIC AM-FM TV), Hartford, Conn., to multiplex am programs, in event of telephone circuit failure, from tv and am studio to am trans. on tv studio-link station KCG-26, for period ending April 1, 1963, conditioned that addition of second subcarrier has no degrading effect with respect to tv video and sound channels. Ann. Jan. 11.

OTHER ACTION

■ By order, commission extended from February 1 to April 1 period in which television vhf repeaters (boosters), which were constructed before July 1, 1960 and authorized to continue operation temporarily, to apply for conversion to conform to new low-power vhf translator rules. This is being done because of present limited availability of type accepted vhf translator equipment. Ann. Jan. 11.

Routine roundup

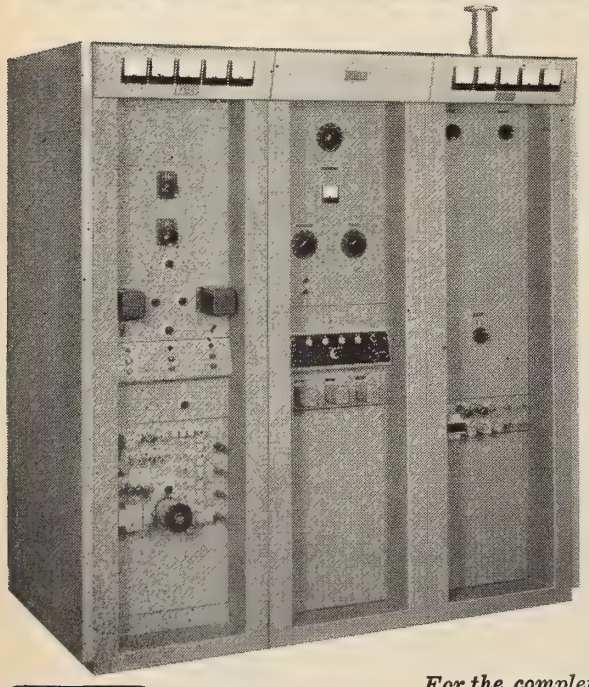
ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Jan. 18 time to file exceptions and to Jan. 30 for replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV, ch. 5, Weston, W.Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Jan. 6.

■ Granted petition by Broadcast Bureau and extended to Jan. 5 time to respond to

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petition by West Bend Bcstg. Co. (WBKV) West Bend, Wis., for reconsideration and grant without hearing of its am application; application is consolidated for hearing with dockets 13014 et al. Action Jan. 6.

■ Granted petition by Associated Enterprises, Brockton, Mass., and extended to Jan. 20 time to respond to petition by Enterprise Publishing Co. (WBET) Brockton, for reconsideration of Nov. 22 grant to Associated for new am station to operate on 1410 kc, 1 kw, DA, D, in Brockton. Action Jan. 6.

By Chief Hearing Examiner James D. Cunningham

■ Denied joint petition by Nansemond Broadcasters, Suffolk, Va., and D. D. Cameron, Portsmouth, Va., insofar as it requested chief hearing examiner to act on request for leave to amend Cameron application for new am station, dismissal of Nansemond application, and grant of Cameron amended application; ruled that jurisdiction of no phase of petition presently rests with chief hearing examiner, but rather with presiding hearing examiner pursuant to sec. 1.363(b) of rules. Action Dec. 29.

■ Granted petition by Broadcast Bureau and extended from Dec. 30 1960, to Jan. 6, 1961, date to file proposed findings, and on own motion, extended from Jan. 10 to Jan. 16 for replies in proceeding on tv translator applications of J. R. Karban, Rhinelander, Wis. Action Dec. 30.

■ Granted joint petition by Redwood City Bcstg. Co., Palo Alto, Calif., and Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., for approval of agreement for withdrawal of Redwood City application, and granted petition by Redwood City to extent that it involves dismissal of its application; dismissed application with prejudice; application was consolidated for hearing with dockets 13649 et al. Action Dec. 30.

■ Granted petition by Metropolitan Tv Co. (KOA) Denver, Colo., for leave to intervene in proceeding on four applications for use of frequency 860 kc, daytime hours only (Bernalillo Broadcasting Co., Albuquerque, N.M., et al.). Action Jan. 3.

■ Dismissed document entitled "Reply to Opposition" by Redwood City Bcstg. Co., Palo Alto, Calif., in proceeding on its am application, et al. Action Jan. 4.

■ Extended from Jan. 4 to Jan. 16 time to file additional material in connection with "Joint Petition for Approval of Agreement," filed by Interurban Bcstg. Corp. and Laurel Bcstg. Co., Laurel, Md., in proceeding on their am applications, et al. Action Jan. 4.

■ Upon request by Northeast Radio Inc. (WCAP) Lowell, Mass., extended to Jan. 6 date to file reply findings and conclusions in proceeding on its am application. Action Jan. 4.

■ Upon consideration of notice by Broadcast Bureau of withdrawal of its petition of Dec. 28 for extension of time to file proposed findings in Lake Charles-Lafayette, La., tv ch. 3 proceeding, dismissed petition.

■ Scheduled following applications for hearings on dates shown: *Feb. 20:* Waco Corp. (WACO-FM) Waco, Tex.; *March 28:* Applications of Broomfield Non-Profit Tv Assn., for temporary authority to operate three vhf tv broadcast repeater stations in Bloomfield, N.M. Action Jan. 6.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued Jan. 9 prehearing conference to Jan. 26 and Jan. 26 evidentiary hearing to date to be announced at conclusion of prehearing conference in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga. Action Jan. 5.

By Hearing Examiner Walther W. Guenther

■ Granted joint request of counsel for protestant and applicant, and postponed indefinitely date for exchange of protestant's exhibits presently scheduled for Jan. 3, and date for notification of witnesses desired for cross-examination presently scheduled for Jan. 9 in proceeding on applications of New England Microwave Corp. for new fixed video radio stations in Richmond and North Adams, both Massachusetts. Action Jan. 3.

■ On own motion, scheduled Feb. 1 for exchange of exhibits, as informally agreed upon by parties, and hearing for Feb. 23 in proceeding on application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action Jan. 4.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Northwest Bcstg. Co., Fort Dodge, Iowa, and postponed various procedural steps in proceeding on its am application, et al; continued hearing from Feb. 15 to March 15. Action Jan. 3.

■ Granted motion by Kay Kis Corp., and extended from Jan. 4 to Jan. 13 date to file reply findings in proceeding on application of Service Bcstg. Co., for am facilities in Concord, Calif. Action Jan. 4.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to Jan. 5 time to respond to joint petition by Martinsburg Bcstg. Co. (WEPM) Martinsburg, W.Va., and Connellsville Bcstg. Inc. (WCVI) Connellsville, Pa., for severance from proceeding on am applications of Charlottesville Bcstg. Corp. (WJMA) Orange, Va., et al. Action Dec. 29.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued prehearing conference from Jan. 20 to Jan. 24 in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., for am facilities in Del Rio, Tex. Action Jan. 4.

By Hearing Examiner David I. Kraushaar

■ Scheduled prehearing conference for Jan. 23 in proceeding on am applications of Spencer Bcstg. Co., Spencer, W.Va., et al. Action Jan. 3.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled prehearing conference for Jan. 17 in proceeding on application of Sawnee Bcstg. Co., for new am station in Cumming, Ga. Action Jan. 6.

■ Granted request by Concert Network Inc., and extended to Jan. 23 time to file replies, if any, in proceeding on its application and that of WBUD Inc., for facilities in Trenton, N.J. Action Jan. 6.

■ On own motion, scheduled prehearing conference for Jan. 16 in proceeding on am applications of Capitol Bcstg. Corp., (WKXL) Concord, N.H., et al. Action Jan. 6.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for Jan. 13 in proceeding on applications of Eugene Bcstgs. and W. Gordon Allen for am facilities in Eugene, Ore. Action Jan. 5.

■ On motion, continued Jan. 18 hearing to date to be subsequently specified in matter of revocation of license of KWK Radio Inc. for KWK St. Louis, Mo., pending disposition of respondent's request for bill of particulars. Action Jan. 6.

By Hearing Examiner Herbert Sharfman

■ Changed time of Jan. 13 prehearing conference from 10 a.m., to 2 p.m., in proceeding on applications of Arthur A. Deters and College Radio for am facilities in Greenfield and Amherst, both Massachusetts. Action Dec. 30.

■ Treated "letter-amendment" by applicant Paul F. Braden and Radio Station WPAY Inc., as petition, and granted same for leave to amend application of Paul F. Braden (WPAY) Portsmouth, Ohio, to substitute Radio Station WPAY Inc. for Paul F. Braden as applicant in docket 13845. Action Jan. 4.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Earl McKinley Trabue for leave to amend his application for new am station in Myrtle Creek, Ore., to conform application to showing made in exhibits prepared by Trabue designed to establish his financial qualifications. Action Jan. 3.

■ Granted request by Ralph J. Silkwood to continue Jan. 6 hearing to April 3 in proceeding on his application for new am station in Klamath Falls, Ore. Action Jan. 3.

■ Scheduled prehearing conference for Jan. 26 in proceeding on application of Cherokee County Radio Station for am facilities in Centre, Ala. Action Jan. 3.

■ Scheduled hearing conference for Jan. 17 in proceeding on application of Brennan Bcstg. Co. for new am station in Jacksonville, Fla. Action Jan. 4.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of January 6

Oklahoma Tv Corp., Oklahoma City, Okla.—Granted cp and license for new low power station.

WRVM-FM Rochester, N. Y.—Granted cp to replace expired permit for fm station.

Actions of January 5

■ Granted STA for following vhf tv repeater station: **Canon Creek T V Club, ch. 13, Canon Creek Area, Garfield County, Colo. (KOA-TV, ch. 4, Denver, Colo.).**

KWSH Wewoka, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through sale of stock by **Brown** and **Mary K. Morris** to **Tri-Cities Bcstg. Co.**

KADA Ada, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through sale of stock by **Anderson Brown** and **Mary K. Morris** to **KADA Bcstg. Inc.**

KANA Anaconda, Mont.—Granted assignment of license to **Amperage Inc.**

KSTF (TV) Scottsbluff, Neb. — Granted mod. of license to change studio location.

Actions of January 4

KTEN Ada, Okla.—Granted acquisition of positive control by **Bill** and **Katherine Hoover** (family group) through purchase of stock from **Anderson Brown** and **Mary T. Morris.**

KWBC Navasota, Tex.—Granted license for am station.

KXL Portland, Ore.—Granted license covering increase in power, installation new trans. and DA, change trans. location; condition.

WPLM Plymouth, Mass.—Granted license covering change of hours of operation, employing DA-N-D.

WKZO Kalamazoo, Mich.—Granted mod. of license to operate trans. by remote control, while using DA; conditions.

WPRO Providence, R. I.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

WCAE Pittsburgh, Pa.—Granted mod. of license to operate main trans. by remote control while using DA; conditions.

WFTM Maysville, Ky.—Granted cp to install new trans. and specify remote control operation of trans. (main studio location).

KFMJ Tulsa, Okla.—Granted cp to install new trans. and change studio location (main trans. location) and delete remote control operation of trans.

WCNC Elizabeth City, N. C.—Granted cp to install new trans.

WCUY (FM) Cleveland Heights, Ohio—Granted mod. of cp to increase ERP to 27 kw; decrease ant. height to 235 ft.; change trans. location, ant. and ant. system.

WTXL West Springfield, Mass.—Granted mod. of cp to change type trans.

WFCJ (FM) Miamisburg, Ohio—Granted mod. of cp to change type trans., ant. and decrease ERP to 6.7 kw.

■ Following stations granted extensions of completion dates as shown: WCUY (FM)

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Cleveland Heights, Ohio to February 28; KAJS (FM) Newport Beach, Calif. to June 9; WICK Scranton, Pa. to February 1; KLYD-FM Bakersfield, Calif. to March 31.

Actions of January 3

■ Granted STA for following vhf TV repeater station: Forks Tv Club Inc., ch. 10, Forks, Wash. (CBUT-TV, ch. 2, Vancouver, British Columbia).

KBES-TV, KOTI (TV) Medford, Klamath Falls, Ore.—Granted assignment of licenses to **Southern Oregon Bcstg. Co.**

KJR Seattle, Wash.—Granted license covering installation of type trans. to be used as aux. trans. at present trans. location.

WTWN St. Johnsbury, Vt.—Granted cp to install old main trans. (main trans. location) as alternate main trans. during nighttime hours of operation and aux. trans. during daytime hours of operation.

WIKE Newport, Vt.—Granted cp to install old main trans. (main trans. location) as alternate main trans. nighttime hours and as aux. trans. daytime hours of operation.

KWHN Fort Smith, Ark.—Granted cp to install new trans.

KVOZ Laredo, Tex.—Granted cp to change ant.-trans. location; make changes in ant. sys. (increase height); changes in ground system and specify remote control operation of trans.

Actions of December 30

WVLD Valdosta, Ga.—Granted extension of authority through April 1 to operate unl. time.

Petitions for rulemaking

Association of Federal Communications Consulting Engineers, Washington, D. C.—Requests amendment of rules so as to increase operating power permitted by stations employing roof-top antennas from 500 to 1000 w.

Kentuckiana Tv Inc., Louisville, Ky.—Requests assignment of ch. 31 to Louisville, Ky. by making following changes: Present, 3–, 11+, 15*, 21–, 41–, and 51–; Proposed, 3–, 11+, 15*, 21–, 41–, and 31.

WXTV (TV) Youngstown, Ohio—Requests amendment of rules so as to allocate uhf ch. 15 to Youngstown, Ohio by making following proposed changes: Canton, Ohio, ch. 29, delete (channel unused); Ashtabula, Ohio ch. 15, delete (channel unused); Pittsburgh, Pa. ch. 22, delete (channel unused).

Pennsylvania State U., State College, Pa.—Request amendment of rules so as to allocate vhf ch. 3 to State College, Pa. and reserve it for educational use, at separation of 157 miles from WRCV-TV Philadelphia, Pa., and 163 miles from WSVA-TV Harrisonburg, Va. Ann. Jan. 6.

Channel change requests

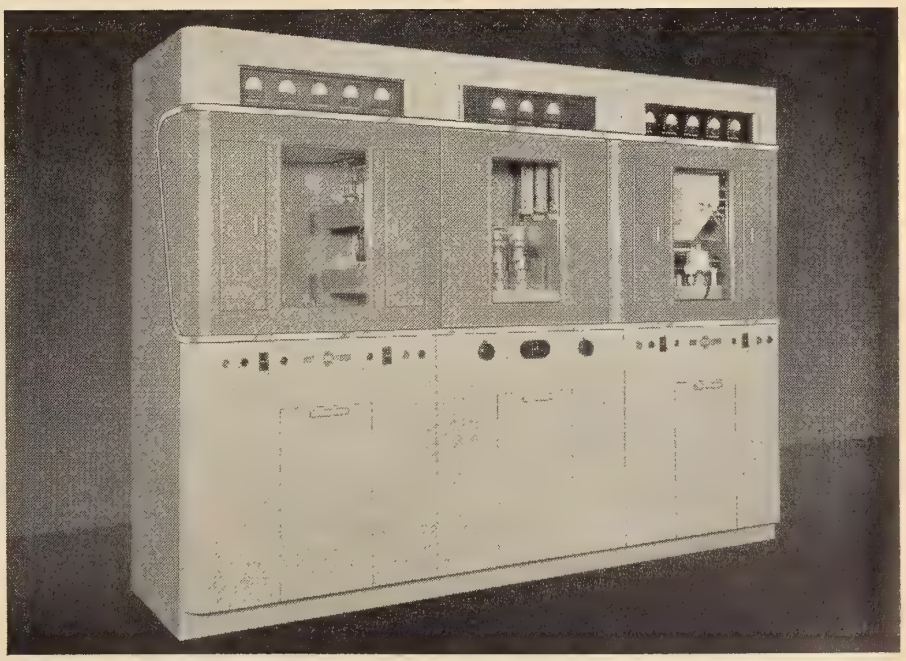
The FCC received approximately 100 specific requests for channel changes and assignments in comments on the proposal to implement an interim policy of selected drop-ins of vhf channels in major markets (BROADCASTING, Jan. 9). The following requests for channel assignments were compiled by the Assn. of Maximum Service Telecasters. Many involve drop-ins at reduced mileage separations or wholesale realignment of allocations in several cities. The following list gives the city, suggested channel(s) and requesting parties (in parentheses) in that order:

Akron, Ohio—Unidentified vhf channel (Summit Radio Corp.).
Albany, N.Y.—Ch. 10 (CBS, Capital Cities Bcstg. Corp.); ch. 13 (CBS).
Apopka, Fla. (near Orlando)—Ch. 11 (Florida Educational Television Commission).
Atlanta, Ga.—Unidentified vhf channel (Robert W. Rounsaville).
Austin, Texas—Ch. 11 (Miss Scottie Gayle Stevenson, McHenry T. Tichenor, Storer Broadcasting Co.); ch. 13 (Storer Broadcasting Co.).
Baton Rouge, La.—Ch .11 (ABC, Storer Broadcasting Co.).
Beatrice, Neb.—Ch. 4 (MIA Enterprises Inc.).
Beaumont, Texas—Ch. 12 (CBS).
Binghampton, N.Y.—Ch. 4 (Binghamton Press Co., Storer Broadcasting Co.); ch. 9.
Birmingham, Ala.—Ch. 4 (Birmingham Television Corp., Storer Broadcasting Co., ABC, CBS, NBC.); ch. 8.
Bridgeport, Conn.—Ch. 6 (Connecticut-New York Broadcasters).
Champaign, Ill.—Unidentified channel (Plains Television Corp.).
Charlotte, N.C.—Ch. 6 (ABC, CBS, Storer Broadcasting Co.); ch. 11 (Charlotte Telecasters Inc.).
Cincinnati, Ohio—Unidentified vhf channel (Robert W. Rounsaville).
Columbia, S.C.—Unidentified vhf channel (Palmetto Radio Corp.).
Dayton, Ohio—Ch. 11 (Buckeye Broadcasting Corp., Greater Dayton Broadcasting Corp., Storer Broadcasting Co., ABC, NBC, CBS).
Des Moines, Iowa—Ch. 5 (CBS).
Erie, Pa.—Unidentified vhf channel (Great Lakes Television Co.); ch. 5 (Storer Broadcasting Co., NBC).
Grand Rapids, Mich.—Ch. 13 (FCC Docket No. 13374 and Atlas Broadcasting Co., Peninsular Broadcasting Co., NBC, ABC, CBS, NBC); ch. 11.
Greensboro, N.C.—Ch. 8 (CBS).
Hartford-New Haven, Conn.—Ch. 10 (NBC); ch. 12; ch. 6 (Storer Broadcasting Co.).
Houston, Texas—Ch. 5 (Lester Kamin).
Jackson, Miss.—Ch. 5 (John McLendon).
Jacksonville, Fla.—Ch. 10 (Post Times Co., WZOK Inc., Community First Corp.); add chs. 5 and 13, delete ch. 12 (Storer Broadcasting Co., ABC, CBS, NBC).
Johnstown-Altoona, Pa.—Ch. 3 (Rivoli Realty Co., Penn Traffic Co., Storer Broadcasting Co., ABC, CBS, NBC).
Knoxville, Tenn.—Ch. 8 (South Central Broadcasting Corp., ABC, CBS).
Louisville, Ky.—Unspecified vhf channel (Robert W. Rounsaville, Mid America Broadcasting Corp.); ch. 5 (Storer Broadcasting Co.); ch. 6 (Douglas H. McDonald, Trustee; Kentuckiana Television Inc.; ABC); ch. 7 (ABC, CBS, NBC).
Macon, Ga.—Unidentified vhf channel (Peach State Broadcasting Co.); ch. 4 (Middle South Broadcasting Co., Storer Broadcasting Co.); ch. 7 (Storer Broadcasting Co.); ch 10, switch ch. 6 Thomasville with ch. 10 Albany (Storer Broadcasting Co.).
Mayaguez, P.R.—Ch. 8 (American Colonial Broadcasting Corp.); ch. 10.
Milwaukee, Wis.—Ch. 8 (Beacon Electronics Inc.).
Mobile, Ala.—Ch. 3 (CBS).
Montgomery, Ala.—Ch. 8 (Birmingham Television Corp., Capitol Broadcasting Co., ABC, CBS).
Muncie, Ind.—Unidentified vhf channel (Tri City Radio Corp.).
Norfolk, Va.—Ch. 13 (CBS).
Oklahoma City, Okla.—Ch. 5 (Cimarron Television Corp., CBS).
Orlando, Fla.—Ch. 2 (CBS).
Palm Springs, Calif.—One or more unidentified channels (KCMJ Inc.).
Pittsburgh, Pa.—Unidentified vhf channel (Telecasting Inc.)
Portland, Maine—Ch. 3 (Leon P. Gorman).
Poughkeepsie-Kingston, N.Y.—Ch. 3 (Springfield Television Broadcasting Corp.)
Providence, R.I.—Ch. 6 (FCC Docket No. 13375 and Roger Williams Broadcasting Co.); ch. 3 (Springfield Television Broadcasting Corp.); ch. 9 (Storer Broadcasting Co.); ch. 11 (Storer Broadcasting Co.); add ch. 13, delete ch. 10 and ch. 12 (Storer Broadcasting Co.).
Quincy, Ill.-Hannibal, Mo.—Ch. 12 (Storer Broadcasting Co.).
Raleigh-Durham, N.C.—Ch. 13 (CBS); ch. 9 (ABC).
Rockford, Ill—Ch. 3 (Winnebago Television Corp.).
Saginaw-Bay City-Flint, Mich.—Ch. 3 (Lake Huron Broadcasting Corp.).
San Antonio, Texas—Unspecified vhf channel (KCOR Inc.).
Selma, Ala.—Ch. 5 (Capitol Broadcasting Co.).
Shreveport, La.—Ch. 6 (CBS); ch. 4 (replace ch. 3 with ch. 2 (Storer Broadcasting Co.).
Springfield, Mo.—Ch. 4, replace ch. 3 with ch. 2 (Storer Broadcasting Co.).
Tampa, Fla.—Ch 10 (CBS).
Terre Haute, Ind.—Ch. 6 (Storer Broadcasting Co.)
Toledo, Ohio—Ch. 5 (Storer Broadcasting Co.)
Topeka, Kan.—Ch. 3 (Storer Broadcasting Co.); ch. 6 (Storer Broadcasting Co.).
Waco, Texas—Ch. 12 (Waco Broadcasting Corp.).
Wheeling, W.Va.-Steubenville, Ohio—Ch. 3 (West Virginia-Ohio Broadcasting Co.); ch. 12 (ABC).
Wichita, Kan.—Ch. 12 (CBS).
Worcester, Mass.—Ch. 13 (Springfield Television Broadcasting Corp.).

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General manager for the top station in a midwest city. Unequalled opportunity for experienced manager. Write qualifications Box 592D, BROADCASTING. (We will contact no one until you give your permission.)

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Need country and western general or sales manager. Profit sharing. East coast. Box 631D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Southern group — Top-rated metropolitan stations—has opening salesman—30-40, married. Liberal guarantee—moving—rapid advancement to management for producer. Area applicants preferred. Send photo-resume Box 977C, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

At least 2 years full time radio sales experience. Salesman we are looking for is stable, mature, conscientious and capable, but would like to move to south Florida so that he and family can enjoy warm, casual, year-round outdoor living. If you are the man we want you will write for further information knowing that nothing ventured is nothing gained. All replies confidential. Box 554D, BROADCASTING.

Baltimore—Good money and top future for salesman who is loking upward. Multiple chain. Box 576D, BROADCASTING.

Midwest 50kw seeks young, aggressive salesman. Prefer family man with minimum 3 years experience in midwest small or medium market. Resume and references to Box 600D, BROADCASTING.

Salesman, experienced, aggressive, good references. Active accounts; liberal base plus commission. KRIC, Beaumont, Texas.

Sales suburban Chicago AM-FM. 1 kw AM with 5 kw pending. 180 kw FM, young organization. 15 year old station. Original ownership. Advance with extremely liberal commission. All details first letter. WEAW, Evanston, Illinois.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Sales

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Texas medium market station needs mature voiced announcer with production experience. Box 462D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

Northern Ohio station has immediate opening for experienced dj-newsman. Salary dependent on ability. Send photo, tape, background, and references to Box 510D, BROADCASTING.

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer-engineer, emphasis on announcing. Box 529D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Major market independent good music operation needs your staffer with real quality voice. Some experience preferable. Excellent opportunity. Send tape and resume to Box 567D, BROADCASTING.

Have immediate opening-announcer-central Pennsylvania daytimer. Pop and big band format. Send tape and resume to: Box 603D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Need country and western dj. If can do air work and can sell own program, will offer good percentage plan. East coast. Box 630D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted immediately, experienced morning announcer, capable of operating own board. Adult programming. Send photo, tape and resume to Manager, P.O. Box 1489, Alexandria, Louisiana.

Immediate opening for mature, experienced announcer CBS good music station. $80.00 for 40 hour week, two weeks paid vacation. Group hospital plan. Send tape and resume to KBOW, Box 1932, Butte, Montana.

Number one area station needs fast pace swinging deejay. Opportunity to work into tv. Send resume, tape, picture, salary to Dick McDaniel, Program Director, KFEQ St. Joseph, Missouri.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Hard working announcer/board operator, single, age 20 to 25, experienced, competent. Car necessary. Fast-moving, independent station operation, wide-area service from small-town location. Air mail photo, details, references KVWM, Show Low, Arizona.

Experienced announcer wanted. First class ticket helpful but not necessary. Multiple operation with regional coverage in college town. Excellent benefits and advancement possibilities. Send resume and tape to Durwood Carn, WALM, Albany, Michigan.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Immediate opening for combo with knowledge of directional operation. Good voice, middle of the road programming. WGAI-Elizabeth City, North Carolina.

Ohio station looking for top rated dj now in smaller market and ready for move up. Rush tape and background to Jim Smith, WING, Dayton 2, Ohio.

Immediate opening for good dj. Modern production minded station. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Staff announcer — good opportunity with growing multiple operation. Salary good with fringe benefits such as hospitalization, life insurance, etc. Send complete resume with tape to Joe Carson, WOKK, Meridian, Miss.

Michigan independent needs experienced morning man immediately. WOAP, Owosso, Michigan.

Ideal climate, lovely town, top station. WSTU, Stuart, Florida, needs good announcer with first phone. Start $350 month plus free housing. Send tape, photo, references.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Texas kilowatter needs engineer with good announcing voice. Must be able to handle routine maintenance. Box 463D, BROADCASTING.

Engineer—first class for 5 kilowatt full time directional in Great Lakes area. Experience necessary and interview desirable. Send engineering resume in first letter to Box 503D, BROADCASTING.

Chief engineer or chief engineer-announcer, southeast New York state. Salary open. Box 537D, BROADCASTING.

Chief engineer, strong in maintenance, NYS. $125 weekly. Box 557D, BROADCASTING.

Consulting engineer wants experienced senior or staff engineer to become associate or partner, Washington area, staff knows of this ad. Box 574D, BROADCASTING.

Experienced engineer-announcer capable of taking on responsibilities of chief engineer. Box 617D, BROADCASTING.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Suburban Chicago—First phone 180 kw FM-5 kw AM — multiplex, etc. Immediate-Permanent. WEAW, Evanston, Ill. UN 4-7600.

Need man with first phone interested in announcing or sales. Good opportunity for right man. WGAI-Elizabeth City, North Carolina.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Immediate opening combination first-class engineer-announcer. Top working conditions. Excellent pay. Contact Dean Finney, North Country Stations, St. Johnsbury, Vermont.

Production-Programming, Others

Copywriter-announcer in charge of copy department and do regular air work. Experienced only. Box 487D, BROADCASTING.

Newsman-announcer experienced reporter to assist news editor and do regular air shift. Box 486D, BROADCASTING.

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

News director wanted to supervise 3 man news staff, do some air work. No. 1 station in mid-west market of 300,000. Profitable opportunity for experienced, enthusastic newsman. Send full details on background and salary requirements to Box 591D, BROADCASTING.

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening . . . Experienced newsman, strong on gathering, editing and presenting local news. Send audition tape, resume and salary requirements to Ernie Forrester, Operations Manager, WWOL, Buffalo, New York.

RADIO

Situations Wanted—Management

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Successful radio-television background, present commercial manager, licensed, married, sober. Box 572D, BROADCASTING.

Manager — working type — excellent background, programming, sales—local-regional-national. Progressive record, merchandising-promotion-community service. Full background on request. Fourteen years experience, all phases radio. East preferred. Box 587D, BROADCASTING.

Aggressive young executive available as general manager of small or medium market radio station. 11 years experience in sales, announcing, sports, programming and management. Currently manager of 5 kw. Honest. Reliable. Anywhere but far west. Box 605D, BROADCASTING.

Experienced pro: Fifteen year manager/sales manager profitable operation, four stations, first fifty markets. Now so employed, but determinded to uncover better deal. Don't hesitate about inquiring. I'll keep your confidence; you keep mine. Box 609D, BROADCASTING.

Pennsylvania broadcasting executive would like to make change. Manager or sales manager. Presently employed. Box 628D, BROADCASTING.

Sales

Salesman-announcer. Experienced, good record, reputation. Available February First. South preferred. Box 562D, BROADCASTING.

#1 Star Station KOIL, Omaha sales manager annual sales over $500,000. 38—new accounts my specialty. Greater financial opportunity—South or west. Phone 391-7593-8115 Templeton Dr., Omaha, Nebraska.

Announcers

Announcer-salesman. Four years experience. Married. Desire position with small growing station. References. Box 514D, BROADCASTING.

Rating need a lift? Present station lifted from 4 to #1. I can do it for you. Young, competent, experienced. Prefer New York area. Salary $135. Tape on request. Box 550D, BROADCASTING.

Major market personality seeks relocation. Young, professional, energetic, imaginative. $15,000. Box 551D, BROADCASTING.

Top rated afternoon disc jockey. No screamer—but can work all operations. Employed in top Pennsylvania operation. Married. Box 552D, BROADCASTING.

Top flight announcer with quality voice. Very light experience, but professional sound. Preferably east coast. Box 555D, BROADCASTING.

Disc jockey currently with leading format chain, one of top 15 markets, wants no more top 40. Looking for morning show comparable market. Prefer station believing in individual expression. Can deliver good swingin' music—no rock. Happy sound—without whistles, horns, etc. This could be the start of something big. Box 559D, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 564D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Is there any station left in a major market that wants an experienced air personality who delivers charming chatter instead of hysteria? Is there anyone left programming mature entertaining radio in this era of downgrading a wonderful medium? It seems I'm the only dj left with proven ratings who entertains with a mature approach. Can you use the last one of us? Box 577D, BROADCASTING.

I project this image: "a friendly personality who's sold on his music and sponsors." Eight years radio, tv. College graduate, married. Pleasant voice, keen production, idea man with showmanship. Permanent move for right offer. No top 40. Minimum $200. Box 581D, BROADCASTING.

New England or New York: Young dj, light experience but quick and ready to learn; evening or all-night work. Top 40, new ideas, good news. Box 582D, BROADCASTING.

DJ, announcer, fast board-good sell. Available immediately. Box 585D, BROADCASTING.

Have first phone—will travel. Fifteen years radio some television. DJ-PD-manager-farm director-strong news, sales and sports. Limited engineering. Prefer country and western. Top references. Family man-no floater, prima donna or drunk. Want job, not position, with good station and chance to advance. Will ask for and earn top salary. References-tv clip-photo-tape and brochure on request. Box 586D, BROADCASTING.

First phone and eight years as deejay, announcer, pd, sales. Good music and top 40 experience. Good voice, good announcer, good tv appearance. Age 27, family. Reliable. Congenial. Box 588D, BROADCASTING.

Announcer, disc jockey, experienced, fast board, good ad lib, wants to settle, not a drifter. Box 590D, BROADCASTING.

Chief announcer at 5000 watt station desires to relocate. College. Experience. Desire station with comparatively low personnel turnover. Tape—resume on request. Box 597D, BROADCASTING.

Experienced, mature adult radio and tv announcer and disc jockey with first phone, seven years broadcast background in all phases. Forced to leave present position (with regret) due to station's financial situation. Married, vet, college, sober and completely reliable. Available after February 1st. No top forty stations please. Box 599D, BROADCASTING.

Employed at #1 station in Dayton, Ohio. Experienced, personality. Box 601D, BROADCASTING.

Announcer. Experienced. 27, married, college graduate; major in radio and tv. Announcer-copywriter-program director background. Alabama, Georgia, Mississippi preferred. Box 602D, BROADCASTING.

Play-by-play announcer. Basketball, football, and baseball. Married, ex GI. Part time salesman. Box 607D, BROADCASTING.

Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Knows music. Box 610D, BROADCASTING.

Announcer-1st phone. College, 4 years commercial experience. Mature, convincing delivery. Have car, will travel. JE 1-6320 Kansas City, Mo. Box 611D, BROADCASTING.

Experienced announcer. Bright sounding DJ. 35. Family. Reliable, conscientious. Working part time NYC. Desire permanence. Greenleaf 6-5699, Yonkers. Box 612D, BROADCASTING.

Professional; standard and formula radio. Nine years, solid references. Veteran with college. Music and news experience. Best of background. $105 weekly minimum. Box 613D, BROADCASTING.

Experienced country music dj. Professional entertainer and guitarist. 10 years background radio and tv MC, live shows etc. Available immediately. Location unimportant. Box 614D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swingin' dj, college grad; experienced; 24; single; prefer top-40; good management potential; want appearances. Box 615D, BROADCASTING.

Young dj-announcer, graduate of professional announcing school, some experience, run tight board, ad-lib, no screamer, single, ready to move. Box 616D, BROADCASTING.

Announcer, 1st phone, wants back into radio. $80 no maintenance, no car. Box 627D, BROADCASTING.

Qualified staffer, news, special events man . . . Radio-tv major, BS degree. Experience-Chief announcer, program director, music librarian, production director. Also beeper phone interview experience. Married, will move. Call Dexter 6-0882 or write 1830 Elizabeth Avenue, North Chicago, Illinois.

Situations Wanted—(Cont'd)

Announcers

Major market veteran radio disc jockey-television MC currently with large operation. Desires personality spot with big potential. Specifically am looking for WNEW-type music and news sound. Am aggressive, alert, mature, married with family. College. Mid 30's. 12 years experience. Also active musician (piano). Do tight production show with occasional comedy drop-ins, programming adult pop music objectively. Was MC on local tv entertainment show. Also authoritative newscaster but want dj spot primarily. Hard worker. Love the business. Tape, resume and picture available immediately. Personal interview desired. Box 629D, BROADCASTING.

DJ-newsman first phone, 2 years experience. Prefer modern operation. WH 6-7428 Dallas, Texas, 211 No. Waverly Dr.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Announcer, 23, announcing school grad. 5 months experience. Eager, sincere. James Davis, 4 North Ave., Norwalk, Ohio, Phone 66-81584.

Competent announcer desires permanent affiliation with successful, discerning station—medium paced operation. No frantic formats. Send complete details position open. Will send you complete tape of my work. Prefer northern half of country. Greg Gregory, 312 Upson, El Paso, Texas or phone Keystone 2-0510.

Announcer, experienced, 18, Navy discharge. All types of music, including western. Also news and operate board. Single, will locate anywhere. Call or write Hugh Matthias, 722 Jennings, San Antonio, Texas. WAlnut 3-7604. Available now. Good references.

Announcer-salesman 29, college grad. Experienced. Mature with personality plus! Impeccable taste in music. No R&R or C&W. Harry McVeety, 434 Park Place, Brooklyn, New York. Sterling 9-0110.

Help! Want out of Dallas. Married. 1st phone. Broadcasting school grad plus college. Mature plus experience. $100 minimum. Bob Sewell. 5735 Velasco, Dallas 6.

Announcer-24, light experience. Desires small southern station. Don Wilson, 104 W. Piedmont, Keyser, W. Va.

Technical

Available immediately, engineer-announcer-salesman, in Texas, not less than $100 plus commission. 16 years experience. Box 481D, BROADCASTING.

Mature, experienced chief engineer, top market, wishes to locate west coast AM, FM similar capacity. Thorough knowledge studio, transmitter, directional remote control, tv studio, vtr. Would consider position assistant chief combined operation. Box 492D, BROADCASTING.

Radio engineer, 35 years broadcasting. Degree. Prefer west coast or Hawaii. Box 566D, BROADCASTING.

Chief engineer-announcer. Now employed. Box 568D. BROADCASTING.

Engineer, first phone. Ten years experience radio, television. Need work now. Box 580D, BROADCASTING.

First phone engineer 12 years AM-FM-TV experience desires responsible position. References available. Box 589D, BROADCASTING.

First phone, employed prefers 12 mid to 8 a.m. trans shift capable maint. Box 618D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Production—Programming, Others

Can promote your station to No. one. Major market disk-jockey desires P.D. experience in a medium market. For the station which will be satisfied with nothing but the very best. Available March 6th. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced, family, references. Box 466D, BROADCASTING.

Operations, or station manager: Programming expert. Operations manager west coast market. Consistent first Hooper, Pulse as proof. Program consultant. Sales background, sales and station manager. Prime references. Produce best ratings. Organize sales, if required. 32, family. Desire re-location soon. Good, fair income required. Box 569D, BROADCASTING.

Shirt-sleeved newsman. 31, vet., presently employed, 4 years experience gathering, writing and reporting in competitive local news market, seeks position with aggressive, expanding organization. Write Box 571D, BROADCASTING.

Newsman-DJ, extensive radio-newspaper experience, family man, east coast. Box 578D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

I'll talk $10,000 minimum for reliability, loyalty, permanence, excellent references, 15 years experience all phases radio; also tv sales. Present property sold. Box 604D, BROADCASTING.

Newsman, now with Chicago weekly. Seven years news experience, three in radio. Seeks challenging spot with progressive radio, television station. Box 620D, BROADCASTING.

Guarantee: Will not cost a cent. Will outproduce salary with results. Program director with 10 years in news, sports, promotion, budget. Box 632D, BROADCASTING.

Young newspaper man—working, married—seeks immediate return to radio-tv news. Ability-background to develop local level. Ex-pgm.-news director; voice, board experience. Relocate anywhere. C. Hooker, 713 S. 18th St., Omaha, Nebraska.

Copywriter seeks small station. Type, run board, announce, etc. Indefatigable. Alice Wireman, Gapville, Kentucky.

TELEVISION

Help Wanted—Management

Experienced tv manager to manage two stations same general area. Heavy responsibility, corresponding salary. Replies confidential. Box 593D, BROADCASTING.

Sales

VHF CBS affiliate wants aggressive young salesman with desire to get ahead with growing company. Excellent starting pay. Send resume and photograph to WABG-TV, Greenwood, Mississippi.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Chief engineer for KMMT-TV-AM, Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Maintenance man for southern vhf station. Chance to advance. Experience on RCA equipment required. Send full resume to Robert E. Leach, WSPA-TV, Spartanburg, S. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Immediate opening for tv only. Traffic director, experience required. Contact Program Director, WNEM-TV, Pleasant 5-8191, Saginaw, Michigan.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

College instructor, emphasis on television production courses. Masters degree and live production for C.A. TV. Rush resume to Professor R. Colle, Television and Radio Department, Ithaca College, Ithaca, N. Y.

Leading midwest vhf anticipates forthcoming need for experienced tv director and for thoroughly grounded tv announcer. Please submit complete resume, picture, tape and salary requirements. Send to Station Manager, WNEW-TV, 5700 Becker Rd., Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

Young, successful general manager for southwest tv station or tv-radio combination. Good references from all previous employers. Tell me where to send full story. Box 465D, BROADCASTING.

Commercial manager, radio, administrative, programming, and engineering experience, degree, veteran. Box 573D, BROADCASTING.

Announcers

Top baseball announcer, metropolitan market, now employed one of nations top tv stations. Require personal interview. Prefer major league or top minor league baseball, plus major college football and basketball. Also do industry's most unique tv sports show. Tapes, film, references and brochure on request. Box 579D, BROADCASTING.

Mature announcer, 9 years experience, now in medium market, wishes to re-locate. A proven record of soft or hardsell on camera commercials. Ad lib ability and considerable news experience. Box 606D, BROADCASTING.

Technical

Presently employed as electronics field engineer. Previous ten years of experience includes broadcast, missile guidance, television cable system, and micro-wave television and multiplex system. First phone. Box 625D, BROADCASTING.

Production-Programming, Others

ETV producer-director desires to relocate. Over 5½ years present employer. Have produced and directed all types of in-school and community television programs. Would prefer California area, but open to all inquiries. Box 563D, BROADCASTING.

TV sports director and sportscaster looking for advancement. Do radio show too. Now working in market of million and a half. Married with three children. Excellent references. Have VTR ready to send. Be specific state salary. Box 565D, BROADCASTING.

Recent top college graduate desires demanding position with radio and or television outlet. Not expensive now. Box 595D, BROADCASTING.

Writer-producer-director, production assistant—eight years local and net experience in live, film and videotape in San Francisco. Seeking New York or Hollywood opportunity with production group, network or station. Award-winning talents, creative, hard worker. Write now for resume, photo, particulars on this versatile talent. Box 596D, BROADCASTING.

TV news photographer. Experience on the spot cameraman and editor of motion picture news for television, with commercial production and laboratory experience. Resume and film footage on request. Box 626D, BROADCASTING.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

One eight bay FM antenna for sale immediately. Box 509D, BROADCASTING.

Western Electric 25-B console. Complete with power supply, Junction boxes, desk, tubes. Completely reconditioned and refinished. Performance measured and exceeds original specs. $500. Box 598D, BROADCASTING.

1500 C&W records. First check for $150.00 gets 'em. Radio Station KBRZ, Freeport, Texas.

FOR SALE

Equipment—(Cont'd)

RCA BTF 3-B 3kw FM transmitter complete with tubes, set of spare tubes, 3 crystals and some spare parts. Transmitter is in good operating condition. Price: $3500.00 cash, F.O.B. Des Moines, Iowa. Write or wire Frank McGivern, KSO Radio, Des Moines.

Two Magnecord tape decks models PT6-A and PT6-AH and inter-connected custom built amplifier. Good condition. Complete with cabinet and ready to go. Make offer. Norm Gour, WBUT, Butler, Pa.

G. E. console type BC-1-A used. In operating condition. Make offer. Contact Chief Engineer, WCUE, Akron 13, Ohio.

FM-frequency and modulation monitor Doolittle type FD-11. Contact Radio Station WDOK-Cleveland, Ohio.

Like new Gates nite watch equipment—Original cost $2800.00, our price $2000.00; PT6-J Magnecord tape recorder $300.00; Like new PT6 Magnecord $550.00; Presto model K-10 disc recorder with playback arm, speaker, carrying case, excellent condition $300.00. Will sell on first-come basis. Call Ernest Reynolds, WLBA, Gainesville, Ga.

RCA TF-6AH 6 bay channel 13 antenna, 280' 6⅛" UHF transmission line, 3 90° 6⅛" elbows, GE PF-3-C projector, GE TC-22-A master control panel, GE TC-36-A television pre-set panel and relay chassis, GE TV-30-A television pre-set panel and relay chassis, GE TV-30A synclock and control panel, 2 GPL PA-100A 16mm projectors, 2 Presto 64A turntables with GE pickups and equalizers, RCA TP-10A portable projector, 2 40" x 30" projection television receivers. WQED, 4337 Fifth Avenue, Pittsburgh, Penna.

Two Magnecorders type PT-6-AH tape transport. One completely reconditioned with new record and playback heads. Complete set of new drives, the other in good operating condition. Best offer over $200 takes both. Call collect: Gene Baldridge, Chief Engineer, WSIP, Paintsville, Kentucky.

1 General Electric BC1A dual channel console. A real nice piece of equipment. Only $400.00. Contact Radio Station WTRN, Tyrone, Penna. Mutual 43200. This creampuff just removed from service.

Test equipment. Excellent condition—used once. Simpson sweep marker generator #479, Precise laboratory oscilloscope ES-500A & VTVM #909. $360. Box 12, Flint, Michigan.

Concertone 62FK tape recorder, used 35 hrs. —matching 260 amp/speaker unit, used 5 hrs. First $225 takes both. William Blum, 552 Hardin, Jacksonville, Illinois.

Three complete RCA TP35B Iconoscope projectors. Seven complete RCA TK20 Iconoscope camera chains. Will sell all or part. Best offer. CBS Television Network, Purchasing Department. Television City, Hollywood, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting, De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont'd)

Field intensity meter RCA type 308-B. Complete with loop and vibrator supply. Best offer. Reply to Technical Director, Storz Broadcasting Company, Omaha, Nebraska.

Complete remote television unit consisting of: Three DuMont I.O. field chains #258, #260, #231 with all accessory equipment. RCA microwave system, TTR-1B transmitter and TRB-1B receiver with all accessory equipment and cables for immediate operation. 2 DuMont field sync generators. 2 DuMont LV supplies and dist. amps. 2 DuMont mixer-monitors. 1 Ford remote bus. 40 used I.O. tubes. All equipment rebuilt December 1960. Make offer on all or part. Call or write C. H. Beal, University of Miami, Radio-TV Film Department, Coral Gables, Florida. (Miami, HI 6-0801, Extn. 2).

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

Opaque projection equipment to be used with RCA multiplexer. Write. Dave Ginaven, WTAP-TV, Parkersburg, West Virginia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Attention—Program Directors. Immediate sales for your station through our program. Low cost—high profit. Box 558D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

PROGRAM DIRECTOR

WANTED

For top station in one of the top ten markets. Must have independent station programming experience and a desire to grow with fast moving radio group.

Box 619D, BROADCASTING

Announcers

MORNING MAN

We are looking for a personality to go with a modern adult format. We prefer the humorous ad lib approach. Midwest metro market. $7500. per year to start. Send tape, resume.

Box 623D, BROADCASTING

METROPOLITAN INDEPENDENT

Full-time independent modern alive operation, enlarging, looking for top announcers and D-J's, tight on production, strong on commercials. Money to be made in this fast growing market of over a million. Send tape, resume, photo and salary requirements to:

Box 560D, BROADCASTING

RADIO

Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Situations Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Multi-award-winner. More than 20 years' journalism experience, including newspaper, 50kw and network. Currently heard in one of nation's largest markets. Seeks affiliation with public-service-conscious midwest station.

Box 621D, BROADCASTING

TELEVISION

Help Wanted—Technical

SALES ENGINEER

MID-WEST

Major mid-west broadcasting equipment manufacturer has openings for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.

Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 499D, BROADCASTING

TV FIELD ENGINEERS

Leading manufacturer of closed circuit television systems needs qualified field engineers to provide installation and maintenance on professional and industrial TV systems throughout the country.

Applications should be thoroughly experienced in over-all TV station installation and maintenance. Two years accredited technical school training and three years experience required.

EXCELLENT OPPORTUNITY FOR TECHNICAL AND PROFESSIONAL ADVANCEMENT.

Send resume to:
J. W. Lewis
Dage Television Division
THOMPSON RAMO WOOLDRIDGE INC.
Michigan City, Indiana

TELEVISION

Situations Wanted

Production-Programming, Others

Experienced in All Phases
of
Radio and TV
DIRECTOR & PRODUCER
College Graduate FCC 1st Class License
NEW YORK EXPERIENCE
Box 570D, BROADCASTING

NEWS DIRECTOR

Veteran of 20 years experience in Radio and TV—with commercial TV Network background—interested in building outstanding News Department in medium sized market. This nationally known personality will lend capable direction and prestige to your news operation. Present employer will recommend highly.

Box 584D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Automatic Dehydrators
Brand New, with spare parts kit
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236 — 40th Avenue
Sacramento 20, California

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Wanted to Buy

Stations

WANTED: Lease with option to buy 250 to 1000 watt radio station by responsible experienced manager and former station owner with high record of accomplishment.

Box 583D, BROADCASTING

Employment Service

are you JOB HUNTING? let ARTE help! ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc. Single issue $2.50; 1-year subscription $6. American RADIO & TELEVISION Exchange Post Office Box 1500 Orlando, Florida

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now

WALKER EMPLOYMENT SERVICE
BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

ATTENTION DJ'S—PD'S

Now you can have the same material that makes the Storz, McLendon, and Plough jocks sound "clever" and "sharp." Money back if not happy. All material written by professional format men for professional format men.

Package #1 (100 one-line fillers) = $1.00
Package #2 (50 swinging breaks) = $1.00
Package #3 (50 holiday breaks) = $1.00
All three packages = $2.50
Masterminds, Inc.
10281 Albany
Detroit 37, Michigan

STATIONS — FOR SALE

Tenn	Single	Daytimer	$100M	terms
SC	Single	1kw-D	65M	terms
Calif	Single	Daytimer	75M	29%
Pa	Small	Daytimer	100M	15dn
Fla	Small	Daytimer	47M	8dn
Calif	Medium	250w	82M	terms
Ala	Medium	250w	65M	22dn
Fla	Metro	Fulltime	230M	29%
Central	Metro	Fulltime	1,515M	terms
Fla	Metro	Regional	190M	cash
NW	Metro	Regional	170M	terms
Central	Large	Daytimer	225M	75dn

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

North Florida half million market. Kilowatt-daytimer 95M. Responsible replies only — No brokers.

Box 556D, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

Texas single fulltime money-maker $160,000—Florida 5 kw Metro $290,000 highly profitable—Texas major regional $200,000—Mid-West Major fulltime regional $1,575,000—Florida 5 kw semi-major fulltime $230,000—Texas single fulltime—$53,000—Florida Major day $120,000—Miss. single $45,000—Texas single regional $60,000—Florida metro 5 kw $225,000—Southern Major regional fulltime $350,000—Ark. single fulltime, big profits. $65,000 for 80%—West Coast fulltime regional $367,500—Texas semi-major fulltime regional $147,500—Southwest fulltime regional $200,000. Others.

PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080—Paul Yates Jr. Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste 60 E. 42nd., MU. 2-4813. NY 17, NY—Dick Watts 1300 Taylor, DR. 4-2236, Amarillo, Tex.

GUNZENDORFER

CALIFORNIA. 1000 watts fulltimer medium market. Price *$250,000*. Absentee ownership.
PACIFIC NORTHWEST. Two station market. 250 watter asking *$95,000*. Terms.
ARIZONA. 250 watt fulltimer $8000 down. Total price *$45,000*.
F.M. STATION. California $65,000. Texas $75,000. Arizona $45,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

STATIONS FOR SALE

CALIFORNIA. Fully automatic full time operation. Trade area of 20,000. Deal can be set up to net owner $1,000 a month on current collections. $6,000 down.

SOUTHWEST. Full time. Top station in growing market. Doing $200,000 per year. Includes valuable real estate and new building. $100,000 down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



This is not a "do-it-yourself" kit!

THINK back to the last time when you felt somewhat less chipper than usual. Chances are someone, wholly unqualified, but with the best of intentions, told you what to do or what to take for your "run-down condition" or "nervous state" or recurring aches and pains.

Such advice makes it appear that the practice of medicine can be a sort of "do-it-yourself" activity. Actually, self-diagnosis and self-treatment can be extremely risky.

Medicines, except for the usual household remedies, are safe only when prescribed by your family physician who knows their properties.

For instance, even a "mild" cathartic, if taken for what seems to be a stomach-ache—but which is actually an unsuspected attack of appendicitis —may cause serious complications.

One of the most wasteful and possibly dangerous forms of self-medication is the use of over-the-counter reducing remedies—"medicated" pills, capsules, wafers and chewing gum.

Although such products are often "guaranteed" to reduce weight quickly and easily, don't be taken in by the glowing promises. Leave it to your physician to decide if you need any medication.

And never take left-over medicines prescribed for a previous illness. Even if your present symptoms seem the same, you may have an entirely different ailment requiring an entirely different medicine.

When it comes to drugs or diagnosis or treatment, do the safe and sensible thing—rely on no one but your physician.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY
1 MADISON AVENUE, NEW YORK 10, N.Y.

THE LIGHT THAT NEVER FAILS

OUR RESPECTS to Joseph Carr Drilling, exec. vp-gen. mgr., KJEO (TV) Fresno

It was love at first sight in Fresno

Election of Joe Drilling as 1961 president of the California Broadcasters Assn. after four years on the CBA board "was the best thing that could have happened to CBA," a fellow officer enthusiastically declared. "Joe's a tremendously capable man with a lot of drive and imagination and his ideas as to what CBA should be and do this year are the greatest."

Similar affectionately admiring sentiments were heaped on Joe by those who have served with him on the board of governors of the ABC-TV Affiliates Assn. or the NAB television board. "He's a good broadcaster and a great guy," one of them summed it up. Asked why Joe is so popular with his fellow broadcasters, he thought a minute before answering, "I guess it's because he's a reliable worker on any industry project and then great fun to relax with after hours."

Fresno's His Town ▪ Yet, despite his coast-to-coast popularity, Joe Drilling has spent his entire broadcasting career in California's San Joaquin Valley, never more than 100 miles from Fresno, where he got his start as an announcer at KARM and where he is now executive vice president and general manager of KJEO(TV). Here he lives with his family and here, if a fine new home he has just built is any indication, he intends to stay.

Another good indication of Joe's feeling for Fresno is his consistent rejection of offers of top management posts in larger markets. But perhaps the best sign of affection for his home town is his active participation (and with Joe "active" is no idle word) in the city's civic, social and religious life. He has been a member of both Kiwanis and Rotary, a board member of the Catholic Welfare Bureau, and a member of the University-Sequoia Sunnyside Club, the Fig Garden Golf & Country Club and the San Joaquin Country Club.

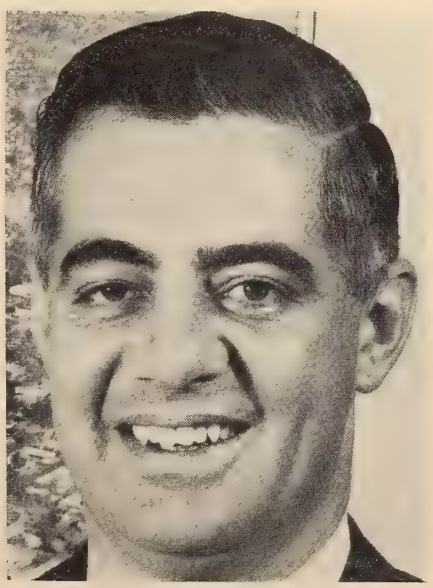
A psychologist might attribute Joe's romance with Fresno to the fact that it is not his native city, but a place he first came to during his college days, when he was just the right age to fall in love. Joe is not even a native son of California, but moved from Iowa, which to many residents of the Golden State makes him the best kind of Californian there is.

Broadcasting's His Business ▪ Joseph Carr Drilling was born June 8, 1922, in Bancroft, Iowa. He spent his boyhood there until 1936, when his pharmacist father moved his family (Joe, his three brothers and one sister) to Tulare, Calif. After Tulare High School (class of '39), Joe went to Fresno State College, where he played baseball (a family attribute; his two younger brothers are both professional ball players) and was elected president of the sophomore class. It was there that Joe got his start in broadcasting.

"I'd been doing a college radio show," he recalled, "and was heard by Jaime del Valle, who hired me as an announcer at KARM. He's the one who is chiefly responsible for making me want a career in broadcasting."

That was in June 1941. That fall, Joe transferred to Millsaps College at Jackson, Miss., where he received his BA degree in English, but before the school year had ended World War II had begun. In February 1942 Joe entered the Navy as an apprentice seaman. He served in the North Atlantic and European Theatre of Operations as a fire controlman second class. In June 1944 he was commissioned at Plattsburg and assigned to the South Pacific, where he served on patrol boats and as commanding officer of an air-sea rescue unit, participating in two major invasions.

Year of Decision ▪ Joe's year of decision was 1946. In May, just a month before his 24th birthday, Lt. Drilling received his discharge from the Navy and went back to Tulare and into the lumber business. That was a mistake and was soon recognized as such. Before summer Joe was back in radio as an announcer at KCOK Tulare. Now he was back where he belonged. By August he had been promoted to program director of KCOK and in November he left that station to move to Visalia, Calif., as general manager of KKIN. During that summer, Joe met Barbara Joyce Ames of Tulare. The following January she became Mrs. Joe Drilling and subsequently the mother of the four Drilling children: Denise, 12; Richard, 10; Donald, 8, and Debra, 6.



Joe Drilling
Chose radio over lumber

In July 1948 KKIN was sold and Joe left Visalia to go back to his college town of Fresno to do special events and sports broadcasts for KMJ. "I served as news editor and sports editor and, best of all, I got a chance to go to Helsinki, Finland, the summer of 1952 to cover the Olympic games for the McClatchy Beeline Network." (KMJ is a McClatchy station.)

Into Television ▪ When KMJ-TV began broadcasting in June 1953, Joe was transferred to the tv station as production manager. But he had met J. E. O'Neill, who was interested in getting into television if Joe would go in with him, and in October 1953 "the old farmer and the kid," as their competitors called them, put KJEO (TV) on the air. At the start Joe was general manager; today he is general manager and executive vice president and a minority stockholder of KJEO.

Both KMJ-TV and KJEO are uhf stations, KMJ-TV operating on ch. 24 and KJEO on ch. 47. In 1956 a third tv station came to Fresno, KFRE-TV, a vhf station on ch. 12. A year ago, KFRE-TV and its am and fm affiliates were sold to Triangle Publications, which did not oppose the FCC move to make Fresno an all uhf market. Paul R. Bartlett, president and majority stockholder of the KFRE stations before the sale to Triangle, did oppose it, however, as did various Fresno city and county school district officials. So Joe Drilling added the role of lobbyist to his other activities, speaking before any interested group to explain that the effect of the change would be beneficial, not harmful, to Fresno and its tv viewing citizens.

A Helping Hand ▪ Joe's hobbies are sports, both as participant and spectator. Golf has taken the place of baseball as his major sporting activity; he has an eight handicap and tries to play at least once a week.

"I like helping young men and women get started in broadcasting, the way Jaime del Valle helped me," Mr. Drilling said. "Without his guidance, today I might be in the lumber business."

He dislikes people with short tempers or a lack of understanding. And he dislikes puns on his name, although he feels fortunate that as a broadcasting executive he doesn't come in for the barrage of them received by his older brother, Tom, who is a dentist.

Slide-rule selling

THE suggestion that broadcast advertising rates ought to vary with the size of the delivered audience is almost as old as broadcasting itself. In slightly new guise the suggestion is being discussed again with some seriousness.

The revival of discussion was started by Fairfax Cone, who suggested that lower rates would attract more advertisers to information shows at night and thus stimulate that kind of programming. As described elsewhere in this issue, Mr. Cone suggested that the lowering of price could be achieved by either of two means: setting rates according to circulation or establishing package deals which, over a contract period, would include some information shows and some mass audience programs.

Mr. Cone's objectives are commendable. No one would argue against an increase in high-quality serious programs in prime hours. But we have misgivings about the means he suggests to reach the objectives. We are especially disturbed by the first of his two proposals.

It would make no more sense for television to base its rates precisely on the size of the audience delivered to individual programs than for newspapers and magazines to vary their rates with the number of readers known to have read each ad or for outdoor advertising companies to set a new price per billboard each day or hour or minute measured by the number of pedestrians or vehicle passengers who not only passed the board but read its message.

If media were priced that way, there would not be enough accountants in the country to make out and double-check the media's statements of charges. And the pricing would be much less realistic than it is today. Nose-counting is only one, and perhaps among the least important, of all the measurements of advertising effectiveness.

The kinds of people who constitute an audience can be as important to an advertiser as the number of people in it. This principle is widely recognized, and it explains why the *New Yorker* magazine sells more advertising pages at higher rates per unit of circulation than most other magazines with circulations many times the size of the *New Yorker's.*

We find it difficult to understand why the same advertiser who has bought magazine campaigns in the *New Yorker, Life* and the *Saturday Evening Post* is troubled by the thought that there may be differences in the size of audiences that tune to *Harvest of Shame* and to *The Untouchables.*

Minow has a whale of a job

THE Kennedy youth movement was never more apparent than in his surprising selection of the new chairman of the FCC. Newton N. Minow, who will be 35 tomorrow (Jan. 17) is described by one who knows him as a brilliant lawyer, an independent thinker and a fighter who doesn't possess "a single bad instinct."

He will need all these qualities in taking on what is widely regarded as one of the roughest assignments in Washington's sprawling bureaucracy. Justified or not, the FCC is associated with everything wrong in federal regulation. It has been pilloried by the press and by Congress. The Landis Report, as the Kennedy administration's opening salvo, did nothing to help the prestige of the maligned FCC.

The Landis Report accused the FCC of numerous shortcomings. Dean Landis, whatever Congress may do, will sit in judgment over the FCC and the other agencies as assistant to the President. He will be at the very least, the "overseer" of regulatory agencies and, in the extreme, their "czar."

Mr. Minow does not expect to assume his new post until March to enable him to wind up his Chicago law practice. He probably will be confronted with something more than a cursory examination by the Senate Commerce Committee, which must consider his confirmation. That is so because of the already apparent dispute over who shall control the regulatory agencies.

On that score, we think neither Congress nor the White House should attempt to exercise the kind of control implicit in either the Landis Report or in the House Legislative Oversight Committee Report (BROADCASTING, Jan. 9) proposing a permanent oversight unit to ride herd continuously over these agencies. Both projects invite conflicts and encourage the very kind of political mischief that both reports deplore.

It is the task of Congress to write the laws. If Congress isn't satisfied with the existing statutes, it has the power to rewrite them and, if it chooses, reorganize the commissions through ripper legislation.

It is the function of the President to select the policy level members of these commissions. In nominating Mr. Minow as the new chairman, Mr. Kennedy has selected a man, who despite his youth and lack of experience in communications, appears to have the qualifications of zeal, vigor and unusual intelligence.

Mr. Minow's partnership in the law firm headed by Adlai Stevenson, who becomes ambassador to the United Nations, is causing consternation among conservatives. His firm's representation of former Sen. William Benton's Encyclopaedia Britannica Films evokes concern in these same quarters. The concepts of these distinguished gentlemen in regard to broadcast service depart radically from the philosophies of practical broadcasters.

Does Mr. Minow harbor their views? We are persuaded by those intimate with Mr. Minow that he has no extreme views and isn't easily swayed. This is an appropriate area of inquiry by the Senate Commerce Committee.

Come in, Jim, the water's hot

NOW that the news is official we welcome Jim Hagerty to broadcasting. With him at the head of the ABC news operation the output of information on television and radio will be enriched.

As everyone in journalism knows, Mr. Hagerty has already performed a measurable service to broadcasting. It was he who opened Presidential news conferences to tape and film. That pioneering is made no less significant by the decision of the successor of Mr. Hagerty's boss to conduct his news conferences on live mikes and cameras.



Drawn for BROADCASTING by Sid Hix

"Come back later. You just can't brush after every meal!"

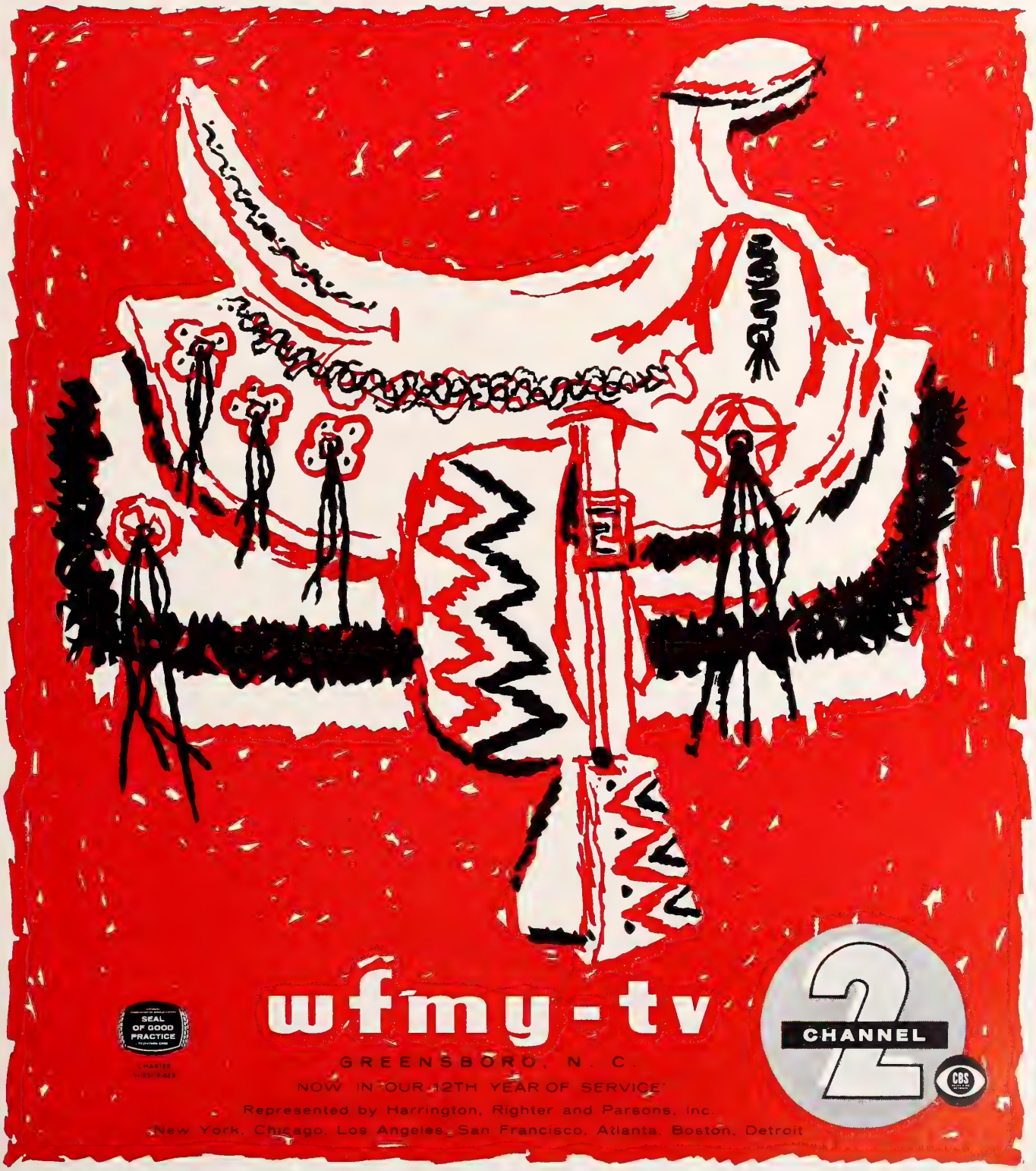
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle.

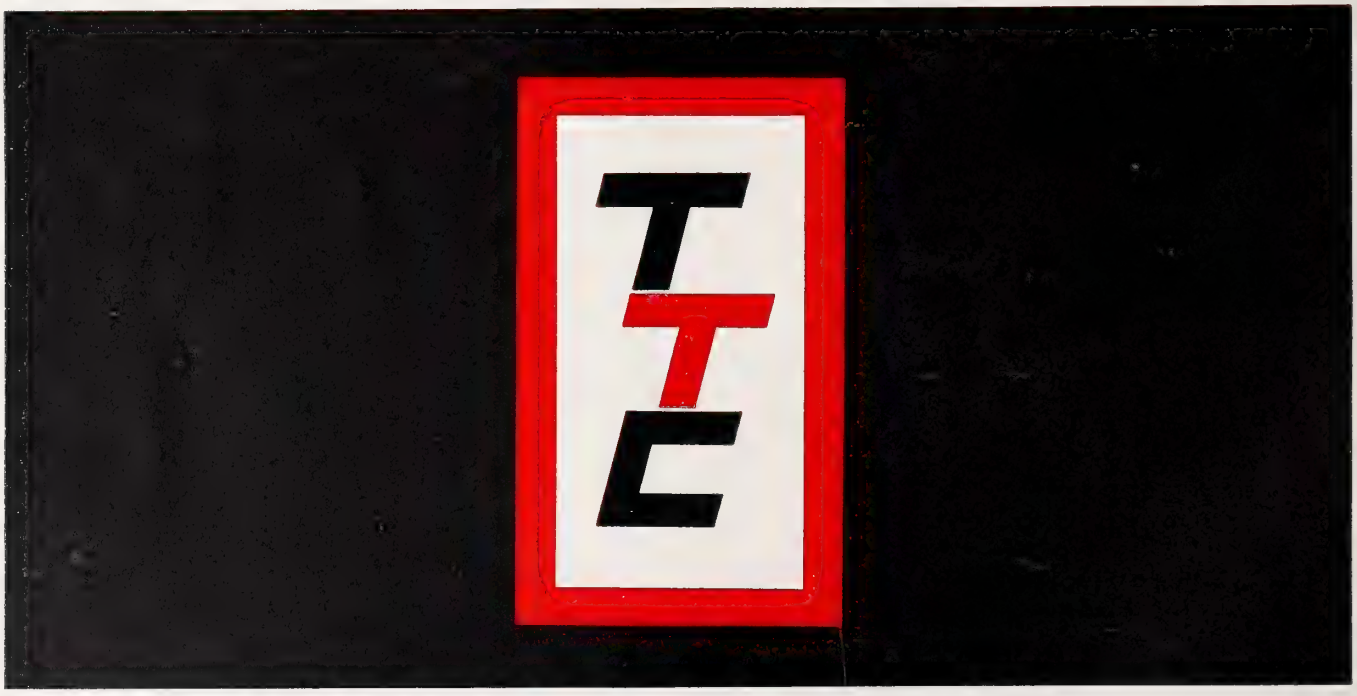
Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont.*

Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book



In program planning, in daily operation and in creative public service, the high standards of Transcontinent Stations are earning an ever increasing loyalty and acceptance from their audiences. This service, integrity and cooperation makes a lasting contribution to the constantly growing number of Transcontinent Stations' advertisers and their products.



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

35 Cents

30 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 23, 1961

CBS-TV's new rotating-minutes plan draws everything but praise from reps 19

CBS-TV cuts tape production by $5 million, plans service only to clients 20

The Metropolitan-Kluge story: How to build a multiple-station empire 42

RKO General plans Hartford pay tv by fall as FCC moves toward grant 54

COMPLETE INDEX PAGE 7

EVERY DAY...BOUGHT IN MORE MARKETS!

ACTION! DRAMA!

Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

starring

LEE BOWMAN

as Jeff Thomson

with

ROCKY GRAZIANO

as "Rocky"



THESE STATIONS ACTED FAST . . .

WGN-TV	Chicago	WXYZ-TV	Detroit
KOA-TV	Denver	WNEW-TV	New York
WLW-I	Indianapolis	WCCO-TV	Mnpls.-St. Paul
WFLA-TV	Tampa	WLBW-TV	Miami
KPRC-TV	Houston	WFBC-TV	Greenville
WDSU-TV	New Orleans	KERO-TV	Bakersfield
WKRC-TV	Cincinnati	WAVY-TV	Norfolk-Portsmouth
KKTV	Colo.Spgs.-Pueblo	KGO-TV	San Francisco
KSL-TV	Salt Lake City	KETV	Omaha
WALA-TV	Mobile	WRBL-TV	Columbus, Ga.
KGGM-TV	Albuquerque	KTVK	Phoenix
XETV	San Diego	WHDH-TV	Boston
WLW-A	Atlanta	WHO-TV	Des Moines
KFYR-TV	Bismarck	WDSM-TV	Duluth
KTSM-TV	El Paso	KEYT	Santa Barbara
WBRE-TV	Wilkes-Barre	KID-TV	Idaho Falls
WCTV	Tallahassee	WTVY	Dothan
KVOS-TV	Bellingham	KSHO-TV	Las Vegas
KABC-TV	Los Angeles	KFDX-TV	Wichita Falls
WKBW-TV	Buffalo	WNEM-TV	Saginaw-Bay City
WFGA-TV	Jacksonville	KELO-TV	Sioux Falls

and many more!

THESE SPONSORS ACTED FAST TOO . . .
WIEDEMANN BEER • INSTANT FELS-NAPTHA TEXAS STATE OPTICAL • LINCOLN-MERCURY in Chicago • RODENBERG'S SUPER MARKET in Charleston • FOOD TOWN in Baton Rouge MIAMI STONE in Indianapolis • CHEERFUL CHARLEY'S PEOPLE FURNITURE in Davenport TINCH FURNITURE in Las Vegas • POLLY'S FOOD SERVICE in Jackson, Mich. • GUNN HARDWARE in Hattiesburg, Miss. and more.

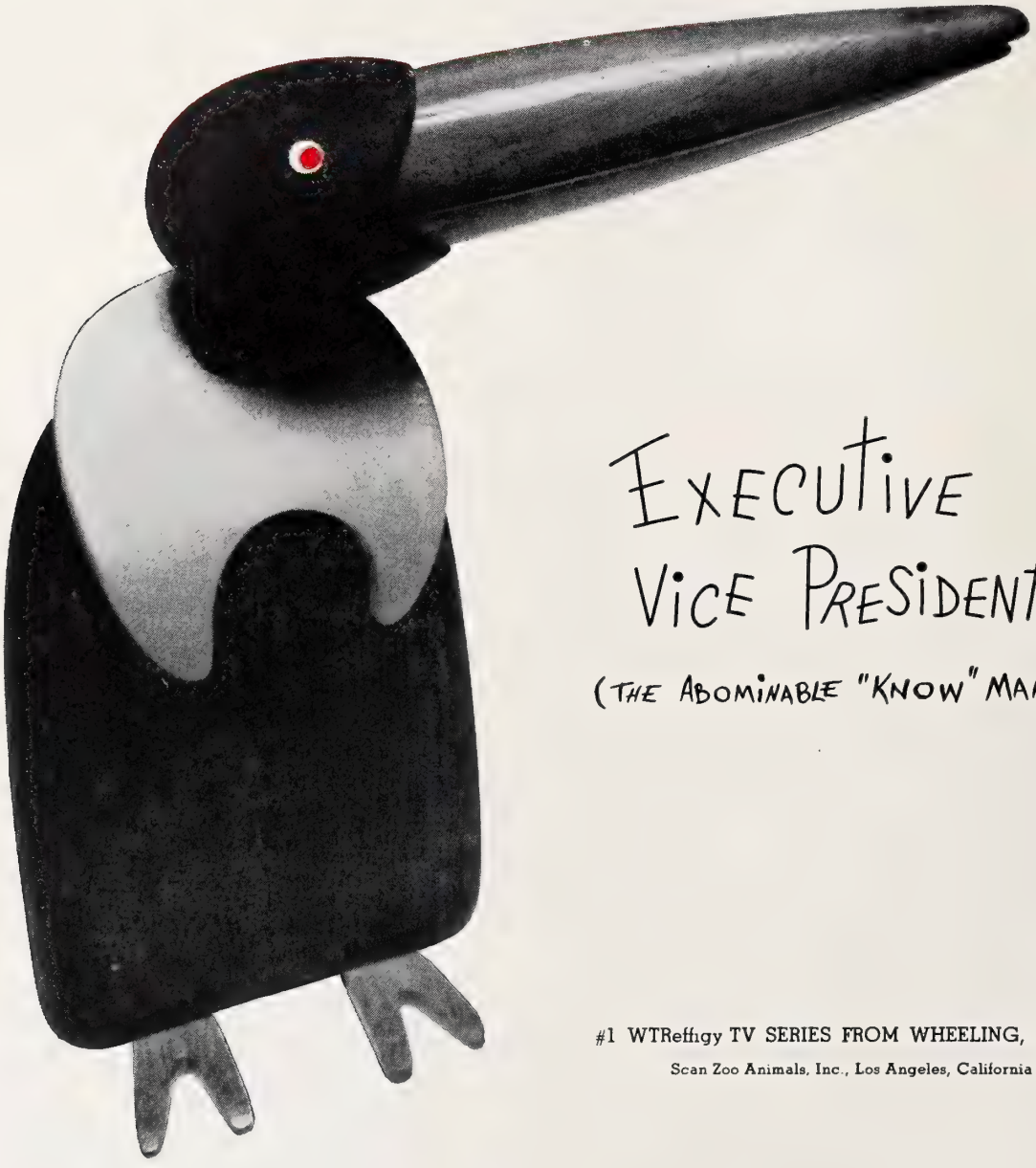
United Artists

ZIV

Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.
Produced by SCHENCK-KOCH ENTERPRISES, INC.

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



EXECUTIVE VICE PRESIDENT

(THE ABOMINABLE "KNOW" MAN!)

#1 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf NBC tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

in 1961 reach the DECISION MAKERS in BALTIMORE with



You've seen housewives, young and old, who can whiz through a supermarket in nothing flat. Their market lists are checked off 1 - 2 - 3 because they know *beforehand* what they are going to buy.

They are the DECISION MAKERS, typical of the adult-level audience you reach when you tell your product story to WCBM listeners.

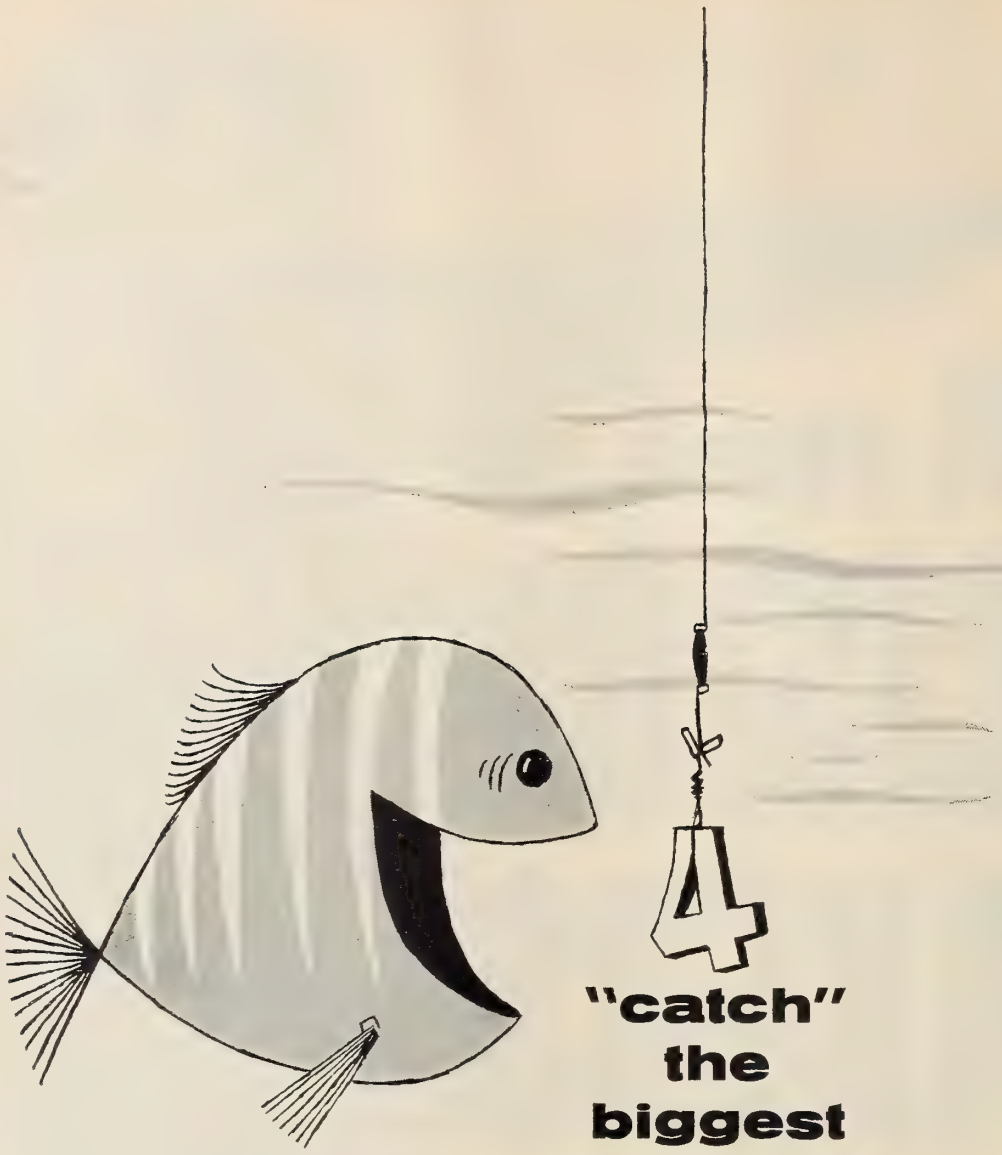
Reach them in their homes where they decide which products really rate!

WCBM

A CBS Radio Affiliate 10,000 Watts on 680 KC and 106.5 FM
BALTIMORE 13, MARYLAND



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives.



"catch" the biggest audience...

in the great Dallas - Ft. Worth market with channel 4

The November 20, 1960, Nielson Station Index shows KRLD-TV to be the most viewed station in the Dallas - Ft. Worth Market.

Channel 4's Homes Reached and Station Share per quarter-hour from 6 a.m. to Midnight, Sunday through Saturday, are greater than any other station in the Dallas - Ft. Worth area.

Reach The Dallas - Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Who hooked Minow?

Who picked Newton N. Minow for FCC, It wasn't Dean James M. Landis or Sargent Shriver but John F. Kennedy himself. New President knew Mr. Minow through his activity at 1956 convention in Chicago, when he was one of Adlai Stevenson's chief lieutenants and at time Senator Kennedy was runner-up for vice presidential nomination. Subsequently, Mr. Shriver, new President's brother-in-law, did contact him on his possible availability and Mr. Minow ultimately said yes, if it was to be chairmanship.

Lever reassures agencies

Shudder ran up and down Madison Ave., last week in wake of report that Lever Bros. was setting up own house agency. Potential effects of such move by company like Lever, which currently uses six agencies to handle its principal advertising, were just too terrible to contemplate. But Lever officials assured that it wasn't so, said they'd had to deny such reports before and probably would have to again. Reason: Parent Unilever does still retain house agencies (Lintas, for Lever International Advertising Service) in many parts of world (through trend is toward use of independent agencies everywhere), and visits by Lintas people to New York, as happened recently, tend to touch off speculation about intentions here.

Another factor: Lever recently completed annual review of its agencies' work—in itself enough to cause a shiver or two. But officials say that, with realignments announced earlier (BROADCASTING, *Jan. 9), they have no further agency changes in mind. Their principal business is placed by BBDO; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson; Kenyon & Eckhardt; Foote, Cone & Belding and Ogilvy, Benson & Mather.*

Rotating gyrations

Despite loud and unquestionably earnest protests by station representatives and some CBS-TV affiliates (see page 19), any hard-nosed estimate of CBS-TV plan to sell minutes in its late-morning programs must include this basic fact: extent of real opposition, and therefore final outcome, simply cannot be accurately foretold now. History has shown repeatedly that many stations will squawk loudly—and then sign up *for very thing they are squawking about.*

Network officials say they've had "limited number" of skeptical reactions but don't consider them final and, indeed, think they may have been largely inspired by "frantic telephone campaign" by reps. Moreover they're "surprised' 'by vehement reaction even by reps, in view of "what other networks are doing even more extensively." But real moment of truth is approaching: Network queries asking affiliates whether they will or won't clear progress under new plan went out last Thursday. Stations' responses will tell the tale.

Hagerty peregrinations

ABC's new vice president in charge of news, James C. Hagerty, who has just completed eight-year tenure as White House news secretary to President Eisenhower, will visit affiliated stations to discuss beefing up overall news and information services after he completes basic headquarters organization. Mr. Hagerty will first concentrate on bolstering Washington's manpower and coverage.

Mr. Hagerty, who will be given all money he needs to make ABC's news, special events and public affairs coverage competitive with older line networks, also contemplates swing to foreign bureaus and station affiliates of ABC after completing basic organization. International television, according to ABC-TV President Ollie Treyz, constitutes medium's new frontier in sales and syndication of news and public affairs programming.

Rating the ratings

Impetus for expected House Commerce Committee investigation of rating surveys will come at month-end when special study by American Statistical Assn. is submitted. Dr. William Madow, chairman of three-man group completing study under mandate of Legislative Oversight Subcommittee, said findings will give Congress starting point for investigation. Madow report will be approximately 100 pages of double-spaced copy and deals with methods used by rating services.

'Split run' radio

New approach to national radio network selling, designed to give advertisers greater flexibility in manner akin to regional editions of national magazines, is in work at ABC Radio. Officials are pulling together ABC Radio Pacific Coast Network and two regionals, Arizona and Intermountain networks, with which they already have affiliation arrangements, into package which can be sold "in any combination." It's called "ABC Radio West" and approximately 105 stations are involved. Rate structures are currently being developed, and there's speculation that similar regional patterns may be evolved for other sections of country.

Home of its own

FCC, which since its establishment in 1934 has been stepchild among independent agencies, occupying space in Post Office and other government buildings, will have headquarters of its own if near campaign bears fruit. Federal Communications Bar Assn. is spearheading move for FCC's own building at outset of new Kennedy administration, with Harold Mott, newly elected first vp (and president-elect) as committee chairman.

This isn't first time FCC has sought its own home. Several past chairmen have campaigned for building with General Services Administration, federal government's landlord, and with Budget Bureau, but have made little progress. FCC presently is occupying what amounts to odd-lots space in Post Office Building and even in space rented in three downtown buildings from private owners. FCC now occupies 162,900 sq. ft. to house its 950 Washington employees.

Aid from State

New Office of Special Projects, to assist all media in clearance and handling of long-range programming and news, as distinguished from spot news, has been set up in State Department. Heading office is Luther Reid, former CBS publicity director (1939-40). Office, operating under Assistant Secretary for Public Affairs (Roger Tubby, former news secretary to President Truman is its new head) will arrange clearances for radio-tv newsmen as well as others, for special programs.

USIA search continues

There was still no inkling last week as to who will become new director of USIA. It wouldn't be surprising if man ultimately selected is some celebrated figure in print journalism rather than radio-tv, even though Voice of America program is core of propaganda operation. Actively under consideration, it's learned is Sylvester (Pat) Weaver, currently board chairman of McCann Erickson International and former NBC president and chairman. He has been member of USIA Broadcast Advisory Board for past two years.

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"WKBH & WKBT!"

WKBH,
5000 watts, NBC,
and WKBT, Channel 8,
CBS–ABC–NBC...
...most effectively serving the
"should-buy" market of LaCrosse
and the Western Wisconsin Area
announce the appointment of
AVERY-KNODEL
as National Sales
Representatives.

¶ Remember,
you can't sell the
WKBH or WKBT Area
using far-distant, "big-market"
stations. LaCrosse is farther
from Milwaukee than Chicago
is from Indianapolis...
almost as far as Boston
is from New York.

¶ Only WKBH and WKBT give you
thorough, efficient
and effective penetration
of this diversified industrial
and agricultural area—
39th in the nation in retail sales
per household.

¶ Call your **AVERY-KNODEL** representative.



AVERY-KNODEL Offices in: New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago

WEEK IN BRIEF

Station reps are up in arms over what they feel is the latest, and worst, foray into their own sacred ground—the CBS-TV rotating-minutes plan for selling late-morning spots, which one called "spot-casting." Last week they let fly their opinions in unequivocal language. See . . .

REPS BRISTLE AT CBS-TV PLAN . . . 19

It takes confidence, savvy and a good deal more just to mark time in the field of big league station ownership. Metropolitan Broadcasting Corp. and its head, John W. Kluge, show they have more than enough of all in putting together an empire of four vhfs, four ams and three fms in large and middle-sized markets. They haven't stopped yet. See . . .

MAKING A MASSIVE MEDIA COMBINE . . . 42

CBS-TV makes sharp cutback in tv commercial and program production on tape—$5 million worth—in what was interpreted as a move to cut costs and increase profits. From now on production will be only for network clients. See . . .

TAPE PRODUCTION CUT BY CBS-TV . . . 20

Over-the-air pay television, a controversial issue for years, will be a reality this fall when RKO General carries out its plans for a three-year, $10 million test on ch. 18 in Hartford, Conn. All that's needed is the final FCC stamp on tentative approval announced last week. See . . .

FCC SET TO OK HARTFORD PAY TV . . . 54

Congress will hold a post-mortem Jan. 31-Feb. 1 on a partial, temporary death: that of Sec. 315 in the 1960 presidential campaign. And broadcasters will be hoping for the big kill as they testify before Pastore unit. See . . .

SEC. 315 HEARING SCHEDULED . . . 58

The FCC has, too, always considered programming—when it compares applicants for station licenses. And the agency ought to check again at renewal time to see if programming is up to promises. So said a man last week whose words will carry weight: James M. Landis, the President's agency reorganization man. See . . .

FCC MUST CONSIDER PROGRAMS . . . 56

The FCC chairman-designate, Newton W. Minow, drops by to visit congressmen, FCC members, other Washington figures, acquaint himself with his new job. See . . .

MINOW COMES TO WASHINGTON . . . 54

Outgoing President Eisenhower asks Congress for $13.5 million for the FCC for fiscal 1962, same as he asked for 1961, but $900,000 less than the FCC got. Kennedy may revise figure. See . . .

$13.5 MILLION ASKED FOR FCC . . . 61

Ford Motors' Ford four years ago okayed a 1957-58 season plan outlining broadcast media plans and what results it hoped to achieve. As reviewed before RTES members last week, results were rewarding. See . . .

FORD TV OBJECTIVES, RESULTS . . . 26

Canada now boasts 85% tv saturation of households—or a total of nearly 3.8 million tv homes. See . . .

TV COVERAGE 85% IN CANADA . . . 70

Lockheed Aircraft proposes that one common-carrier firm serve all space telecommunications as 'joint venture' in recommendation to FCC. AT&T gets green light for overseas satellite tests. See . . .

SINGLE SPACE CARRIER ASKED . . . 64

CBS separates its sports departments from news so respective radio and tv networks can concentrate on building up sports, after similar move to beef up news and public affairs. See . . .

CBS SPLITS SPORTS, NEWS . . . 36

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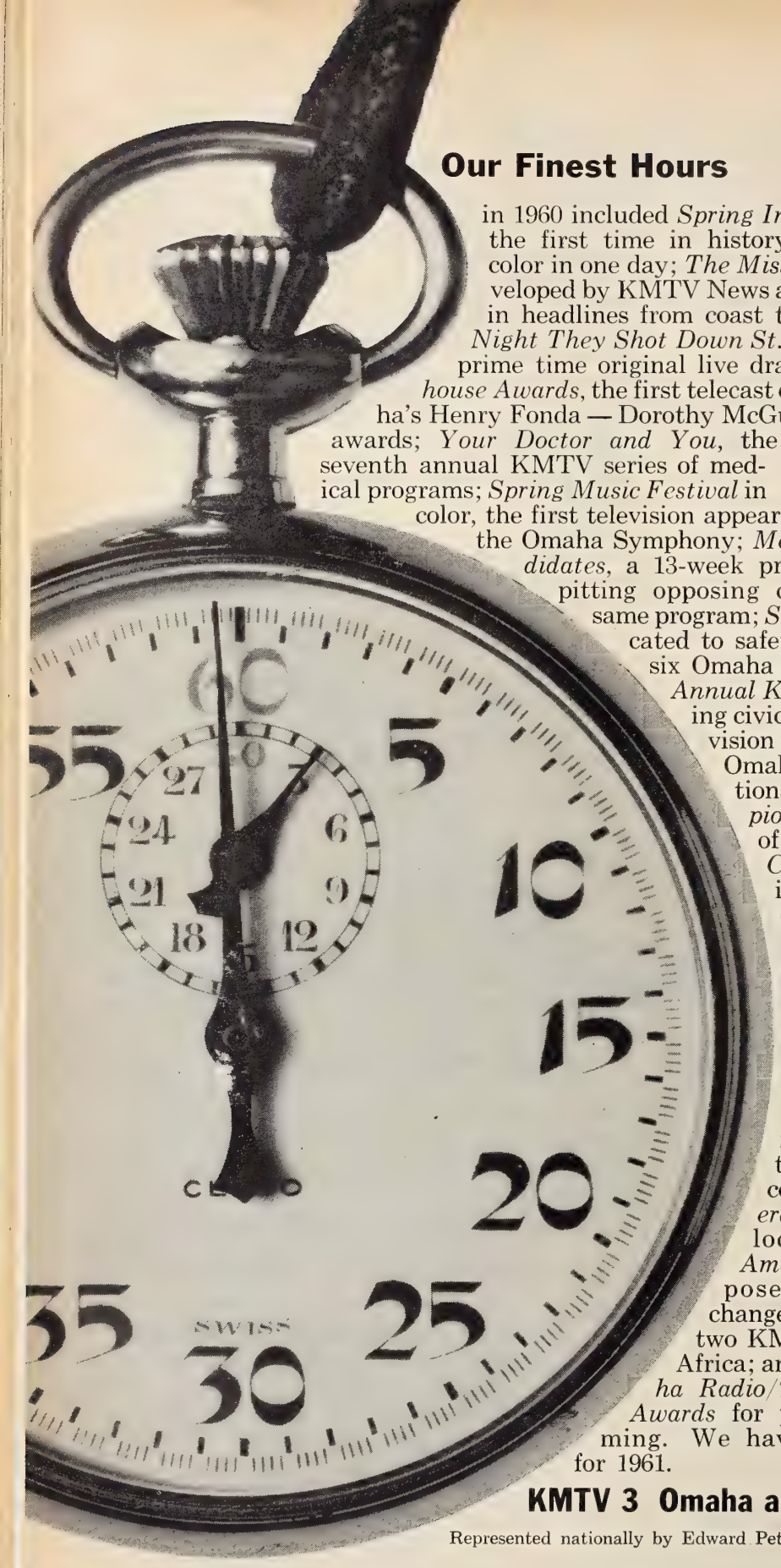
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Our Finest Hours

in 1960 included *Spring Into Color*, for the first time in history 17-hours of color in one day; *The Missile Story*, developed by KMTV News and appearing in headlines from coast to coast; *The Night They Shot Down St. Nicholas*, a prime time original live drama; *Playhouse Awards*, the first telecast of Omaha's Henry Fonda — Dorothy McGuire awards; *Your Doctor and You*, the seventh annual KMTV series of medical programs; *Spring Music Festival* in color, the first television appearance of the Omaha Symphony; *Meet the Candidates*, a 13-week pre-election series pitting opposing candidates on the same program; *Six White Crosses*, dedicated to safety and to the memory of six Omaha crash victims; *The Second Annual KMTV Awards Dinner*, honoring civic leaders for effective use of television public service; *Birth of a Decade*, Omaha's growth in the '50's and predictions for the '60's; *Playground Champions*, the seventh annual KMTV series of city Park competition; *The Hidden City*, Omaha's first continuing series of in-depth specials; *The Hunter and His Gun*, safety in the field; *'Twas the Night Before Christmas*, a live color dramatization of Clement Moore's poem; *Jean's Story Time*, Omaha's only live children's religious program series; *Cavalcade of '60*, the year's top news stories; *All Star Bowling*, the nation's only daily live television coverage of the 1960 All Star Tournament; *TV Classroom*, now in the tenth year and one of the nation's first programs to offer courses for college credit; *First Lutheran Service*, Omaha's only remote of local Christmas observances; *The Amendments*, pro's and con's of proposed Nebraska Constitutional changes; *European Reports*, featuring two KMTV News trips to Europe and Africa; and a virtual sweep of the *Omaha Radio/TV Council "Gold Frame" Awards* for public interest programming. We have even bigger plans for 1961.

KMTV 3 Omaha and Lincoln

Represented nationally by Edward Petry and Co.

Inaugural coverage overcomes storm

Carefully laid plans of networks to provide coverage of Kennedy inaugural ceremonies proceeded in orderly manner Friday despite unexpected problems raised by Thursday snowstorm. Few improvised measures were taken during pickups that started in morning and continued to inaugural balls.

NBC-TV had to knock out window in tv booth across from presidential reviewing stand at White House to permit better pickup by color cameras. This was described as cause of loud public address commentary on tv. It also subjected Chet Huntley and David Brinkley to chilly winds along Pennsylvania Ave. Network carried fast commentary on Kennedy speech from Joseph C. Harsch, in London.

Rehearsals for Friday coverage were conducted during snowstorm but bright sun was shining all day, augmented by reflections from snow.

Networks had to make quick arrangements to house personnel night before inauguration, renting any space they could get. Some stayed at stations. NBC rented banquet hall atop Woodner Hotel, for use as dormitory.

Fireman Reinsch

Besides serving Democratic party candidate John F. Kennedy as communications advisor during campaign, J. Leonard Reinsch, executive director of Cox stations, served in emergency role during Friday inaugural ceremonies.

When smoke began seeping out of lectern prior to invocation by Richard Cardinal Cushing, Mr. Reinsch, seated near lectern, came into camera range as he inspected electrical gear at its base. He tried to duck as he crossed in front of lectern but was caught by tv camera.

David Brinkley, NBC observed, "Leonard Reinsch seems to be the chief fireman."

More informational radio advocated by retailer

Local radio must move in direction of radio networks and provide more informational and educational programming to offset FCC trend towards greater regulation, Harry Spitzer, publicity and sales promotion director of Sattler's department store, Buffalo, told ninth annual Retail Advertising Conferece Jan. 22 in Chicago. As jingle pioneer and saturation user of radio for 27 years, Sattler's will follow trend and increase even further its heavy investment in local newscasts, he said.

"What would happen if FCC demanded radio stations devote more time to education?" he asked. "What would happen if FCC decided too much rock-and-roll, not enough community service were on the air?" Answering his own questions, he said, "I am not speaking for more government regulation but I am saying that if radio itself does not wake up, it is not beyond the realm of possibility that the FCC will move in. The trend is there."

Mr. Spitzer said that as advertiser he has noted that "poor programming has driven a good part of the better market away from commercial radio into the calm and noncommercial air of fm radio—and merchants can't deliver their messages and sell goods to people who are not listening."

Describing radio as "a marvelous medium, the most flexible mass medium ever devised," he said radio "could do the most marvelous job of education for citizenship if it only tried. Radio is the only mass medium you don't have to do anything about. To read a newspaper you must turn the pages. To watch television you must sit down and watch it. But radio is there and can be everywhere."

Citing NBC and CBS swing to more informational and service-type programming, Mr. Spitzer said that since most radio income is from local sources, this trend must spread to local level. "A better informed public will mean a better educated public and will mean a more prosperous nation," he said. "We at Sattler's feel this very strongly and are backing up our feeling. This is the direction in which Sattler's has spent and is spending its radio money."

Dairy association leaving tv for print media drive

American Dairy Assn. 1961 advertising will be concentrated in print media instead of tv because of high cost of visual medium, it was learned Friday.

ADA likes tv but claimed it's getting too expensive to obtain full program identification. In past ADA has partially sponsored such network programs as Perry Como and currently is in final cycle of participations on NBC-TV *Today*.

Nielsen, ARB checks show Inaugural ratings high

Total of 3,287,000 television households in New York metropolitan area viewed presidential inauguration ceremonies during peak time of 12:30-12:45 p.m. Friday, according to A. C. Nielsen's Instantaneous Audimeter. Total viewing audience on seven New York tv stations carrying event amounted to 79.1% of tv households, Nielsen spokesman said, with WNBC-TV New York garnering 54.7% share of tv audience. He added that snowstorm in New York area Friday probably was one factor that contributed to large audience. For 12:30-12:45 time periods, Nielsen noted, average of 24.2% of New York households viewed tv previous day (Jan. 19).

Almost half of all television sets in use from 11 a.m. to 3 p.m., period of presidential inauguration ceremonies Friday (Jan. 20), were tuned to network coverage of those events, according to American Research Bureau's seven-city Arbitron report. It showed 60.9% of sets in those cities were in use during average segment of that period, with 48.3% of those tuned to network coverage.

In network race, NBC-TV took first place with average rating of 23.4—higher than rating on any football bowl game or World Series contest, NBC said—as against 17.9 for CBS-TV and 7.0 for ABC-TV.

Talks planned Jan. 26 on block-booking orders

Conference to draw up block-booking injunction order, along lines of decision by Federal Judge Archie O. Dawson (BROADCASTING, Dec. 12, 1960), is scheduled for Jan. 26 in chambers at New York federal courthouse. Meeting is for purpose of permitting Dept. of Justice attorneys to file proposed order, with attorneys for six tv film distributors having chance to discuss and argue specific items.

District Judge Dawson ruled that six defendants violated block booking prohibitions in requiring purchase of feature films by tv stations in package form. Opinion brought to close three-year-long government antitrust suit against following tv film distributors: Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Gray

Gordon Gray, formerly special assistant to the President for national security affairs in Eisenhower administration, elected chairman of boards of Piedmont Publishing Co. and Triangle Broadcasting Corp., Winston-Salem, N. C. Piedmont is licensee of WSJS-AM-FM, that city, and publishes *Winston-Salem Journal* and *Twin City Sentinel.* Triangle, Piedmont subsidiary, is licensee of WSJS-TV Winston-Salem.


Mr. Kirtland

Clifford M. Kirtland, since 1957 treasurer and controller of Transcontinent Television Corp., elected vp of firm. Prior to joining TTC, Mr. Kirtland was business manager of WGR-AM-FM-TV Buffalo, N. Y. TTC stations are: WROC-FM-TV Rochester, N. Y., WNEP-TV Scranton-Wilkes-Barre, Pa., WGR-AM-FM-TV Buffalo, KFMB-AM-FM-TV San Diego, Calif., KERO-TV Bakersfield, Calif., and WDAF-AM-TV Kansas City.

Ralph W. Nicholson, director, vp and manager of Fuller & Smith & Ross, New York, appointed assistant U. S. Postmaster General. Prior to joining F&S&R 15 years ago, Mr. Nicholson had served on president's staff at U. of Chicago, and at General Electric Co., Schenectady, N. Y. **T. L. Stromberger,** F&S&R headquarters senior vp, has been named acting manager of agency's New York office. Mr. Nicholson assumed full responsibilities in new Washington assignment on Jan. 20.

William P. Andrews named vp in charge of syndication for Independent Television Corp., N. Y. Mr. Andrews, who was formerly ITC's general sales manager, joined company in July, 1958 as western division manager. In June, 1959, he was named northeastern division manager. Before coming to ITC, he was spot sales manager for Ziv-Tv, N. Y., and prior to that was account executive for KPTV (TV) Portland.


Mr. Sigmon

Loyd Sigmon, vp and chief engineer of Golden West Broadcasters and assistant general manager of KMPC Los Angeles, promoted to general manager. Move was made to relieve **Bob Reynolds,** GWB president who has been managing KMPC, to devote more time to GWB's expanding activities, particularly Los Angeles Angels, American League baseball team for which franchise has been granted to Mr. Reynolds with Gene Autry, GWB board chairman. **Tom Crosnoe,** KMPC transmitter engineer, becomes chief engineer of three Golden West stations: KSFO San Francisco, KVI Seattle, Wash., and KMPC.

For other personnel changes of the week see FATES & FORTUNES

Healy of McCann-Erickson defends integrity of ads

Replying to critics who charge advertising "can foist anything on the American public," Robert E. Healy of McCann-Erickson, New York, said Friday this is not true and neither American people nor advertising industry would permit it.

Mr. Healy told dinner meeting of Fort Worth (Tex.) Junior Chamber of Commerce there are some "real problem ad men who push their product claims beyond bounds of integrity." He indicated such admen are not typical of industry generally and pointed out that one of "greatest ethical acts" agency can perform is to persuade client his product "is not quite that good."

Capt. Miles nominated to U. S. advisory panel

Capt. Paul D. Miles, USN (ret.), executive secretary of Interdepartment Radio Advisory Committee, has been nominated by U. S. to serve on international panel to meet in Geneva next September. Panel will consider worldwide aspects of telecommunications planning and allocations, including broadcasting techniques.

Panel of seven experts was authorized at 1959 International Telecommunications Conference in Geneva to explore ways of relieving congestion in spectrum (between 4-27.5 mc) involving, in addition to broadcasting techniques, space communications as well as scatter, radio relay, high frequency, and land and submarine cables.

Gundy heads association

Phillip L. Gundy, senior vice president of Ampex Corp., has been elected president of Western Electronic Mfg. Assn. for 1961.

Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia) and United Artists Corp. (independents).

NTA Telestudios to test commercial vtr technique

NTA Telestudios will test what is described as significant development in video-tape commercial production field this week in New Orleans. Telestudios will tape footage for series of DuPont commercials using new single-camera technique. Tape footage will be integrated by intersync with other footage produced in New York.

Test is called first attempt at location production using single-camera shooting and subsequent utilization of intersync. If successful, method is expected to place on-location video-tape on more competitive basis with film. In past one advantage of film has been claim that sequences could be easily integrated.

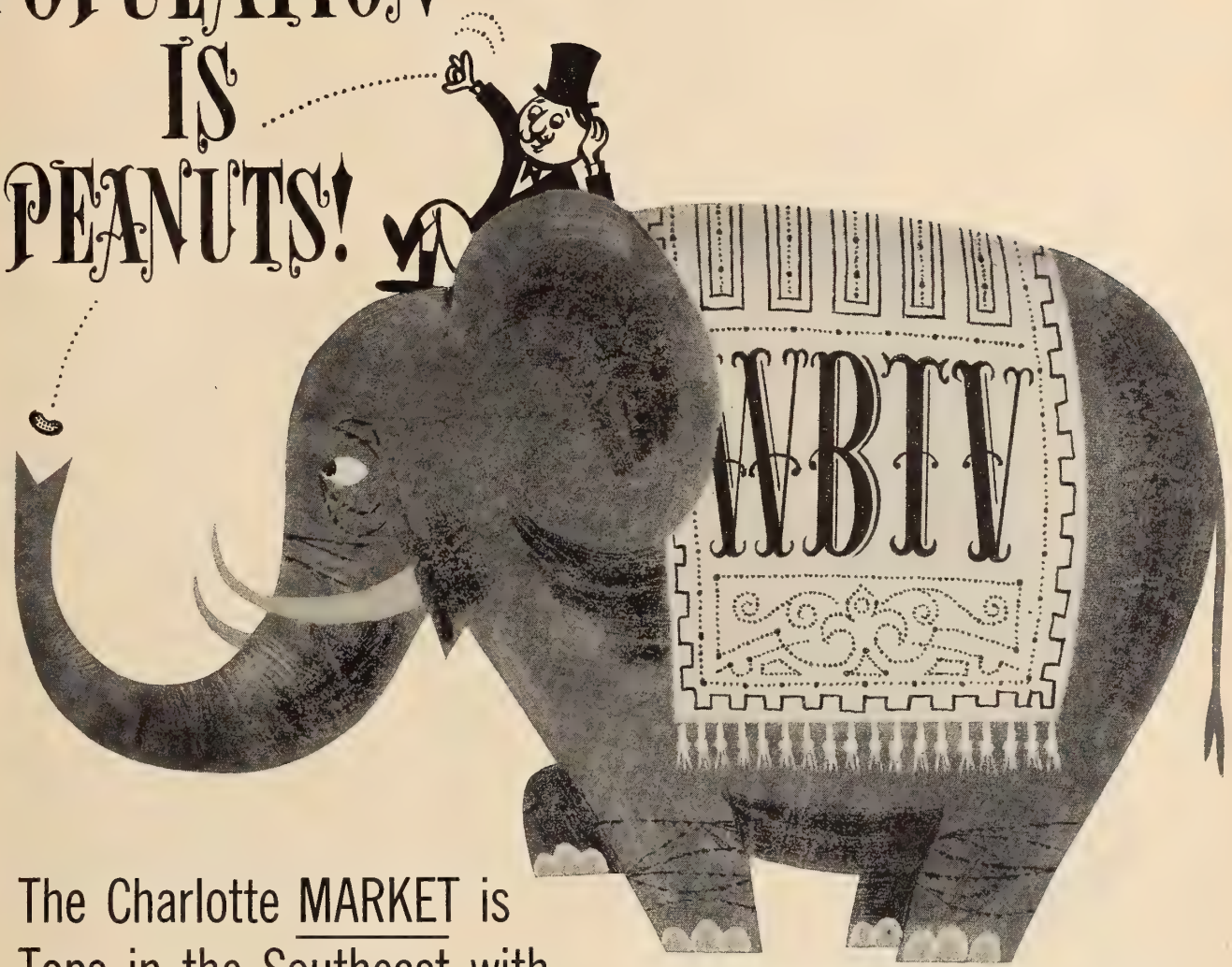
Transocean tv within year

AT&T said it hopes to have transoceanic satellite up "within year" and "will push vigorously toward this." Statement issued after FCC approved frequencies for space use by AT&T (see page 64). Satellites will make possible international transmission of tv and other forms of communication not feasible with today's cable and radio circuits, company said. It pointed out that cables and radio network carried nearly 4 million overseas telephone calls last year. By 1980, statement said, it is expected there will be 100 million calls per year, 25 times present load.

Business briefly....

Block Drug Co. (Polident denture cleansing kit), Jersey City, N. J., has earmarked $500,000 for network tv campaign in March and April to promote sales of kits during retailers' special offer. Similar promotion year ago, Block Drug said, doubled Polident's sales during seven-week deal period. Commercials will be seen on *This Is Your Life, Jack Paar Show, The Tall Man,* all on NBC-TV, and also in undetermined number of major daytime tv shows. Agency: Grey Adv., N. Y.

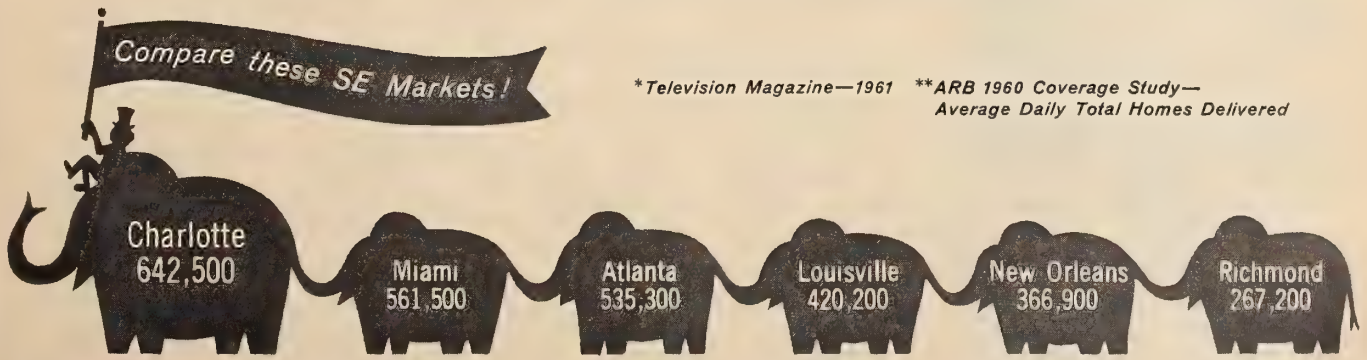
THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is Tops in the Southeast with 642,500 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still peanuts* compared to the TV Homes in the elephantine Charlotte Television Market.

Don't forget! WBTV Delivers 55.3% more TV Homes than Charlotte Station "B"!**



*Television Magazine—1961 **ARB 1960 Coverage Study—Average Daily Total Homes Delivered

YOU CAN QUOTE ME...

"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

John T. Nolan Jr.

President

Keelor & Stites, Cincinnati,

Agency for Southwestern Ohio Blue Cross



Call your WLW Stations' Representative... you'll be glad you did!

WLW-I Television Indianapolis

WLW-D Television Dayton

THE CROSLEY GROUP

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

W L W Radio

Crosley Broadcasting Corporation a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Jan. 23—Joint luncheon meeting, **Sales-Marketing Executives of Chicago, Chicago Federated Advertising Club** and **American Marketing Assn.** Speaker: Marion Harper Jr., president, McCann-Erickson, Sheraton Towers, Grand Ballroom, 12 noon.

Jan. 23—Hollywood Ad Club luncheon meeting, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—Oklahoma Broadcasters Assn. Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Washington Advertising Club** and **Sales Executives Club**, 9th annual Business Outlook Conference. Statler Hilton Hotel, Washington, D. C.

*Jan. 24—**Academy of Television Arts & Sciences**, Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Hollywood Palladium, Hollywood, 8 p.m.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 24-26—**National Religious Broadcasters**, Mayflower Hotel, Washington, D. C.

Jan. 24-26—Georgia Radio & Television Institute, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

*Jan. 26—**Chicago Agency Media Group**, second annual Media Representatives Award luncheon. Speaker: Leon Morgan, president, Buchan Adv.; topic: "Are you getting the most out of media representatives?" Fritzel's restaurant.

*Jan. 26—**Southern California Broadcasters Assn.** monthly luncheon, noon at the Hollywood Knickerbocker Hotel. Guild, Bascom & Bonfigli personnel will discuss the agency's attitude toward radio and how GB&B attempts to make it work for its clients.

*Jan. 26—New deadline for comments on **FCC** rulemaking which would prohibit sale of a broadcast license, except in certain instances, where licensee has outlet less than three years. Reply comments due Feb. 6.

Jan. 27—**Educational Foundation of American Women in Radio & Television**, board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television**, board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President John Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

*Feb. 1—**Television Bureau of Advertising**, showing of "The Progress of Discontent," Statler Hilton Hotel, Washington, D. C., 8 a.m.

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—Minnesota AP Broadcasters Assn. Radisson Hotel, Minneapolis.

Feb. 2-3—NAB Television Code Review Board. Beverly Hills Hotel, Hollywood.

Feb. 4—United Press International Broadcasters of Minnesota, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—Texas Assn. of Broadcasters spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—1961 Advertising Week.

*Feb. 6—**Hollywood Ad Club** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

*Feb. 6-7—**U. of Texas** Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

2. Two mid-day splits on the wire [illegible] have been extended to 25 minutes each, Mondays through Fridays, to permit the sending of more regional news, markets and weather. These splits are the ones called at 11:30A and 12:30P eastern time.

UNITED PRESS INTERNATIONAL BROADCAST NEWS Timetable

NEWSFEATURE PROGRAMS

		M	T	W	T	F	S	S	SENT
FARMING	The Farm Show	X	X	X	X	X	X		Overnight
	Market Summary	X	X	X	X	X	X		Overnight
FOR WOMEN In The Woman's World	The Woman's Beat	X	X	X	X	X			Overnight
	Mainly for Women	X	X	X	X	X	X		Overnight
	Women in the News	X	X	X	X	X			Overnight
HUMAN INTEREST & ENTERTAINMENT On The Lighter Side	The Calendar***	X	X	X	X	X	X	X	Evening
	The Almanac***	X	X	X	X	X	X	X	Overnight
	Flashback	X	X	X	X	X	X		Overnight
	In Your Neighborhood	X	X	X	X	X	X		Overnight
	Time Out	X	X	X	X	X	X		Overnight
	On the Record	X	X	X	X	X	X	X	Overnight
	Calling All Drivers								Overnight
	In Movieland	X		X		X	X		Overnight
	Deejay Discourse							X	Early Morn.
COMMENTARY AND REVIEW	Today's Commentary	X	X	X	X	X			Late Evening
	Names in the News	X	X	X	X	X			Late Evening
	Under the Capitol Dome	X	X	X	X	X			Late Evening
BUSINESS, RELIGION, SCIENCE	Business World	X	X	X	X	X			Daytime
	Weekly Business Review						X		Overnight
	Religious News						X		Overnight
	The Week in Science						X		Late Evening
NEWS OF THE BROADCAST WORLD	Along Broadcast Row	X	X	X	X	X			Daytime & Night
	Station to Station			(As available)					
SPORTS	Speaking of Sports*	X	X	X	X	X		X	Overnight
	Great Moments in Sports**	X	X	X	X	X			
	The Scorecard	X	X	X	X	X	X	X	Overnight
								X	Overnight
UNITED PRESS INTERNATIONAL SUNDAY SHOW	Moves Saturday night and early Sunday for use the same day or thereafter as desired. May be programmed for solid hour of air time or much longer with musical or commercial inserts. Individual sections cover human interest, foreign affairs, government, politics, personalities, science, news review and preview, in-depth documentary, background, historical material and women's news. Also clearing Sundays: Deejay Discourse—700 words of record patter for station music departments; the Sports Preview, sizing up the week in sports and previewing the week ahead; and the Sunday Music newsfeature.								
UNITED PRESS INTERNATIONAL SEASONAL SPECIALS	Each year United Press International Radio carries timely news shows in series. Topics include income tax, elections, spring fashions, home gardening, June brides, fall fashions and Christmas shopping. Also: On Broadway, the New York theatrical season. At the end of each year feature specials include 15 minute news shows, covering the year on the lighter side, farming, women's news and the year's news highlights. Other year-end news shows are Man of the Year, Woman of the Year, Story of the Year, and Top Records of the Year.								
UNITED PRESS INTERNATIONAL SEASONAL SPORTS SPECIALS	Special sports news shows in series include Along the Baseball Trail (18 scripts); Sizing Up the Majors (18 scripts); Sizing Up the World Series (3 scripts); Sizing Up the Kentucky Derby (3 scripts); Sizing Up College Football (12 scripts); Sizing up Professional Football (22 scripts); Sizing Up the Bowls (6 scripts); Sizing Up the Olympics (7 scripts, every four years); Football Prophet (every Thursday during football season).								

*Speaking of Sports is expanded to a 15-minute newscast on Sunday, reviewing the week in sports and outlining the week ahead.

**Great Moments in Sports is moved during the weekend for release during the following week.

***Moved during the weekend on a hold-for-release basis.

Talk about newsfeatures!

No other service has a lineup of salable features like this.

Stations like them because they get sponsors.

Sponsors like them because they get an audience.

United Press International



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47
Fresno, California

OPEN MIKE ®

Successful surgery

EDITOR: I felt as if I had been dissected when I first saw the write-up you gave me [RESPECTS, Dec. 19, 1960], but I have had so many pleasant remarks about it from your readers that I am now moving around again without embarrassment . . .—*William E. Matthews, Vice President and Director of Media Relations and Planning, Young & Rubicam Inc., New York.*

Younger set

EDITOR: YOU CERTAINLY CAN GET THE NEWS FAST; ACTUALLY, SOME INFORMATION IN YOUR ARTICLE [CLOSED CIRCUIT, Jan. 9] EVEN I DIDN'T HAVE. CONGRATULATIONS! TWO ITEMS YOU MAY WISH TO CORRECT. FIRST, DISTRIBUTION OF STOCK AMONG BUYERS SEEMS INCORRECT; SECONDLY, I AM 58 AND MRS. MACK IS 56. I AM OLD ENOUGH, PLEASE DON'T MAKE IT ANY WORSE. ALSO PLEASE AIR MAIL NEW YEARBOOK TO ME. —GERRY MCDERMOTT, PRESIDENT, KBUR BURLINGTON AND KMCD FAIRFIELD, IOWA.

[BROADCASTING is happy to add five more years to Mr. McDermott's lifetime and four more to Mrs. McDermott's during which they'll receive consultancy fee as part of deal in their sale of two stations, refers him to attorney for sellers and buyers, who corroborates ownership figures used in the item.]

Terminological error

EDITOR: Your item [AT DEADLINE, Jan. 9] contained an error in terminology. The last sentence referred to a gift of magnetic tape as "$10,000 worth of vtr. . . ."

Actually, the term VTR is an abbreviation of Videotape Television Recorder and scarcely can be construed as an abbreviation of "tape."

You know, of course, who manufactures the Videotape Television Recorder.—*Ellis Walker, Public Information Director, Ampex Professional Products Co., Redwood City, Calif.*

[BROADCASTING also knows, when not overlooking typoes, that $10,000 worth of vtr would be roughly about a fourth of one machine.]

'No sale' sign's up

EDITOR: It was indicated [CLOSED CIRCUIT, Jan. 16] that the broadcast stations owned and operated by the Nafi Corp. were available for purchase since its recent change in administration. I would like to call to your attention the true facts of the matter. No Nafi television station is for sale. Those who have approached us with a purchase proposal have been so informed.

In fact, our situation has been strengthened to the point that serious consideration is being given to expanded activities in television.—*Alvin G. Flanagan, President, Nafi Broadcast Division.*

BROADCASTING PUBLICATIONS INC.

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72 episode transition time period "natural"

Station programmers looking for real home-hitting quality—BROKEN ARROW's now available locally for the first time, direct from its striking success on the network. Nationally, BROKEN ARROW hits bull's-eyes both on Tuesday nights at 9 pm and on Sunday afternoons at 4:30 pm, repeatedly lifting the ABC-TV network into a top challenging position in ratings and share. Adult viewers truly enjoy BROKEN ARROW—67% worth for smart program-renewing sponsors General Electric and Miles Labs! And all-family audiences yum-yummied their candy and cereals from sponsors Mars Inc. and Ralston Purina. Michael Ansara and John Lupton star in this 20th Century-Fox produced series. You'll star in your market when you're first with BROKEN ARROW—in any time period. Better wire collect now.

FROM THE STUDIOS OF 20th CENTURY-FOX TV

BROKEN ARROW

ITC

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N. Y. 22 • PLaza 5-2100

MONDAY MEMO

from W. P. WHITEHORN, marketing dir., American Sponge & Chamois Co.

How a sponge absorbed tv's marketing magic

To make a woman's face up—
there are formulas of every kind.
But no man yet has found the way
to make her make up her mind!

But we still try every day, in every way.

The American Sponge & Chamois Co. was founded in 1869. Unlike the natural ocean sponge, whose evolution through the ages has been slight, Amsco grew and changed with the same vigor characteristic of young America.

Today Amsco has a large, diversified family of related products geared to the contemporary way of life.

A policy of keeping pace with the present and planning for the future is reflected in the many new products introduced by Amsco in recent years. Still new and better products are now in the development and testing stages in our new products department.

Tv Trial ▪ Four years ago, American Sponge & Chamois tried something new for a 92-year-old company — tv. Its president, A. J. Sloss (now chairman of the board), faced a problem in connection with one of our newest products, Amsco sponge cloth. This thin cellulose sponge in "cloth" form—one of many products in the American Sponge lineup—had been launched in New York after three years of test marketing.

Sponge cloth was perfected in Sweden and was introduced to the American market by Amsco. A sponge cloth when wet is about ⅛ of an inch thick and about 70 inches square. It has a waffle-like texture and an amazing capacity for absorbing water. Several characteristics of this unique sponge cloth have endeared it to the homemaker. In addition to its capacity to absorb twice as much water as conventional dishcloths, sponge cloth does not lint, can be boiled to sterilize and does not retain odors or soil.

It didn't take long for Amsco sponge cloth to gain entree to all kinds of hardware, houseware and grocery stores and supermarkets in the New York area. It was an exciting new product in a well-designed package. In fact, almost every major supermarket chain in the metropolitan area bought it.

Then the sales bottom fell out. Buyers at the top level had liked the product, but it was failing at the point-of-sale. Why?

It was a classic problem—but the solution was new to a company that had never invested a nickel in tv. We had to stimulate the consumer demand that would bring Amsco sponge cloth package displays out from behind the five-ton detergent boxes and the checkout chewing gum racks to a place in the sun where the housewife would see and recognize it.

Recognize it—and start unloading the throttled chain of distribution.

Big Decision ▪ The problem was tossed to Jim Schatz, American Sponge's ad manager (now executive vice president). "Here's a brand new $70,000 Amsco sponge cloth advertising budget. Where shall we spend it?" He drew a deep breath and replied, "Put it all in tv and see if the housewives come alive."

Amsco immediately launched an impressive tv schedule in the New York area, buying time with such tv-selling personalities as Josie McCarthy, Richard Willis, Herb Sheldon, Tex and Jinx and others. Then we sat back and waited.

We didn't wait long. Response on all levels was enormous. Best of all, our salesmen had merely to mention, "We're on tv," and pens miraculously appeared in buyers' hands and orders were signed. Before long, Amsco sponge cloth was on the front shelves of supermarkets all over the New York metropolitan area.

But, like everyone else, we're never satisfied with doing something good—it always has to be better! So four months after the first live program commercial had been aired, we sat down to explore further tv-selling possibilities of filmed spots. Using minutes, 20-seconds and IDs, we started a full spot schedule in the fall of 1957 that brought even more Amsco sponge cloth orders rolling in. As sales increased, store buyers and managers became more cooperative. Display improved; spot tv had proved itself. And Jim Schatz could breathe easier.

Building ▪ The following spring, the Amsco sponge cloth ad budget was boosted, with better point-of-purchase displays created to take full advantage of the tv effort. Our salesmen were glad-handed in every buying office in town. The tv stations cooperated in establishing mass displays all over the marketing area, with special mailings sent to all levels of the retail trade.

By 1959, we were ready for more marketing expansion. The product had scored an amazing success in the New York area, and the marketing formula —using spot tv—had been proved out. First target was Pittsburgh. Results were tremendous, with Amsco scoring its first million-dollar sales increase period. By now, we were being guided by a new advertising agency, Daniel & Charles Inc., New York. Their tv and radio people suggested the use of video tape to hold down costs of continuing our New York and Pittsburgh spot program while opening up further cities —supported now by 800-line newspaper ads. Tests were made throughout Connecticut and upstate New York.

Status ▪ We've planned a spring tv spot program in 27 U.S. marketing areas, backed up by newspaper and magazine ads with all kinds of point-of-purchase display and tie-in material. We're currently using half a million mailing pieces to the trade to announce this program alone!

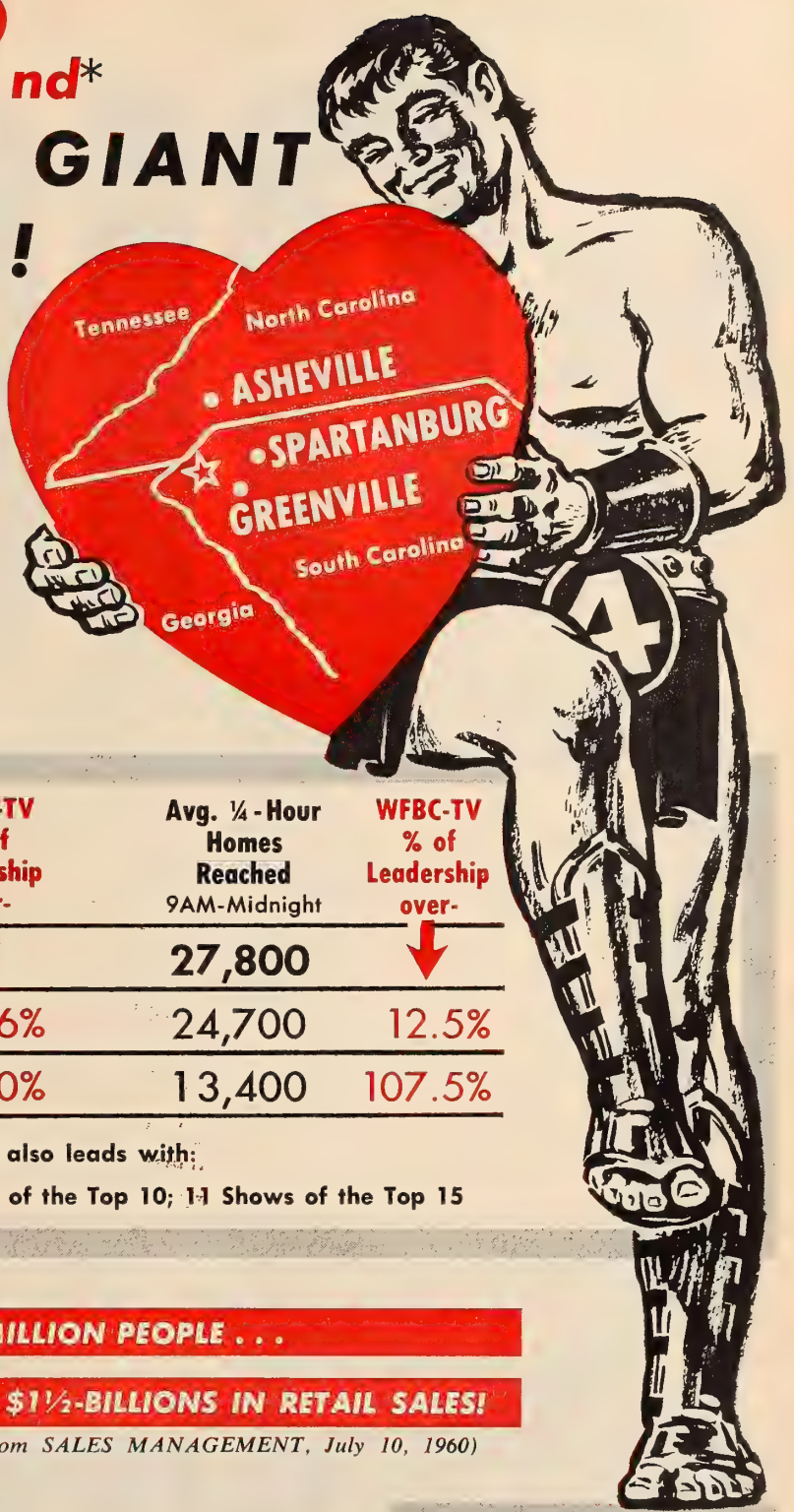
We still find remarkably useful this simple set of eight selling rules:

1. Select a sales target.
2. Build a selling program.
3. Invest in good advertising.
4. Sell your advertising program.
5. Be consistent.
6. Be patient.
7. Do what others fear to do.
8. Do it well.

Bill Whitehorn joined American Sponge & Chamois, Long Island City, N. Y., three years ago to preside over the substantial marketing success scored by its products on tv. He was formerly marketing vp for Sani Speed Manufacturing Co. (ball point pens), Cleveland; general sales manager of Cadie Chemical Products (polishing cloths), New York, and merchandising division account executive with Reuben H. Donnelley Corp., N. Y. He is a 1949 graduate of Pace College, N. Y.



THE 42nd* LOVES THAT GIANT BEST OF ALL!



*THE NOVEMBER 1960 A.R.B. shows that WFBC-TV leads in its 4-state market in nearly every important category. Ranked 42nd in the U.S. by TELEVISION MAGAZINE for Dec. 1960 "The Giant's Market" includes the metropolitan area of. . . .

Greenville-Spartanburg-Asheville

. . . the hub of a region which has America's greatest concentration of textile manufacturing, and has also the fabulous Smoky Mountains—Blue Ridge resort and tourist mecca for millions. Here are the figures from A.R.B., November 1960:

	Metro Share of Audience	WFBC-TV % of Leadership over-	Avg. ¼-Hour Homes Reached 9AM-Midnight	WFBC-TV % of Leadership over-
WFBC-TV	38.0	↓	27,800	↓
STATION "B"	31.0	22.6%	24,700	12.5%
STATION "C"	21.1	80.0%	13,400	107.5%

WFBC-TV also leads with:

4 Shows of the Top 5; 7 Shows of the Top 10; 11 Shows of the Top 15

THE GIANT'S MARKET HAS 2 MILLION PEOPLE . . .

$2-BILLIONS IN INCOMES . . . $1½-BILLIONS IN RETAIL SALES!

(Population, Incomes & Retail Sales data from SALES MANAGEMENT, July 10, 1960)

For complete details of the latest A.R.B., for information about "The Giant's Market," for rates and availabilities, contact the Station or our National Representatives.

sold by

AVERY-KNODEL

$ $

NBC

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

On The Gulf Coast

THE BIG ONE



Takes the *Measure*

WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 23, 1961 Vol. 60 No. 4

Tv reps bristle at CBS-TV spot plan

ANGER, DISMAY, HOPE FOR AFFILIATES REVOLT AMONG REACTIONS

CBS-TV appeared to have the hottest hornets' nest in all broadcasting on its hands last week as word of its rotating-minutes plan for selling late-morning programs spread among sellers of station time.

Station representatives mingled talk of Justice Dept. and FCC investigation with their old charges that networks once again were invading the spot field. Feelings of resentment and protest also were reported rising among CBS-TV affiliates, although they had not approached the decibel level of station representatives late in the week.

A revolt by CBS-TV affiliates was the obvious hope if not always the specifically stated wish of most leading reps who spoke up. CBS-TV authorities acknowledged that they had received some criticisms along with some queries from affiliates, but indicated the number had not been unusually significant.

Station reps were far more outspoken. One claimed that "this, on top of what ABC-TV and NBC-TV have been doing, is worse than the worst deals in radio in the old days."

The main criticisms of the representatives boiled down to these charges:

▪ CBS-TV has now joined and indeed has taken the lead from ABC-TV and NBC-TV in "raiding the spot sales field" by deciding to sell minutes instead of sponsorships in its late-morning block of programs.

▪ In addition CBS-TV has committed an even more universally damaging sin by pegging the prices of these minutes so low as to devalue the worth of all television time. Said one prominent rep official: "At these prices you can buy the whole CBS Television Network for approximately what it costs you to buy the first ten U.S. markets on a spot basis."

What Started It ▪ The plan that touched off the uproar, announced by CBS-TV 10 days ago and slated to become effective Feb. 13, calls for the sale of one-minute commercial messages at a gross price of $3,200 apiece ($2,800 in summer) in the 10 a.m. to 12 noon (EST) block of CBS-TV programs Monday through Friday (BROADCASTING, Jan. 16). Advertisers would be required to rotate their minutes among the various programs involved, currently being sold in traditional quarter-hour segments but not attracting many buyers on that basis. The programs are *December Bride* re-runs, *Video Village, I Love Lucy* re-runs and *Clear Horizon,* and they currently are running from one-half to nine-tenths sustaining.

The minute prices under the new plan, which would accommodate a maximum of six messages per half-hour, figure out to a top gross of $19,000 per half-hour ($16,800 in the summer) as compared to $52,000 gross per half-hour under the current plan. In announcing the new sales format CBS-TV authorities indicated they were forced into it by the competitive practices of ABC-TV and NBC-TV.

The CBS plan looks most akin to ABC-TV's "Operation Daybreak" sales system, which also permits advertisers to rotate messages among various daytime programs. ABC-TV authorities say "Daybreak's" average gross price per minute is $2,852 but that is reduced to $2,282 by ABC's practice of giving a free minute for every four bought. They also say most "Daybreak" selling is done on the basis of seven quarter-hours over a 13-week period.

NBC-TV contends it is not now selling daytime in minutes and that sales are rising so satisfactorily under the traditional sponsorship system that it has no intention of introducing such

The opening of new frontier in broadcast regulation



Present members of the FCC held a special meeting last week with the man President Kennedy has named to be their new chairman—Newton W. Minow (fifth from left). Briefing Mr. Minow on commission activities and problems are (l to r) Commissioners Charles H. King, Robert E. Lee, Rosel H. Hyde, Frederick W. Ford (present chairman), Robert T. Bartley, John S. Cross and T. A. M. Craven. Mr. Minow said he hopes to have until mid-March before taking office, replacing Commissioner King as a member. (Story on page 54).

REPS BRISTLE AT CBS SPOT PLAN continued

a plan. Under one name or another all three networks have for some time been selling minutes in certain nighttime shows.

Reaction ▪ Reps' reaction to the CBS plan embraced a wide range of criticism, including fear that if the plan to sell "spots" within programs is allowed to go unchallenged, the next network step might be to start selling commercials between programs—the highly cherished "adjacencies" upon which affiliates (and reps) depend so heavily.

In general the most charitable reaction was an occasional expression of resignation, or the attitude that "it's up to the stations to decide."

Here are the highlights of a spot check conducted by BROADCASTING:

Ed Shurick, executive vice president of Blair-Tv and a former CBS-TV man himself, indicated that CBS-TV stations will have to reach their own decisions, after weighing all considerations, as to whether they want to carry network service at "a great loss of potential revenue, which could influence the station's overall price structure." On the other hand, he said, stations could come to the conclusion that it might be more beneficial to invest in locally-produced tv programs with "the confidence they will be sold on a national spot basis." He added: "Perhaps the time has come for the Justice Dept. to give the networks the opportunity to work out their differences, particularly with respect to pricing."

Another major rep official said he had visited a CBS affiliated station last week and reported that the station manager was "very unhappy" about that network's latest selling plan.

Another leading rep who asked not to be identified said he had had a great deal of reaction from his stations and they are "damned upset." He continued:

"This sort of thing cuts the legs out of local revenue. When the leader indulges in it things are getting pretty bad and this plan is bound to be followed right down the line. God knows where it will end. They must have pushed the panic button at CBS. Sure their revenues are falling off, so they hope to reverse the trend and recoup by cutting their rates. It doesn't make sense."

Leapfrogging ▪ The networks have been playing leapfrog in their encroachment into spot and "it's a most unfortunate development" in the view of Frank E. Pellegrin, executive vice president of H-R Television. He said ABC started the game on the ground that "they had to do it for their economic livelihood—so bear with us, boys!" NBC followed suit, he continued, and didn't just match it but "went one better. CBS held off, saying it was contrary to the best interests of the industry. Now CBS finds itself pressured into it by competitive factors, so instead of matching it, CBS exceeds the others, playing leapfrog."

Another executive said: "It's an outrage and in contravention of the spirit if not the letter of the FCC regulation which told the networks to get out of spot. This works to the detriment of spot by taking spot and paying stations on the basis of network revenue—33⅓%. Any affiliate that accepts it is out of his mind. Stations are opposed—many of them violently. Many of them have got to be cozy because of competitive conditions and possibility of jeopardizing their affiliations. But some of them are positively apoplectic. They go right through the skylight."

Fred Brokaw, executive vice president, Paul H. Raymer Co., described the CBS-TV move as "a further extension of the network spot-carrier practice of selling that has been going on in television for more than two years." Mr. Brokaw added "Naturally enough, I'm 1,000% against it. It's not good business for us, and it isn't good business for stations. On this type of transaction, a station gets maybe 20% to 30% of what an advertiser invests. On a regular spot buy, through a national representative, the station will receive three to four times as much. Certainly, this is not going to help the station's financial position."

'Blow the Whistle' ▪ The official of another leading representative firm, who declined to be identified, was even more critical. He said stations should "blow the whistle" on what he called "these incursions into the spot business." He acknowledged that he did not know whether there could be any

Tape production sharply cut by CBS-TV

SERVICE RESTRICTED TO NETWORK CLIENTS IN MOVE TO TRIM COSTS

More than $5 million worth of television commercial and program tape production work—the biggest single chunk in the business—went up for grabs last week.

This surprising windfall developed when CBS-TV unexpectedly abandoned its No. 1 position in tape production by dropping, for all practical purposes, most of its taping activities for non-CBS-TV network clients.

The move, which mystified as well as shocked most tape experts, was seen in some quarters as part of a broader overall cost-consciousness dictated by CBS corporate leaders sensitive to a situation in which overall profits have declined despite rising sales. For the first nine months of 1959, CBS Inc. total sales rose $18 million but net income dropped by more than $2 million (BROADCASTING, Nov. 14, 1960), and the full-year report scheduled to be issued in February, is not expected to reverse that trend.

CBS-TV's tape work, which is handled by CBS Television Production Sales, was reported authoritatively to have yielded close to $1.5 million profit in 1960 on gross business which was pegged unofficially at about $5 million and which had been expected to go to $8 million or so in 1961.

Credit Bookkeeping ▪ Though some detractors speculated that the $1.5 million profit figure could have resulted to some extent from "bookkeeping techniques"—for example, not charging Production Sales for items such as rental of facilities and wages of technical crews, engaged from CBS-TV—this theory was denied by other network sources. "Production Sales is billed for charges like everybody else," a source said. "And it always has paid its way."

The net result of CBS-TV's decision is that Production Sales will cease to operate as a separate unit. Business on its books still to be completed—consisting of tape commercials, tv programs and special-interest taped telecasts for outside organizations—will be turned over for production by the network's live operations department.

CBS-TV issued no statement on its action. But a spokesman said that as part of a move to reduce overhead, three facilities—studios 62, 63, 64 (used in part by Production Sales)—are being closed, and the functions and personnel of the tape unit will be transferred to live operations. He claimed that the maintenance of these facilities was no longer warranted.

It was acknowledged that only "some

legal basis for a protest to the FCC but felt that such action might persuade the networks to "go more slowly" in the spot-carrier direction.

Young Television Corp., according to James O'Grady, executive vice president, views the CBS-TV spot plan as another "encroachment in the realm of a station's profit margin." He pointed out that the rotation plan also creates an additional workload on the stations, because they will have to rotate local spots to maintain product protection. He did not expect the affiliates to approach the network directly, but thought they might appeal to their state or regional affiliate boards—which he thought are not apt to take any action.

Tom White, vice president for tv, Avery-Knodel, felt stations have resigned themselves to participation plans since they have been forewarned by all networks' use of similar approaches in nighttime periods. The CBS plan, in his view, is a "disservice to the station," which will get less money than they would receive for regular spot sales. He acknowledged, however, that he "can't tell a man how to sell his product—I'm not going to tell CBS that they're wrong." He also reasoned that if an affiliate "feels that it is in its best interest to accept this plan, that's its prerogative."

"If all networks do this, it will make networks 'spot-casting' companies," according to Lloyd George Venard, president of Venard, Rintoul & McConnell. The added competition makes it tough for spot, and may affect certain accounts, he thinks, but he felt that not enough accounts are truly national for it to affect all spot directly. He explained that network "spot-casting" does not allow for concentrated drives in certain cities or states. Networks are going to find that facilities in two-station markets will not be available for "spot-casting," Mr. Venard predicted.

Scott Donahue, vice president in charge of tv sales for The Katz Agency, offered this observation in behalf of the sales firm and the stations it represents:

"This further network invasion of the spot field has very serious implications for the future of national spot revenues. It now seems apparent that all three tv networks have dedicated themselves to a course of commercial action that places them increasingly in direct competition with their affiliates. It would be a mistake to expect that national spot volume could long be maintained at present levels in the face of continued expansion of this network practice. Station management should consider carefully the ultimate effect of these network developments upon the individual station rate structure."

Swift Kick ▪ G. Richard Swift, president of the tv division of Bolling Co., attacked the CBS plan without equivocation. "CBS' 64% rate cut in the 10-12 a.m. segment and its participation plan reach right into the affiliates' pockets for spot dollars," he asserted. "It tortures the basic concept of all successful broadcasting: namely, improve the product until you can get your price, rather than keep cutting the rate until you sell the beast."

Mr. Swift said he had had immediate reactions from his stations, some of which he quoted as calling the plan "an abomination," "incredibly vicious" and "when they'll sell the whole network for less than one prime announcement in New York, it's unbelievable."

Jack Mohler, eastern sales manager, Television Adv. Representatives Inc., said, "We're certainly not enthusiastic, and I'm sure we're in complete agreement with other reps . . . We can't be in favor of this development." He said reps cannot do anything to stop this trend at networks but that stations can do something about it through their affiliate associations.

One station rep said he was "astonished" that apparently neither the CBS stations nor the CBS-TV Affiliates Advisory Board was consulted by the network before it took its "unilateral" action. Though he felt there were "no doubt economic reasons" for CBS-TV's move, he thought it would have been "gracious and thoughtful" if the network had kept affiliates apprised.

George Castleman, vp and director of sales development, Peters, Griffin, Woodward, thought it a little early for an official analysis, but said, "We are opposed to the plan, as I'm sure all reps are." He said that "several of our stations have indicated their disapproval, and they intend to discuss the whole matter with CBS at the earliest opportunity."

personnel" out of the 20-odd producer-directors, writers, salesmen and promotion employes and a dozen secretaries and clerks would be retained, but these sources could not specify the number. They admitted that outside clients would be accommodated only at times when network facilities and personnel were not committed to CBS-TV, but indicated that the network would not make a strong effort—as Production Sales had done—for outside work.

Pruning Denied ▪ CBS-TV officials would not confirm reports that it had adopted a long-range plan of overhead-pruning, except for a general tightening up over the past few years, but one executive pointed out the network recently divulged plans to spend at least $10 million to build a centralized production center in Manhattan (BROADCASTING, Jan. 9). This project is aimed at erecting nine studios only at the outset, and would relieve the network of a total of 14 lease arrangements, some of which are said to be burdensome. It is believed that as leases expire, as is happening with studios 63 and 64 (used in the past by CBS Television Production Sales), the network will not renew all of them.

Another vital cost factor tied in with the studios is the maintenance of technical crews. As studios are eliminated, the need for crews to man them is lessened. CBS currently is negotiating for a new contract with the International Brotherhood of Electrical Workers and is expected to press for a reduction in the number of staff technicians in view of its facilities-elimination move. Its projected cutback, at the least, places the network in a strong bargaining position.

According to well-placed sources, CBS brass, discomfited by its financial picture, ordered an extensive survey into the cost factor late last fall and came to the conclusion that the road to greater profits lay through either (a) increased investment and expansion of facilities and associated personnel or (b) a curtailment of its facilities and associated personnel. After considerable thought, network authorities reportedly concluded that "overhead can kill you" and decided on "operation cutback."

Agencies Surprised ▪ The first casualty of the blueprint was CBS Television Production Sales. The move was greeted with consternation by advertising agency executives and by officials of competing tape companies. The network itself made no announcement, and for the most part authorities replied to inquiries about it in discreet and often vague terms. The tape unit was regarded by agencies and even by envious competitors as the "number one" organization of its kind, with agencies, particularly, characterizing it as "a high quality shop." In terms of sales, even competitors grudgingly admitted it was "on top," with sales from its New York and Hollywood operation grossing more than $5 million and earning net revenues of about $1.5 million.

The network apparently felt that the move, if announced directly and with no amplification, would have the effect of a bombshell. One spokesman who answered questions would not acknowledge that outside clients would not be served in the future. He conceded that CBS Television Production Sales no longer would operate as a separate en-

tity but said its functions and personnel would be transferred to CBS-TV's live operations department. He said the reason for this "reorganization" was to reduce overhead. He reported that the network has decided to close studios 62, 63, and 64 because the maintenance of these facilities was no longer warranted.

Under questioning, he acknowledged that only "some personnel" out of the 20-odd producer-directors, salesmen and promotion employes would be retained, but could not specify the number. He also acknowledged that outside clients could be accommodated only if network facilities and personnel were free of CBS-TV network commitments and indicated that the network would not make a strong bid for outside business.

Two Years Old ▪ The unit was formed almost two years ago. Thomas Judge has been its director for about a year and a half. Mr. Judge himself declined to comment on the network's action, referring inquirors to CBS-TV's press information department. Efforts to discuss the situation with other members of the unit proved equally fruitless, although some said they were "disappointed" and "bewildered" by the network's action.

CBS-TV also was attempting to find positions for about a dozen secretarial and clerical employes in New York and Hollywood that were attached to Production Sales.

Agency executives and other tape producers believed there were several factors (outside of the cost-cutting motive) that contributed to the decision to abandon CBS Television Production sales and they were strong in the belief that the network would discourage outside business in the future. They cited these other factors:

▪ There was a constant tug-of-war between CBS Television Production Sales and the network's program department over the use of studios and technical crews. For example, the program department would ask for a studio and find out that Production Sales was doing a hurry-up job for a client. Again, a particular network client (or a spot client) specifically asked for a certain technical crew and learned it was otherwise engaged. These incidents, which cropped up fairly frequently, reportedly created a tense atmosphere and a feeling of ill-will between network programming and production sales personnel.

▪ The possibility was raised that CBS-TV might fear an investigation by the government on antitrust questions if it continued in "free lance" tape work. The Film Producers Assn. of New York, which represents film commercial makers, asked the Small Business Committee of the House about two years ago to explore the possibility that there might be some infringement of the antitrust laws when a network produces commercials for spot advertisers. FPA's point was that networks active in many areas of telecasting, could conceivably give network customers a price concession on spot business and thus restrict competition. As far as is known, FPA has not pursued the subject, because its member producers, enthusiastic about tape at that time, have dropped plans for becoming active in video-tape.

▪ There was evidence compiled by the network that, despite production sales-network program department's occasional skirmishes over the use of facilities, there were occasions when the three studios in question were not utilized at all. On an overall cost basis, the network questioned whether the overhead expenses justified the retention of even a profitable operation under the circumstances.

CBS Television Production Sales, in addition to making taped commercials for advertisers, was active in producing taped programs for use on other networks and stations and in producing tape and television recordings for U. S. government agencies and business-medical-religious organizations.

Among the taped programs produced there have been the *Dow Hour of Great Mysteries* (NBC-TV); *The Play of the Week* and *The Concert of the Week* (both National Telefilm Assoc.); *American Heritage* (NBC-TV) and Phil Silvers special programs and the Leonard Bernstein-Philharmonic series on CBS-TV, which were ordered, not by the network, but the outside producing organizations. It was said the unit produced "very little" for CBS-TV itself.



In happier days CBS Production Sales taped commercials for most leading television advertisers and their advertising agencies. Here, a Hanes Hosiery commercial is taped in CBS Studio 72.

Of its estimated $5 million in sales in 1960, approximately $2 million were for taped commercials and the remainder for tv programs and special interest (government-scientific-religious) programs. A survey by Videotape Productions of New York some time ago indicated that gross sales in the videotape commercial field throughout the country in 1960 were "just under" $10 million.

Competitors in New York last week were justifiably delighted that a formidable competitor had erased itself. Leading companies in the field there are NTA Telestudios, Videotape Productions of New York and National Video Tape Productions Inc. A host of smaller companies also are active in the field and Reeves Soundcraft Corp. recently revealed plans to launch an ambitious video-tape operation.

Rep appointments...

▪ WKAB Mobile, Ala., and WNVY Pensacola, Fla. (Gulf Network stations): Venard, Rintoul & McConnell, N. Y.

▪ WFMB-FM Nashville, Tenn.; WKTL Sheboygan, Wis.: Walker-Rewalt Co., N. Y.

▪ KDB-AM-FM Santa Barbara, Calif.: Sandeberg/Gates Inc.

▪ WHAV Haverhill, Mass.; Foster & Creed Inc., Boston, as New England representative.



HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety — from good music, news and sports to thoughtful public service, local interest, and then some.

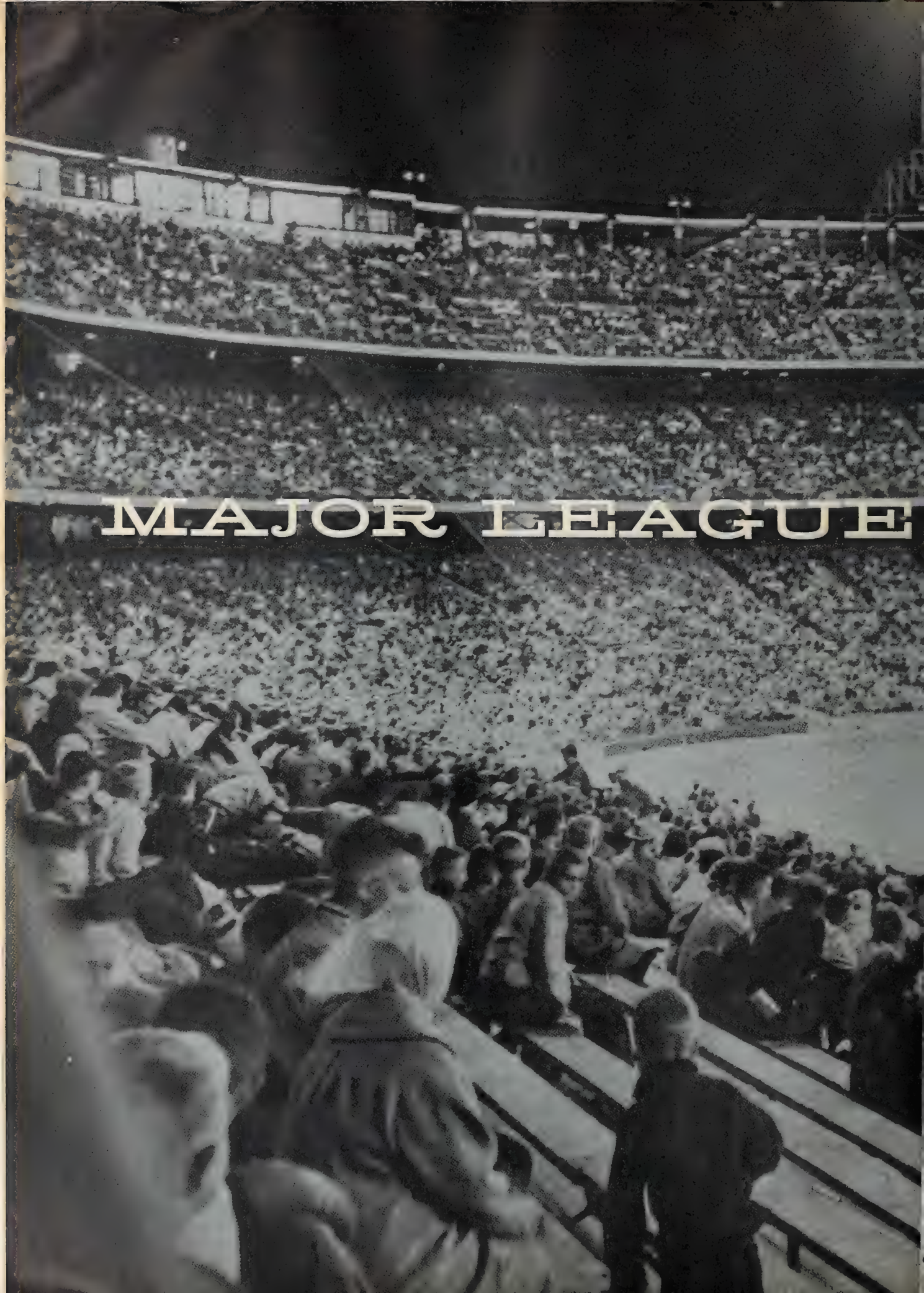
Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

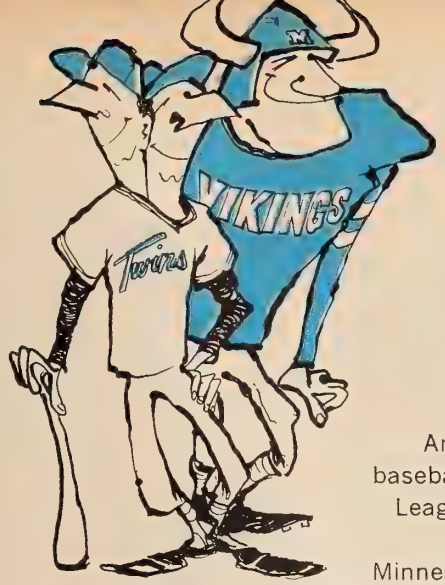
WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina


MAJOR LEAGUE



American League baseball and National League Pro Football have come to Minneapolis, St. Paul.

Yes, the Twin Cities are major league. This spring the MINNESOTA TWINS baseball team will be very much in the race for the pennant while later in the fall the MINNESOTA VIKINGS will battle the best the NFL has to offer.

Now more than ever, the Twin Cities are a MAJOR market . . . in population, 1,410,200; in income, $2,878,895,000; in community enterprise.

The Twin Cities are major league because we THINK major league. It is this thinking that built beautiful Metropolitan Stadium, the home of both clubs. It is this thinking that started one of the biggest building and city redevelopment programs in the nation.

It is this type of thinking that has made WCCO Television the dominant station in this area. Call Peters, Griffin and Woodward to find out why WCCO Television is the DIFFERENCE BETWEEN GOOD AND GREAT in the Minneapolis, St. Paul, MAJOR LEAGUE market.

4

WCCO

FORD'S TV OBJECTIVES AND RESULTS

RTES told about how plans four years ago brought results

The Ford Div. of Ford Motor Co. had a good year on the networks four seasons ago.

A rundown on 1957-58 broadcast strategy was offered members of the Radio & Television Executives Society in New York last week by a programming vice president of Ford's agency, Robert E. Buchanan of J. Walter Thompson. In retrospect it looked impressive. At the same time it served to dramatize the changes tv can make in the planning of a giant advertising firm over only a few years.

Mr. Buchanan brought out the media plans four years later just as submitted in Dearborn, Mich., to Ford people in February 1957 and approved the following April. Then he entered actual audience scores on the ledger for comparison with goals. Virtual balance of the columns doubtless helped agency and client decide to open the historic record, billed by RTES as a first-time disclosure of a JWT presentation as made to a client.

The presentation, summary of an 80-page, 43-exhibit original reduced to luncheon-speech proportions, was offered as proof that "sponsors can make things happen in broadcasting."

With a four-show television lineup for 1957-58 (*The* [*Tennessee Ernie*] *Ford Show* on NBC-TV; *Richard Powell-Zane Grey Theatre,* NBC; *Suspicion,* NBC, and special *Desi-Lucy* hours on CBS), the Ford Div. set out to communicate an image of youthfulness, prestige and fun to its product. All shows were on within the 8-11 p.m. peak viewing periods. Coverage had to be 95% per program. Audiences were picked to supplement each other covering a wide national spread in income, age and size of family (Tennessee Ernie, older, rural; *Zane Grey,* younger; *Suspicion,* metropolitan, high-income; *Desi-Lucy,* mass circulation). Mr. Buchanan filled in other considerations show by show, star salesmanship, contrasting formats, strategic network positioning for subsequent seasons, etc.

Statistically, these are some of the things Ford aimed for and what it achieved:

Objective		Result
Commercial time:		
9 minutes per week, reaching		12
85% of tv homes in a four-week period, delivering		83
10 commercial minutes per average home reached		9
Share of audiences:		
40% per program	Ford show	45.1
	Zane Grey:	43.4
	*Desi-Lucy:	57.2
	*Suspicion:	35.9

*Both short-term schedules

Cost efficiency: Better than average for all evening shows. $3.53 cpm

Today a 40 share is "just beyond reach," Mr. Buchanan noted in assessing the '57-'58 campaign and gave 37.5 as a more up-to-date possibility.

Backgrounding the decision to shoot for a 40 share four seasons ago, Mr. Buchanan showed that in 1956-57, three of the four leading tv users had six or more programs, enabling them to replace weaker ones, edging program risk and providing greater opportunity to achieve a good share. General Electric (with four programs) scored 43, Procter & Gamble (nine) 41.9, R. J. Reynolds (six) 40.2 and General Foods (seven) 39. In the automotive field: Chrysler Corp. (six) 34, General Motors (four) 33 and Ford Div. (three) 38.5. During November-December 1956, the program executive said, 43 of 131 evening programs had shares of 40 or better, 88 fell below that mark and the average was 33.7.

Radio's Role ▪ With CBS Radio added to the national broadcast picture, the Ford Div. was on the air every day of the week four seasons ago. Setting out to make a "new use" of radio, Ford got help from CBS in lining up choice segments of "station option" time for star features throughout the day. It added up to 51 radio commercial minutes a week and 17.8 minutes of commercials per radio home or car reached. The lineup included *World News Roundup* in the morning, *Arthur Godfrey* in the late afternoon, *Edward R. Murrow* at the 6:45 p.m. quarter-hour and *Bing Crosby-Rosemary Clooney* in a daily 6:30 or 7 p.m. half-hour.

While intervening seasons since fall 1957 have changed the tv picture, one question put to Mr. Buchanan from the floor after his RTES presentation added a contemporary note. Asked about tv's ability to move big-ticket products, the JWT executive observed that Ford's Falcon was "far and away" the best-selling new compact last year. By last season Ford was down to two tv shows, *The Ford Show* and *Wagon Train,* the same two that continue to carry the divisional banner this year. For the Falcon record last year, Mr. Buchanan gives much of the credit to creative use of tv and the "Peanuts" cartoon characters both in tv commercials and print advertising.

One of the client's proudest program achievements has been *The Ford Show,* which the JWT programmer offered to illustrate how an unknown evening quantity from the daytime period occupied by Tennessee Ernie in the 1956-57 season, became with some daring and experimentation, an asset—the most successful new show of [that] season," successfully bucked *Playhouse 90* on CBS, offered a favorable cost-per-thousand because of contractual terms, gave Ford a live commercial showcase with a "tremendous personal salesman," provided ideal sponsor identification

Agencies don't have much left after taxes, etc.

How much "profit" does an agency make?

Not many agencies will tell you. It isn't the nature of the business. But it isn't much: the net income column is just as skinny as other businesses, taxes, wages and other expenses being what they are today.

Take Needham, Louis & Brorby Inc. for example. This good-sized, Chicago-based agency is one of the few that discloses its annual financial situation. Board Chairman Maurice H. Needham and President Paul C. Harper Jr. last week told the agency's 149 stockholding employees (41% of the personnel are share owners) that billings in 1960 were $45,576,626, an increase of $7,146,582 or 18% over 1959. Commissions and fees totaled $6,617,692. Net income amounted to $382,533 or 84/100ths of 1% of billings (or 5.78% of commissions and fees).

Total billings were the highest in the agency's 36 year history and have increased 400% in the past decade. NL&B's combined radio-tv billing was $26.2 million in 1960, with $22.6 million in tv and the other $3.6 million in radio (BROADCASTING, Nov. 21, 1960).

How did 1960 compare with the two previous years? Total 1959 billing: $38.4 million; commissions and fees, $5.62 million; net income, $248,538 (0.65% of billing, 4.42% of commissions and fees). Total 1958 billing: $37.8 million; commissions and fees, $5.67 million; net income, $203,403, (0.54% of billing, 3.58% of commissions and fees). Net worth in 1960: $1.79 million; 1959-58, $1.6 million.

Where did NL&B's gross income dollar (commissions and fees) get spent last year? Of each dollar: salaries, 55.3 cents; profit sharing, 6 cents; dividends, 1.3 cents; earnings retained, 4.5 cents; rent, 7.6 cents; office expense, 2 cents; all other, 17.8 cents.

NL&B's total billing in first year, 1925: $300,000.

BURT LANCASTER
VIRGINIA MAYO

A NORMA-F.R. PRODUCTION

THE FLAME AND THE ARROW

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



and made a hit with company and dealers.

Although Mr. Buchanan didn't bring it up last week, Ernie Ford has been reported—although unofficially—to be retiring. That will leave the Ford Div. with *Wagon Train* as its only obvious leasehold in regular network tv, presaging probable new broadcast moves by JWT and the client at Dearborn.

Tv commercials fete set May 4 in New York

The second American tv commercials festival will be held May 4 at an all-day screening and award program at New York's Hotel Roosevelt, Wallace A. Ross, festival director and initiator, announced. Deadline for entries is March 1. Film or video tape commercials shown between March 31 last year and March 1, 1961, here and in Canada are eligible.

More than 5,000 advertisers, agencies, producers and tv stations last week received announcement brochures containing details on the competition of 30 "best of product category" awards and 10 or more "craftsmanship and advertising achievement" citations. Last year's roster of 25 "commercials classics" of all-time standouts will be augmented by 25 more. Entries totaled 1,327 last year.

A statement encouraging participation was issued by John P. Cunningham, chairman of Cunningham & Walsh, New York, and chairman of the "tv commercials council," jury of the American festival, who said that as vice chairman of the Advertising Federation of America he is aware that screenings of last year's prizewinning reels by industry groups are serving to showcase talent and taste and improve tv advertising. Serving with Mr. Cunningham on the agency and advertiser advisory boards: Barton A. Cummings, president, Compton Adv.; Bryan Houston, president, Fletcher Richards, Calkins & Holden; Charles Feldman, senior vice president and creative director, Young & Rubicam; Margot Sherman, vice president and creative plans chairman, McCann-Erickson; J. E. Burke, vice president and merchandising director, Johnson & Johnson; Richard E. Dube, manager of broadcast production, Lever Bros.; James S. Fish, advertising vice president, General Mills; E. P. Genock, television manager, Eastman Kodak; M. M. Masterpool, advertising manager, GE Housewares Div.

Jack W. Minor, marketing director, Plymouth-Valiant Div. of Chrysler Corp.; Ralph P. Olmstead, advertising vice president, Kellogg Co.; Julius Rudominer, vice president for sales and advertising, Rayco Corp.; Harry F. Schroeter, general advertising director, National Biscuit Co.; Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son; Alfred Whittaker, advertising director, Bristol-Myers; Robert W. Young Jr., vice president and director of marketing, household products, Colgate-Palmolive Co.

There are some 60 more agency, station and publication representatives on an executive board of judges, which with the other two groups makes up the entire council for judging the tv commercials.



Eldon, the great toy inventor

In its first use of television, Eldon Industries Inc., Hawthorne, Calif., is advertising a new toy, called "Jumping Jack," with an approach that is humorous and relaxed, in contrast with the hard sell of much of the toy industry's tv advertising. The introductory campaign was scheduled to begin Jan. 15 and will run through Feb. 19 over KRCA-TV and KTLA (TV), both Los Angeles.

The one-minute filmed commercial features an overgrown boy-inventor, named Eldon, and his hag-type mother. The setting for the commercial is a misshapen house deep in a sinister forest. The commercial opens with Mother calling down to the basement to Eldon, who replies he has just completed his latest invention—a Jumping Jack. He demonstrates it for her and the dialogue establishes that the toy is "strong," "goes for four minutes" and can be set to rotate "fast or slow." The scene ends with Eldon and his mother jumping like the toy and Mother exclaiming with maternal pride: "Made by Eldon!"

The commercial was created by Eldon Industries' agency, Guild, Bascom & Bonfigli, San Francisco, with Richard K. Arnold writing the copy and David Fulmer acting as producer. It was filmed at MPO Productions Inc., New York.

Ad budget set for new Johnson & Johnson push

Johnson & Johnson, New Brunswick, N. J., is allocating an estimated $5 million in television, newspaper and magazine advertising, starting in late January, to promote Micrin, its new oral antiseptic. The campaign is said to be "the biggest in J&J history."

This is the mouthwash product that Johnson & Johnson kept under wraps (and under lock and key) for some time in a program of maximum security (BROADCASTING, June 13, 1960; CLOSED CIRCUIT, April 18, 1960). It was test marketed on tv in Columbus, Ohio, Portland, Ore., and Eureka-Redding and Sacramento, all California, for nearly a year, and is intended as a competitor of Listerine.

Through Young & Rubicam, New York, the introductory advertising program will include commercials on ABC-TV daytime and ABC-TV and NBC-TV nighttime shows. The nighttime schedule will be on NBC-TV's *Laramie* and ABC-TV's *Donna Reed Show* and *Surfside 6*. The daytime business will be ABC-TV's "Operation Daybreak," in which a Micrin spot announcement will be used at least once each weekday.

Source: Nov. Arbitron



Good reason to cheer!

Today, in seven-station New York, Channel 2 reaches 53% more audience than the second station. This gigantic margin of leadership, better than twice that of a year ago, is an all-time Arbitron high! **WCBS-TV**

CBS Owned · Represented by CBS Television Spot Sales



Florida's most interesting curves...

. . . are on reports of booming business in the thriving Northeast Florida-South Georgia region. *Only* WJXT in Jacksonville puts television advertisers in the swim of things in the *entire* market! With 65 vs. 39 county coverage in all rating reports, WJXT *consistently* delivers more homes, more people, more opportunities to dominate a prime market!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*



THERE'S NO MYSTERY ABOUT WHO'S NO. 1* IN NASHVILLE...

WSIX·TV8

...located in the NATION'S 47th TV MARKET**

*BOTH NIELSEN & ARB REPORT

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8,000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**TELEVISION MAGAZINE DEC. 1960

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

VIDEOTAPE NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio

Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

Business briefly...

Top Value Enterprises Inc., Top Value Stamps, Dayton Ohio, will sponsor *Highlights of the 1961 Circus,* with Arthur Godfrey as ringmaster, on CBS-TV April 20 (Thurs. 7:30-8:30 p.m. EST). The Advertiser also sponsored last year's program of highlights from the Ringling Bros. Barnum & Bailey Circus, which will again be video taped in the Greensboro, N. C., Coliseum. Agency: Campbell-Mithun, St. Paul, Minn.

Whirlpool Corp., St. Joseph, Mich., will sponsor NBC-TV's coverage in color of the Grande Parade of the St. Paul Winter Carnival (Sat. 3:30-4:30 p.m., EST). NBC commentator Roy Neal will emcee the program which Ed Pierce will produce. Agency: Kenyon & Eckhardt, N. Y.

Wynn Oil Co., Azusa, Calif., has purchased half sponsorship of college basketball's National Invitation Tournament. NBC-TV will cover two contests, an early-round game on Saturday (March 18) and the championship battle one week later. Tv time for both games, originating from New York's Madison Square Garden, will be 4 p.m., EST. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

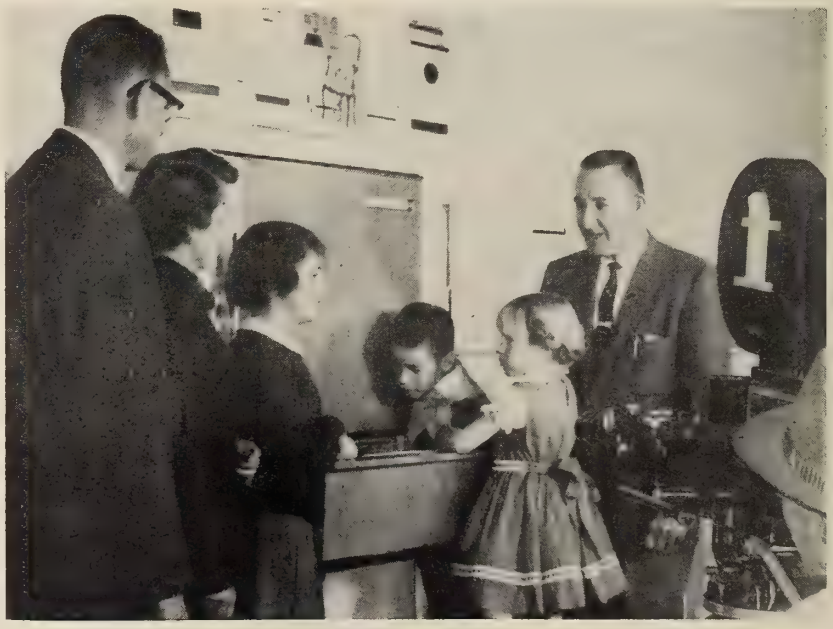
Parker Pen Co., Janesville, Wis., and **Vick Chemical Co.,** N. Y., purchased

Dealers subject of new Westinghouse campaign

To re-inspire public faith in the appliance retailer, Westinghouse Electric Corp. is producing 12 network tv commercials which, together with related advertising, will cost almost $1 million. This is believed to represent the first expenditure of such magnitude by a manufacturer aimed at promoting and publicizing dealers, rather than advertising goods and services. The campaign is being built around a "partnership pledge" made to the public by Westinghouse and its dealers. The pledge assures the consumer of the intention to offer not only quality products and dependable service, but also fairness and honesty in all business relations.

The commercials, the first of which will be presented on the Feb. 3, *Westinghouse Playhouse-Nanette Fabray Show* (NBC-TV, Friday, 8:30-9:00 p.m., EST), will feature actual Westinghouse dealers speaking and doing business from their own stores.

Westinghouse has undertaken the campaign to defend the applicance industry against critical attacks of recent years.



Jack Rook Jr. (left), a Westinghouse dealer in Boulder, Colo., and his father Jack Rook Sr. (right), show typical customer Mrs. Helen Perry and her three children, some of Westinghouse's latest appliances. The scene is being filmed for presentation on "Westinghouse Playhouse-Nanette Fabray Show." Completed film will be one of 21 network tv commercials Westinghouse will use to help restore consumer confidence in the appliance dealer.

SOUNDSMANSHIP

DEFINITION: Today's radio business. The business of creating that different, can't-be-copied sound-image for your radio station. The sound-image that produces peak sales.
SOUNDSMANSHIP = RADIO SALESMANSHIP

How do you get SOUNDSMANSHIP?

EASY. Call your Ullman-Man. He'll tell you the facts about

THE BIG SOUND

the program and production service that digs more dollar$ for you

IMN JINGLES and TARGET JINGLES

the station jingles with the most ear appeal for every format

SPOTMASTER tape cartridge equipment

the complete hi-fi, low-cost recorder-playback unit

to put **SOUNDSMANSHIP**
to work for you now,



RICHARD H ULLMAN, INC.

1271 Avenue of the Americas, New York 20, N.Y. PLaza 7-2197

THE BIG SOUND is produced by Stars International, Inc. and sold exclusively in the U.S.A. by Richard H. Ullman, Inc., both Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood, Calif. New York, N.Y.

"Special Events" on KTTV, Los Angeles



GUNMAN'S LAST STAND — Bill Welsh describes the action as KTTV camera focuses on Los Angeles patrolman in house-to-house chase after bank-robber.



"In our role as a source of information, entertainment and inspiration, we in television must think first about the needs of our own community. In presenting the finest entertainment programs, KTTV pays close attention to the tastes and convenience of all Southern California. In covering news and special events, KTTV has taken its cameras out among the people nearly 5,000 times—believing that television is most virile and valuable when reporting community events first-hand."

ROBERT BRECKNER
Vice President & General Manager
Station KTTV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Giving the community action at first-hand

"To cover an event of community importance, the best way is to put the entire community in an eye-witness position. In brief, let people see History as it is happening."

All its life, KTTV has believed and acted upon this policy. No wonder a cross-section of Southern California, polled recently by Facts Consolidated, quickly named KTTV as Number One news and special events station.

Through the eyes of KTTV cameras, millions of Californians have watched officers pursue and capture gunmen . . .

. . . have so much enjoyed the Rose Parade that KTTV's audience is almost as large as that of all other Rose Parade stations combined . . .

. . . have cheered and cursed their beloved Dodgers . . . followed fire-fighters through forest hells . . . experienced the tranquil joy of Easter Sunrise services at Hollywood Bowl.

In consequence, throughout Southern California, the word is: *If it's going on, it's on KTTV.*

To Blair-TV, creative community-interest programming by great stations like KTTV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

weekly co-sponsorship of *The Ida Lupino Show* on the five-station Central American Television Network (in which ABC International has an interest), beginning in March.

Cartier Inc., jewelers and silversmiths, N. Y., in its first radio campaign, purchased participation on the *Casper Citron* interview program on WRFM (FM) New York (Mon.-Fri. 11 p.m.-midnight). Agency: Albert Frank-Guenther Law, N. Y.

Outboard Marine International, Evinrude, Johnson and Gale outboard motors, Waukegan, Ill., sponsored global broadcasts of the 51st Motor Boat Show from New York's Coliseum over WRUL New York, key station of the Worldwide division of Metropolitan Broadcasting Corp. A half-hour Spanish program also was beamed throughout Latin America on Jan. 18 and a half-hour English broadcast for audiences in Europe and Africa was aired Jan. 19. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

Falstaff Brewing Corp., St. Louis, through Dancer - Fitzgerald - Sample, N. Y. will sponsor play-by-play broadcasts of the Los Angeles Angels' baseball games for 1961 on a special sports radio network with KMPC Los Angeles as key station.

Bymart-Tintair Inc., N.Y., creme color shampoo, home hair-coloring and creme hair-lightener, started a heavy year-long network and spot tv campaign Jan. 16 with an ad budget much larger than last year and emphasis this year on tv instead of print. Included are a 52-week participation in several daytime shows on ABC-TV and saturation spot campaigns in all major markets. Agency: Kastor Hilton Chesley Clifford & Atherton, New York.

Beltone Hearing Aid Co., Chicago has announced an increase in total ad budget from under $1.25 million in 1960 to more than $1.5 million in 1961. Firm this week begins participations in CBS Radio and ABC-TV programs with emphasis on name personality tie-ins. Drive also includes enlarged co-op radio-tv spot budget for dealers. Spot materials are being supplied through distributors. Agency: Olian & Bronner, Chicago.

Agency appointments...

▪ Laddie Boy Dog Food, Atlas Canine Products, both Glendale, N.Y., and Tippie Dog Food, Philadelphia, appoint Richard K. Manoff, N.Y. Heavy spot tv is planned.

▪ Sands, Taylor & Wood Co., exclusive distributor of King Arthur Flour, appoints Charles F. Hutchinson Inc., Boston, to handle its advertising.

▪ A.S.R. Products, a division of Philip Morris Inc., N.Y., appoints Benton & Bowles, N. Y., to handle the advertising for all its razor and blade products. These include Gem Safety Razors and Blades, Pal Injector and Personna Blades. The client, which plans to increase tv-radio expenditures, has been handled by Kenyon & Eckhardt, with billings of about $1.6 million last year.

KKIS advertisers sign 'truth pledge'

KKIS Pittsburg, Calif., to win the faith of its listeners in its commercials, demands of advertisers that they sign an affidavit certifying truthfulness of copy submitted.

The advertisers' pledge has been incorporated into all the station's commercial contracts. The conditions are announced on KKIS' announcements, informing the public that they can have faith and confidence in its advertising. The spots also invite any listener who discovers a fradulent claim or dishonest statement to so inform the station (by long distance collect, if need be).

The policy has paid off in an average of more than 200 letters per week from listeners congratulating the station and discussing its music and editorials, KKIS reports.

Educating the customer termed agency function

"Education of corporate directors to the needs and effectiveness of sales promotion and advertising programs is a vital function of advertising agency and sales department personnel," H. E. Cassidy, president, The McCarty Co., Los Angeles agency, said Monday (Jan. 16).

Addressing more than 30 sales executives of Products Research Co. at its annual western sales conference in Burbank, Calif., Mr. Cassidy pointed out that corporate directors "are generally men who arrived at their positions through experience in finance, law, production, engineering or administration." A survey conducted by the McCarty Co. "proved that less than 15% of top management rose from the ranks of the advertising and sales departments," he said, commenting that "this statistic certainly indicates the need for management education."

Education about advertising should not stop with top management, Mr. Cassidy stated. "It is similarly important that sales departments regard advertising efforts as a weapon of attack rather than as a crutch to support regional activities. Advertising, to be effective, must be a cooperative effort. Contributions of individual salesmen are vital if product exposure, acceptance and demand is to be increased."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 12-18 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 12	**Untouchables** (9:30 p.m.)	ABC-TV	32.4
Fri., Jan .13	**Flintstones** (8:30 p.m.)	ABC-TV	30.6
Sat., Jan. 14	**Gunsmoke** (10 p.m.)	CBS-TV	24.1
Sun., Jan. 15	**Candid Camera** (10 p.m.)	CBS-TV	34.2
Mon., Jan. 16	**Danny Thomas** (9 p.m.)	CBS-TV	21.5
Tue., Jan. 17	Thriller (9 p.m.)	NBC-TV	22.9
Wed., Jan. 18	Perry Como (9 p.m.)	NBC-TV	25.2

Copyright 1961 American Research Bureau

WQXR is test station for India air accounts

East is meeting west at the radio crossroads. Two new accounts have landed from India with WQXR New York: the Government of India Tourist Office in New York and Air India, both new to radio. The sponsors are watching results for possible expansion to other stations.

The official Indian tourist office is sponsoring a Monday 7:30-8 p.m. program, *Reflections of India,* featuring Indian performer Saeed Jaffrey with music and narrated vignettes. James C. Seix Co., New York, placed the contract for 13 weeks.

While this is the first radio for the New York office, India's San Francisco tourist office has been buying announcements direct, spending its own small budget entirely on radio. All national advertising is handled by Seix, which has been placing schedules in magazines and newspapers and regards the WQXR show as a test.

Air India, making its broadcast debut, is co-sponsoring WQXR's Sunday afternoon broadcasts of the Boston Symphony Orchestra, 3:05 p.m. to around 5 p.m. Van Brunt & Co., New York, placed this business for the entire 1961 Boston Symphony season. Air India's co-sponsor, underwriting alternate halves of the show each week, is Rover Motor Co.

Air India's agency says that further broadcasting is a possibility but no decisions have been made beyond WQXR.

WMTW-TV, druggists plan tv; RAB makes drug pitch

That venerable American institution —the corner drugstore—has been the object of two recent advertising explorations, including a tv campaign.

WMTW-TV Poland Springs, Me., has initiated a co-op advertising plan to enable Rexall Drug Stores in its tri-state area to get ad exposure with relatively small budgets The plan; originated by a Rexall district salesman, calls for a 13-week co-op schedule consisting of 12 one-minute spots a week A total of 38 Rexall stores in the general coverage area are participating, each store presenting various sale items on a rotating basis.

Radio made its bid for the burgeoning $7.5 billion retail drug trade business via a Radio Advertising Bureau study of the industry which suggests that radio is the druggists' best advertising buy. RAB observes that almost 85% of the family's drugs are bought by women and that nearly 94% of housewives listen to the radio every week an average 16¾ hours. The bureau concludes this proves that "only radio provides the kind of sweeping coverage druggists demand."

THE MEDIA

CBS-TV SPLITS SPORTS AND NEWS

Move dictated by increase in sports programming in '60

CBS Sports has come out from under the aegis of CBS News and will stand as separate radio and tv network departments, Frank Stanton, president of CBS Inc., announced last week.

To head the tv operation, now called CBS Television Sports, William C. MacPhail, director of sports, CBS News, becomes vice president of CBS Tv Sports, reporting directly to James T. Aubrey Jr., president of CBS-TV. Arthur Hull Hayes, president of CBS Radio, has appointed James M. Dolan, executive producer of sports, to the new job of director of sports for CBS Radio.



Mr. MacPhail

The sports separation follows increased programming in that area in 1960, Dr. Stanton said. With sports assuming increasing importance, he expects the transfer to effect closer coordination of programming, sales, production and scheduling.

The move comes a month after an operational change in CBS News which transferred control to a committee of CBS Inc. divisional presidents chaired by Richard S. Salant, corporate vice president of the parent firm (BROADCASTING, Dec. 19). With sports out of the CBS News Division, the latter can concentrate on news and public affairs, Dr. Stanton said in his announcement last wek.

Mr. McPhail had been director of sports of CBS News since November 1955. Before joining CBS he was promotion director of the Kansas City Athletics and earlier was connected with several other professional teams, including a stint as traveling secretary for the New York Yankees. He is the son of Col. Larry MacPhail, former major-league executive, and is a brother of Lee MacPhail, president of the Baltimore Orioles.

Radio Sports Director Dolan has been in the field since 1936 when he worked with Ted Husing on CBS. He left to become sports director of the old Dumont Television Network and later assistant director of sports for NBC. Mr. Dolan returnd to CBS in 1957 and since then has supervised football coverage, bowl games, auto racing, golf, horse racing and programs of sports personalities.

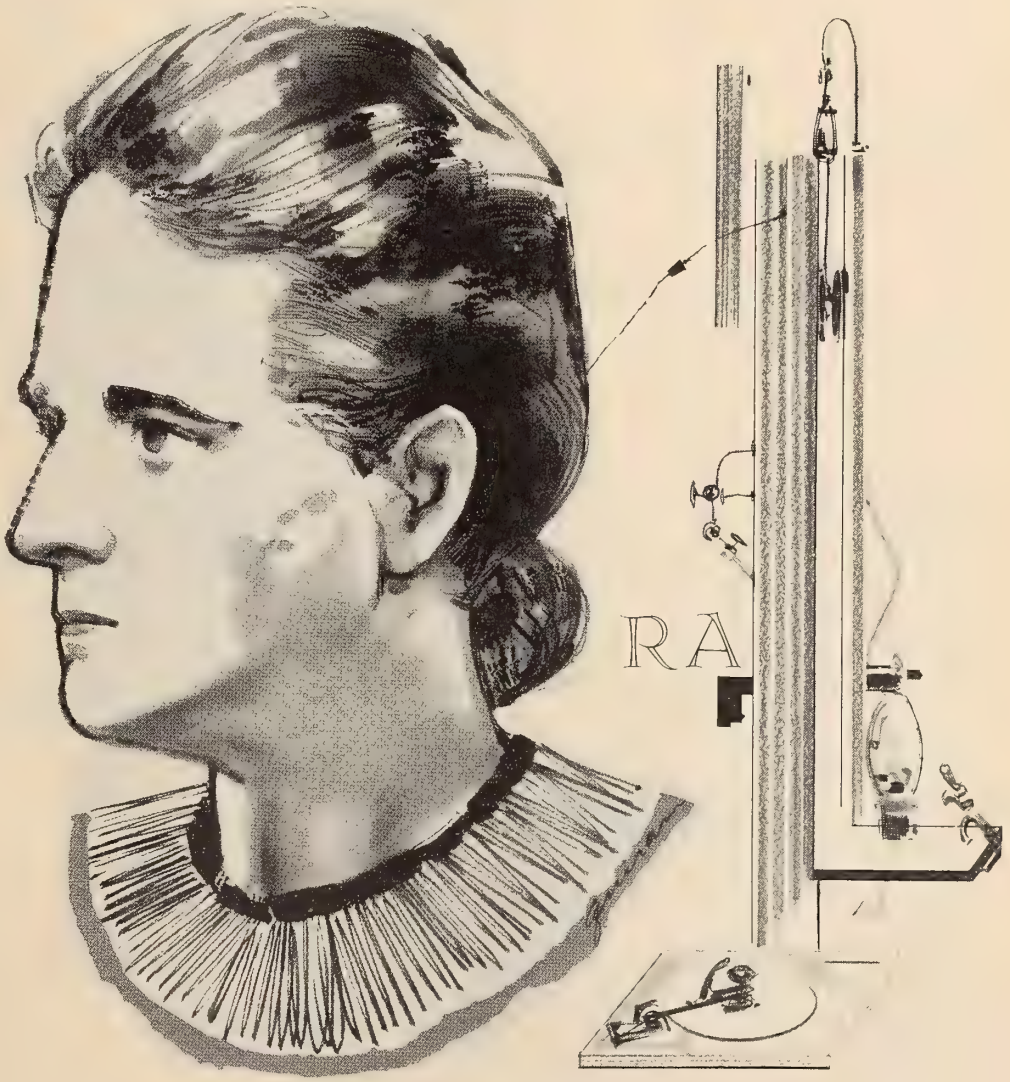
ABC Radio says '60 good, sees '61 as even better

Progress in 1960 and optimism for 1961 were expressed in a yearend report released last week by the ABC Radio Network.

Last year, the report said, ABC attracted more than 61 million people, the largest audience in the history of advertising, with its coverage of the second Patterson-Johansson championship fight; added 44 affiliate stations, the largest number ever added in any year in its history; increased the number of clearances for its news programs by 17

KNOW HOW

Initial accomplishments are most significant when they serve as stepping stones for the future. And so it was with Madame Marie Curie. All the accolades for her discovery of radium would have been meaningless if it were not for her continuing efforts which, in later years, led to development of the element's practical radiological uses. Today in the business world of radio and television, you will also find that those who possess the "Know-How" to achieve better things are never content to rest on their laurels, but continually strive to better serve public and advertiser alike.



WFAA

dallas • radio & television

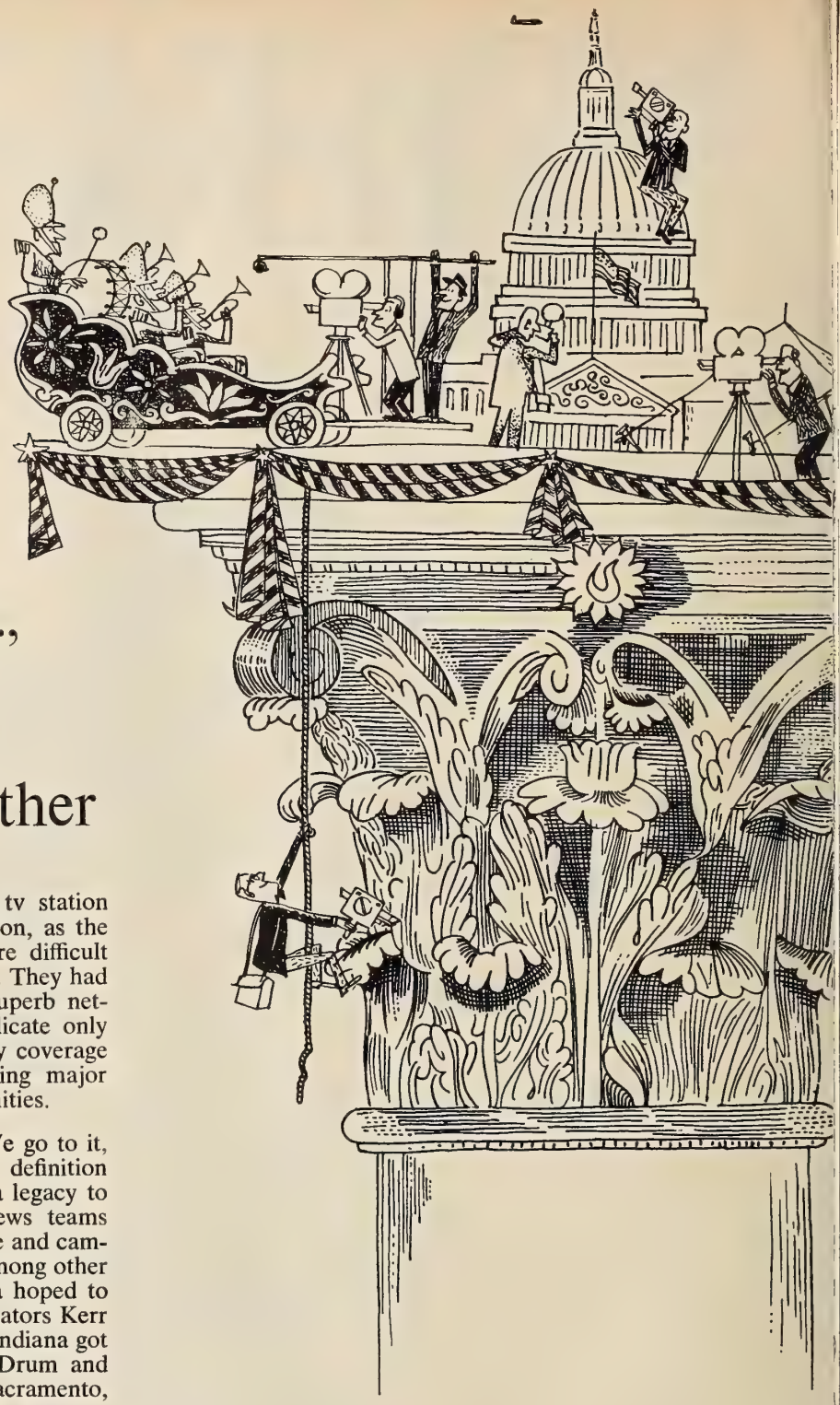
The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc.

The Original Station Representative



Tenting in D.C., *or* In One Era and Out the Other

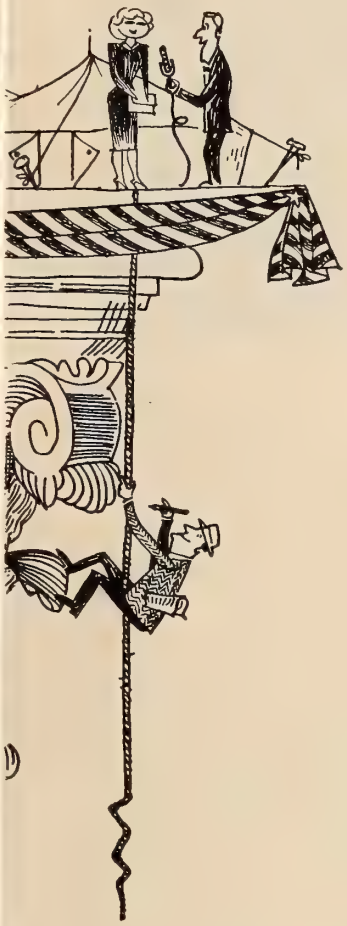
Finding a roof for five Corinthian tv station news-and-camera teams in Washington, as the Kennedy era began, was much more difficult than finding reason for their presence. They had no intention of duplicating CBS's superb network coverage; they sought to duplicate only Corinthian's success, as evidenced by coverage of last year's conventions, in relating major political events to their own communities.

Local news doesn't come to us. We go to it, even if it's in D.C.—and even if our definition of local is non-traditional. Without a legacy to stand on, our individual station news teams tackled Project Washington with mike and camera. The Houston group was after, among other things, a Ladybird's eye view; Tulsa hoped to strike oil by spending a day with Senators Kerr and Monroney; our gentlemen from Indiana got on the bandwagon with the state's Drum and Bugle Corps; the young men from Sacramento, reversing Greeley's advice, came east to cover the Inauguration's pomp—and to examine plans for legislation affecting their tele-urban community.

Different regions find different meanings in Washington, 1961. Those differences are best explored by local tv reporting crews and public affairs programming, focusing on political faces and issues of special interest to the folks back home. This is the kind of journalistic initiative, under group organization, that results in high identification with regional audiences, cementing stations to communities and communities to stations.

Responsibility in Broadcasting

THE CORINTHIAN



KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

per cent, and raised its overall billings.

The report asserted that while the radio network continued to operate at a loss, gains during the year cut the debit figures considerably. ABC based its optimism for the new year on the premise that its increased programming efforts and services would combine to bring better service to the public and better income for the network.

Among programming highlights in 1960, ABC Radio cited the introduction of *Flair,* a daily, 55-minute, afternoon program currently carried on 268 stations. The report said impressive sales gains are expected from *Flair* in 1961.

Stations note coverage of state legislatures

Extensive coverage of legislative opening sessions around the nation was provided by radio-tv stations, both on a live on-the-scene and on delayed or specially reported bases.

An example of intensive coverage occurred in Oklahoma, according to WKY-TV Oklahoma City. The station reported its mobile unit and cameras picked up the proceedings live from the Capitol and fed the signal to KWTV (TV) and KETA-TV Oklahoma City, KOTV (TV) and KVOO-TV Tulsa, and KXII (TV) Ardmore.

KPHO-TV Phoenix reported telecasting the entire opening session of the Arizona Legislature Jan. 9, describing this as the first live coverage in the legislature's history.

WIBW-TV Topeka carried live tv coverage of Gov. John Anderson Jr.'s legislative message, the first live tv coverage permitted by the Kansas Legislature. It also arranged live coverage of the governor's budget message.

Court coverage sought

In the belief that they will be recording legal history in the making, the Metropolitan Broadcasting Corp. last week requested permission to film and tape for broadcast court proceedings in the Deerfield housing case which comes to trial in the State Supreme Court of Illinois on Jan. 20. The request was made in a telegram sent last week to Chief Justice Walter V. Schaefer in behalf of the five Metropolitan stations which would broadcast all or part of the proceedings as a public service. The case stems from the plans of a builder to sell private homes to both Negroes and whites in the segregated community of Deerfield, a Chicago suburb. The community condemned the sites for the homes and the builder, Modern Community Developers and Progress Development Corp., brought suit claiming violation of the 14th Amendment to the U.S. Constitution and the U.S. Civil Rights Act. If broadcast permission is granted to Metropolitan, it will mark the first time cameras and tape recorders have been allowed in the Illinois Supreme Court.

CBS Radio notes shift to information programs

The scope of CBS Radio's late-1960 shift in daytime program emphasis from entertainment to information broadcasts was pointed up in a year-end review the network released last week.

The shift included introduction of 19 specially developed informational programs embracing 43 individual broadcasts a week under the general designation of CBS Radio Features, and expansion of 77 on-the-hour news and analysis broadcasts each week from 5 minutes to 10 minutes.

The report also called attention to development of the CBS Radio Net-Alert. This technical device provides around-the-clock and instantaneous communication between the network and local stations and can activate tape machines to record and rebroadcast transmissions from the network.

The review also claimed, on the basis of Nielsen reports for the first 10 months of 1960, that CBS Radio drew 31% higher audiences than the next network, and that altogether the network had 412 affiliates last year, 195 of them in the continental U. S.

Grand jury indicts 'City of Hate' for slander

The grand jury of Riverside County, Calif., has indicted James Schulke, former vice president of Paramount Television Productions and general manager of KTLA(TV) Los Angeles; Pat Michaels, newscaster formerly with KTLA and now at KABC Los Angeles, and seven others, comprising the police chief and city attorney of Elsinore, Calif., and five members of the city council, for conspiracy to commit slander on a tv program, *City of Hate,* broadcast by KTLA on Dec. 11, 1959.

In a 16-page report accompaning the indictment, the Riverside grand jury says that "in essence the program charged that anti-Semitic conspiracies existed in the city of Elsinore; that said conspiracies could lead to bloodshed or even death . . . that the state board of public health was aiding the anti-Semitic conspiracies through alleged discriminatory rulings that the fluoride count in Elsinore's drinking water was too high . . . [and] broadly implied that law enforcement at all levels, federal, state, county and city, had broken down and that nothing was being done to correct an allegedly intolerable situation."

The attorney general's office investigated, the grand jury says, and found "that the telecast was highly distorted." The grand jury also reached that con-

clusion, following hearings, during which Mr. Michaels was cited for contempt for refusing to testify on what the jury calls "unwarranted" grounds that he would be forced to reveal news sources. After he finally did testify, in November, the jury assessed the evidence and found that on point after point the telecast was distorted, mistaken, factually wrong or "guilty of irresponsible reporting."

The Riverside grand jury also drafted a recommendation to the FCC, urging the commission "not only study the instant situation involving the *City of Hate* telecast but take all possible steps to prevent repetition of such irresponsible and damaging newscasting."

Mr. Schulke resigned from KTLA the end of last year and is now engaged in negotiations to purchase the station and PTP from Paramount Pictures for a syndicate he heads.

Broadcasters Foundation

New York Chapter of The Broadcast Pioneers has set up Broadcasters Foundation Inc. to assist people working in radio-tv who are in need, and for presentation of annual "Mike Awards" to outstanding pioneer radio and tv stations. First "Mike" goes to WLW Cincinnati. Both awards and welfare programs will be marked at reception and dinner Feb. 26.



WGN Inc. takes over KDAL-AM-TV

First expansion of *Chicago Tribune* in station ownership was consummated Jan. 16 in Washington when final payment was made in WGN Inc.'s $3.3 million purchase of KDAL-AM-TV Duluth, approved by FCC last month (BROADCASTING, Dec. 12, 1960). Formal closing was made by Ward L. Quaal (seated, right), vice president-general manager of WGN Inc., and Odin S. Ramsland (seated, left), vice president of KDAL stations. Standing (l to r): Robert A. Dettman, vice president, KDAL stations; William B. Ryan, Blackburn & Co. brokerage firm; James A. Cotey, WGN Inc. treasurer.

When you sell thru Blackburn, you are revealed only to serious, financially responsible buyers!

We do not send out lists. Every sale is handled on an individual basis. A deep knowledge of the market, combined with a strong feeling that our reputation is too valuable to risk for any commission, provide a professional service of the greatest reliability.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WSAI-AM-FM Cincinnati, Ohio: Sold by Consolidated Sun Ray to Jupiter Broadcasting Co. for $1.2 million, including Musicast Co., Muzak franchise in Cincinnati. Jupiter is jointly owned by Fox, Wells & Rogers and Payson & Trask, both New York investment firms. Fox, Wells & Rogers has 42.5% interest in KFSD-AM-TV San Diego, Calif., and minority interest in Springfield Television Corp. (WWLP [TV] Springfield, WRLP [TV] Greenfield, and WWOR [TV] Worcester, all Massachusetts). Payson & Trask has no broadcast interests. Ernie Tannen, former Kluge stations managing director headquartered in Washington, is president of Jupiter. James G. Rogers, Fox, Wells & Rogers partner, is chairman of Jupiter. Mr. Tannen now owns WDMV Pocomoke City, Md. Present personnel of WSAI stations will be retained, it was reported. Stations, 5 kw on 1360 kc and 102.7 mc with 14.7 kw, were bought by Consolidated Sun Ray in 1959 for $1.9 million. Application for FCC approval was filed Thursday.

▪ KWG Stockton, Calif.: Sold by Carl and Dexter Haymond to Greater Stockton Radio Inc. for $200,000. Greater

Stockton group is headed by Riley R. Gibson and includes Marc Hanan, manager of KXO El Centro and Howard Haman, manager of KXOA Sacramento, Riley stations include KXOA and KLIV San Jose, both California. Pending FCC approval is purchase of KMAK Fresno, Calif., for $185,000 Gary Willson, currently at KXOA, will become vice president-general manager of KWG. The Haymonds own KIT Yakima, Wash., and KGEE Bakersfield, Calif. KWG operates on 1230 kc with 250 w and is affiliated with ABC. Broker was Edwin Tornberg & Co.

▪ WREB Holyoke, Mass.: Sold by Edmund F. Wakelin and associates to Don Hancock for $200,000. Mr. Hancock is veteran radio-tv announcer. Burton M. Wanetik, former sales manager of WVOX New Rochelle, N. Y., will be WREB commercial manager. Station is 500 w daytimer on 930 kc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 77).

▪ KXLF-AM-TV Butte and KXLJ-AM-TV Helena, both Mont.: Sold by E. B. Craney and associates to Joseph S. Sample for $1,575,000. Mr. Sample is son of John G. Sample, former president of Blackett-Sample-Hummert Inc. (now Dancer-Fitzgerald-Sample), and owns KOOK-AM-TV Billings, Mont., and 50% of KUEN Wenatchee, Wash. Transaction includes resale of KXLJ-AM-TV to Helena T.V. Inc., for $400,000. Helena T.V. is principally owned by W. L. Piehl, and operates a catv system in Helena.

▪ WJWL Georgetown, Del.: Sold by Rollins Broadcasting Co. to Scott Broadcasting Corp. for $365,000. Scott Broadcasting is principally owned by Herbert Scott, who has an interest in WPAZ Pottstown, Pa. Rollins owns WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N. Y.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind., and WCHS-AM-TV Charleston, W. Va. The FCC's action also included renewal of the WJWL license.

PRSA, APRA in merger

The Public Relations Society of America (3,400 members) and the American Public Relations Assn. (1,000 members) have voted to merge, they announced Jan. 12, and will become the Public Relations Society of America Inc., operating from the former PRSA offices in New York. Admiral Harold B. Miller, public relations director, Pan American World Airways, and PRSA president, will head the new group.

WWLP (TV) head charges city payroll 'padded'

William L. Putnam, president and general manager of WWLP (TV) Springfield, Mass., appeared before the City Council last week to place on record various charges he has made over the tv station that the city administration payroll is "padded."

Mr. Putnam's appearance before the council on Monday (Jan. 16) followed editorial criticism in the *Springfield Daily News* which called his charges made on WWLP (TV) "reckless." The City Council voted 14-11 against Mr. Putnam, saying he had not proved his "payroll padding" accusation. The next day, the Springfield city auditor announced that Mr. Putnam's accusations were "accurate."

A station spokesman reported last Thursday (Jan. 19) that the superintendent of streets and roads, whose department came under strong fire on the telecast, has requested and will receive "equal time" to reply to Mr. Putnam's charges.

Millar forms management firm

Announcement has been made of the formation of Hudson Millar & Assoc., Cullman, Ala., a new radio management consulting firm headed by Hudson Millar, owner of WKUL Cullman and WARF Jasper, both Alabama.

The firm will engage only in management but does plan a limited engineering service. According to Mr. Millar the company was founded to aid many stations operating in the red or at a low profit margin and as a service to absentee owners.

Affiliated with Mr. Millar are Jerdan Bullard, manager of WARF, as vp; Arthur Bachmann, engineer; and Dortha Bland, secretary-treasurer.

N. Y. etv fund request

Television's importance in teaching is emphasized by the New York Board of Regents in a report asking the state legislature for more than a $2 million appropriation for educational tv in 1961. The budget request includes $577,000 to continue etv projects in New York City, where WPIX (TV) carries programs for schools, and in Cortland, N. Y., where a closed-circuit system is in operation. The board said its experience over almost 10 years showed "for certain subjects, learning via television can be as effective, or even better, than that taking place under conventional classroom conditions." The board said grants held by the state for 10 uhf stations for educational purposes, still unused, represent "a valuable . . . potential for educational good."

STATIONS FOR SALE

EAST

DAYTIMER—$400,000.00
Major market—New York State—good frequency, making money. Can be purchased on excellent terms down and long period of time.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTHWEST

WEST TEXAS—DAYTIMER $90,000.00
This is a single station market, billing better than $60,000.00 per year. $30,000.00 down, very generous terms on the balance. Ideal for owner-operator.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest daytime station. Profitable operation owns real estate needs an owner-manager. Price $120,000.00; $30,000.00 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

Profitable Pacific northwest regional fulltime radio station. Grossing $10,000.00 monthly and capable of doing better. Heavy fixed assets. Total price is $160,000.00 on basis of 29% down and long terms to responsible buyer.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

The making of a massive media combine

HOW METROPOLITAN IS USING THE FORMULA: BUY, BUILD, BORROW

"Yesterday's accomplishments," says John Kluge, "belong to yesterday. What makes us alive is that we're looking ahead to today and tomorrow."

As far as Metropolitan Broadcasting Corp. is concerned—that's what Board Chairman and President Kluge was talking about above—today and tomorrow will have to go some to match the yesterdays Mr. Kluge and his associates have put in over the past two years. That period has seen Metropolitan grow from four stations (only one making money worth mentioning) to a media combine that grossed over $40 million in 1960, expects to top $52 million this year and to double that to over $100 million by 1965. The projections can be taken seriously: John Kluge's track record in meeting his projections has been within 1% accuracy.

The route Metropolitan has taken to this new eminence in the media field has been marked by two signs: "buy" and "build." In the past two years the company has committed over $34 million in acquiring nine properties, the latest a proposed purchase of KMBC-AM-TV Kansas City (subject to FCC approval). In addition it has built its initial string of primarily red-ink properties into black-ink operations, to the point that all Metropolitan divisions acquired before November 1960 are making money. At the moment only one of the company's arms — the growing Worldwide Broadcasting System—has yet to turn the profit corner.

If a third sign were added to those first two it would be "borrow." Mr. Kluge and his associates have managed all these acquisitions almost totally on borrowed money, and have built the company's line of credit to the point that there's no imediate horizon on the money Metropolitan can obtain if it needs it. The current debt: $31 million.

It was not always thus at Metropolitan.

The company got off to a limping start late in 1955 as the DuMont Broadcasting Corp., a spin-off from the parent DuMont Labs. At the time it consisted of two tv stations, both loss operations: WABD (TV), now WNEW-TV, New York and WTTG (TV) Washington. In that year and 1956 the company lost over $1.5 million.

In May 1957 the company acquired its first black-ink asset: the highly-successful WNEW New York, whose annual $7 million billing makes it the top revenue-producing radio station in the country. The deal was at that time the record for a radio transaction: $7.5 million. It was also the turning point for DuMont Broadcasting, which began then to show some profit—$213,000 that year vs. a $900,000 loss in 1956.

The next year it acquired WHK-AM-FM Cleveland for $700,000 and changed the corporate name to Metropolitan.

The next year it acquired John Kluge.

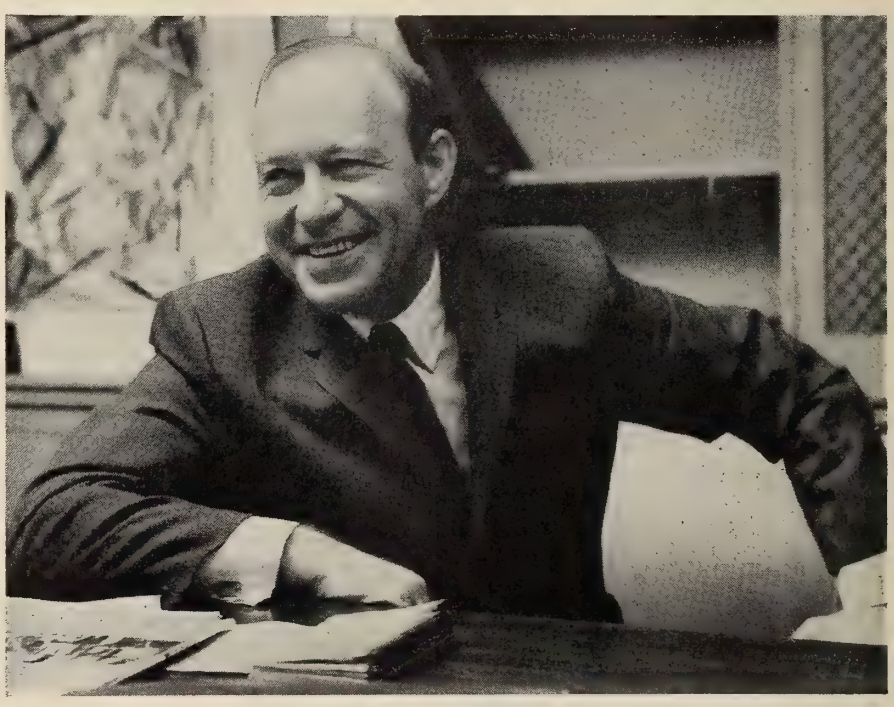
Onward and Upward ▪ Mr. Kluge and several associates came into the company by purchasing 22% of the stock (the largest block) from Paramount Pictures. Revenues during that year, with no change in assets, jumped from $12 million to $16.5 million, and the net jumped from $249,000 to $1.5 million.

By the beginning of 1960 Mr. Kluge and Metropolitan had the ground firmly under their feet—and were ready to leave it. In rapid succession Metropolitan took over WIP-AM-FM Philadelphia ($4.5 million), KOVR (TV) Stockton-Sacramento ($3.5 million), WTVH (TV) Peoria ($610,000). WTVP (TV) Decatur ($550,000) and the Worldwide Broadcasting System ($800,000). It also acquired the Foster & Kleiser outdoor advertising company ($14 million), its first media expansion outside the broadcasting area. It capped the year with announcement of the proposed acquisition of the Kansas City KMBC stations (BROADCASTING, Dec. 26, 1960).

There is still room in the Metropolitan complex for one more vhf television station, three more ams and four more fms. It's a virtual certainty that the company will acquire this number—the limit under FCC regulations—as soon as the right properties are found. And Metropolitan moves fast.

Quick to a Handshake ▪ For example, when Mr. Kluge decided to buy KOVR from the Gannett interests, it took him exactly 12 minutes to negotiate the deal to the handshake stage. As he describes his purchasing philosophy, "It finally resolves to a yes or no. You can clown around, but why? You know yourself whether an extra $100,000 is going to make you say no."

Not all the deals go this fast, of course. The KMBC negotiations were in work for a year, and even now are not finally done, involving such things as the additional purchase and immediate sell-off of subsidiary tv properties in Sedalia and Jefferson City, Mo.



John Kluge
Target for 1965: $100 million a year

So far Metropolitan has been in the buying business, not the selling. At the moment, at least, it has no plans to dispose of any present properties to make room for others.

It's a virtual certainty, too, that the company will expand into new fields in the fairly near future. Those properties now in the house are expected to appreciate in earning power, but not enough to reach the $100 million-plus level Metropolitan has in mind for 1965. Mr. Kluge already has his sights

THAT WCKY SURE

stirs up



EXCITE MENT
IN
CINCIN NATI

Whoever it is who said that Radio can't be a talk-of-the-town any more hasn't been to Cincinnati lately. At least not since WCKY took the wraps off a bundle of new program ideas that have whipped up more excitement than Cincinnati has heard in many a moon! You talk about talk! WCKY's triple-play of "Compass," "Background" and "Documentaries," backdropped by a depth-in-news, good music and promotion fireworks, is the talk of the market. All this—plus a Nielsen audience in seven figures makes that WCKY some buy! Now is the time to talk to AM Radio Sales.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

on a major new business acquisition, which he will describe only as a "service" business.

Whatever it turns out to be, Metropolitan will likely have the financial standing to accomplish it. Not only has Mr. Kluge been able to borrow large sums to finance his ventures, but he's also been able to attract capital from sources not accustomed to dealing with the broadcasting industry. The $10.25 million Kansas City deal, for example, was financed primarily by insurance company money, not bank money. Insurance money comes slightly higher than bank money, but it comes for longer terms (15 years compared to 5 years). This is a valuable plus for a company which has as many plans for its money as Metropolitan does.

People-Minded ▪ Although the many physical assets in the Metropolitan organization rate high with lenders, the asset that rates highest with John Kluge is people. He exercises the same care in selecting the personnel to run Metropolitan as he does in picking the properties that make it up. In a way, this search for people is one reason behind the search for properties: As Mr. Kluge sees it, "Growth is an enabling factor in attracting the best people, and the best people are essential to the organization. There's nothing worse than having a ceiling on top of young, creative people."

This emphasis on people has led to the assembling of an executive roster of impressive depth and experience (see below). It is a stable roster, too—although new personnel are added frequently, rarely does anyone leave. This

Metropolitan's management team

People are important in the Metropolitan scheme of things. In John Kluge's opinion, "growth is an enabling factor in attracting the best people, and the best people are essential to the organization." These are the people on Metropolitan's executive team:

Richard Geismar, treasurer: He went from guest-relations page with the former DuMont Television Network in 1948 on up in the financial department ranks of that network, becoming in 1955 assistant treasurer of DuMont Broadcasting Corp. In the interval he held various budgetary and administrative offices. He was elected treasurer in 1958.

Robert Dreyer, secretary and general counsel: He's the man chiefly responsible for getting into contracts the deals Mr. Kluge negotiates to the handshake stage. He was counsel to the DuMont network before the evolution of Metropolitan.

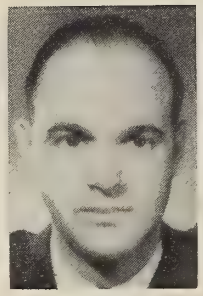
Bennet H. Korn, executive vice president in charge of television: Aside from general supervision of Metropolitan's tv stations, Mr. Korn runs the WNEW-TV New York operation. From a losing-money station two years back it is now grossing around $7 million a year as an independent in the 7-station New York market.

Joseph Madden, comptroller: Mr. Madden holds policy reins on accounting procedures both of the corporation and of the stations. The routine flow of accounting data passes through his office. Mr. Madden had assisted the controller at the DuMont network, was controller of DuMont Broadcasting.

Mark Evans, vice president, public affairs: Mr. Evans' role is unique in a broadcasting company. After years as a top radio and tv personality (he was the Housewives Protective League representative in Washington, D. C.). He joined Metropolitan to serve primarily as chief spokesman for the company before advertising groups, marketing associations and the like. He also makes some on-air appearances.

Mary L. McKenna, vice president and director of sales development: Mrs. McKenna heads Metropolitan's extensive research operation, whose annual budget runs well into the six figures. She came to the parent company after service since 1953 with WNEW radio.

Benedict Gimbel Jr., vice president: Mr. Gimbel joined Metropolitan after WIP Philadelphia, of which he was president, general manager and a major owner, was acquired last year.



Mr. Geismar



Mr. Dreyer

Laurence H. Odell, vice president of the Foster & Kleiser Div.: Mr. Odell heads Metropolitan's outdoor advertising venture, which now contributes about half of the company's annual revenues.

Ralf Brent, vice president and president of the Worldwide Broadcasting Div.: Mr. Brent is charged with developing Metropolitan's international shortwave operations into a profitable commercial venture. He had been director of sales, vice president and a part owner of WIP before the sale to Metropolitan.

John V. B. Sullivan, vice president and general manager of WNEW-AM-FM New York: He heads the country's top-billing radio station, whose current revenues are about $7 million annually. He's been with WNEW for 18 years, coming up through the promotion department ranks to his present job. His talent payroll alone (for 8 personali-



Mr. Brent



Mr. Sullivan



Mr. Glascock



Mr. McArdle



Mr. Delaney



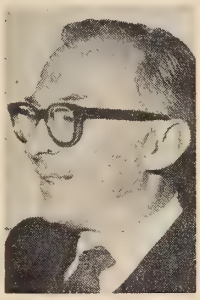
Mr. Thayer

stability can be traced largely to Mr. Kluge's attitude that "the top echelon of a company is not there to derive benefits from their associates but to bring opportunity to others in the organization as well as to stockholders. My policy is to give people lots of responsibility, lots of opportunity, and then if it isn't right, try to help out. I don't want a kaleidoscope of people changing jobs."

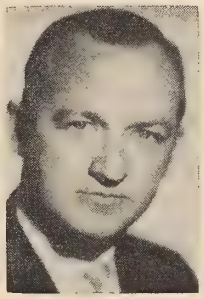
This stability in people can be traced also to the handsome compensation Metropolitan provides. In addition to a generally high salary level (the weekly payroll runs over $300,000 for about 2,000 employes, with a number of top executives making between $50,000 and $100,000 a year) the company has set aside 120,000 shares of stock for option to key personnel. Commenting on the effectiveness of that plan, Mr. Kluge notes that "Before putting in the option plan our gross was $5 million. The first year under it the gross jumped to over $16 million."

Equity Going Up ▪ The equity of Metropolitan stock, too, has benefitted during the Kluge tenure. The sizable (300%) rise in company earnings was accomplished with little stock dilution, only the WIP purchase adding stock (150,000 shares) to the common capitalization. There's a potential dilution of another 360,000 shares in conversion of $6 million in 6% subordinated debentures the company issued last year, but those can't be called in for another four years and the 6% premium should discourage conversion. But even if all those shares were converted the stock dilution would be only 25%.

And in Mr. Kluge's view the small stock dilution caused by the WIP purchase didn't hurt the company. It costs only $22,500 a year at the current dividend level, a small enough price to pay for entry into the rich Philadelphia



Mr. Korn



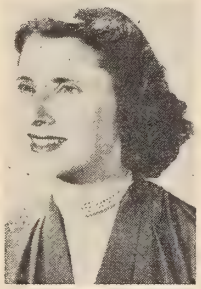
Mr. Madden



Mr. Odell



Mr. Evans



Miss McKenna



Mr. Gimbel

ties and 6 newscasters) runs $541,000 a year.

Harvey L. Glascock, vice president and general manager of WIP-AM-FM: He was in charge of Metropolitan's WHK Cleveland before swinging to Philadelphia last February, and was associated with Mr. Kluge in outside radio interests before joining Metropolitan.

John E. McArdle, vice president and general manager of WTTG (TV) Washington: He moved to Washington after serving as an account executive at WABD (TV) New York, now WNEW-TV. His station, too, has come out of the red-ink category since Metropolitan took over.

C. Glover Delaney, vice president and general manager of KOVR (TV) Stockton-Sacramento: A veteran of the broadcast business since 1934, Mr. Delaney became associated with the Gannett Co., which he served in executive capacity. He was with Gannett's KOVR when Metropolitan purchased it in February 1960.

Jack G. Thayer, vice president and general manager of WHK-AM-FM Cleveland: Mr. Thayer held general manager positions at WDGY Minneapolis and KFRC San Francisco before joining Metropolitan.

Donn and Lee Colee, WTVH (TV) Peoria: Mr. Colee is vice president and general manager of this Metropolitan uhf, and Mrs. Colee is director of sales. They previously held similar positions at WLOF-TV Orlando, Fla.

Robert King, vice president and general manager of WTVP (TV) Decatur, Ill.: Mr. King was general manager of KSWO-TV Wichita Falls, Tex., held important program and sales management posts with stations in the southwest.

Phil Cowan, director of public relations: He was public relations director for National Telefilm Assoc., owned and operated stations before joining Metropolitan a year ago. His background included similar posts with Screen Gems and CBS.

Warren Boorom, director of advertising and promotion: Mr. Boorom was vice president and director of member service for Radio Advertising Bureau before he joined Metropolitan.

Robert Pantell, director of labor relations: He was a business representative of IBEW's local 1212 representing engineers with New York radio and tv stations. Mr. Pantell also had been an engineer for some 20 years.

Martin Weldon, director of news and special events: He's a new addition to the corporate ranks, assuming the post effective Feb. 1. Mr. Weldon moves up from WNEW.



Mr. and Mrs. Colee



Mr. King



Mr. Cowan



Mr. Boorom



Mr. Weldon

market. Also, the addition of that asset on Metropolitan's books put the company into a good position to borrow for further expansion.

Although earnings have jumped dramatically (they were minus 95 cents a share in 1956, 20 cents when Mr. Kluge took over, were up to about $1.25 in 1960 and are projected to about $2 this year), dividends have not, remaining about 15 cents. This is in keeping with the company's growth status and policy of reducing debt, plowing back earnings and expanding the organization. As Mr. Kluge puts it, "You can't abort the growth of the company by giving all your money away. Actually, the dividends could be lower, but the board feels it must offer at least this incentive to investors."

Mr. Kluge personally holds 11% (186,193) of the company's 1,699,012 shares, and is the largest of about 8,000 stockholders. The Axe-Houghton mutual fund interests hold another 23% of the stock and are represented on the board. Mr. Kluge says he welcomes mutual fund investment in the company because "they're savvy to what's going on, and they're not raiders." The company, now traded over the counter, says it's already met the qualifications for exchange listing and probably will seek listing on the New York Stock Exchange this year. The 1960 price range of the stock was from 14 to 19, and it's now trading at 21 bid, 22½ asked. The 1961 price reflects the prospect of adding the Kansas City stations.

One measure of how that stockholders' equity has stretched in the past two years is in liquidation value of the company's assets. At last glance the auditors figured it at about $75 million.

That the media-mindedness of Metropolitan extends beyond the ordinary viewpoint of those exclusively oriented to U. S. broadcasting is exemplified by the company's move into the outdoor advertising and international fields.

Sleeper in the House ▪ What many consider the "sleeper" in the Metropolitan lineup is WRUL, the international broadcasting facility it acquired last year. From an array of shortwave transmitters in Scituate, Mass. WRUL's signals reach two-thirds of the civilized world, and have been doing so at fairly low visibility since 1931. It is Metropolitan's aim to increase that visibility, and soon.

The job belongs to Ralf Brent, president of Metropolitan's Worldwide Broadcasting Div. He feels there are a number of factors on his side in accomplishing it:

1. The rapid buildup of overseas business by American companies. Currently 60% of all U.S. businesses with over 100 employes are selling overseas. Three years ago the total was less than 15%.

2. Many U.S. companies now sell more overseas than domestically—Hoover vacuum cleaners and Singer sewing machines are examples.

3. The advertiser seeking to open overseas markets has a limited media selection to choose from. In the U.S.-originated shortwave broadcasting field WRUL is alone.

4. Shortwave reception is an important factor overseas—85% of Argentine radio homes are equipped with shortwave sets, for example. In addition, WRUL can supplement its signal with lineups of standard stations where necessary.

WRUL uses five transmitters and 11 antenna arrays with 17 towers to push its signals around the globe. These facilities are located on a 14-acre site at Scituate, 20 miles from Boston on the Atlantic Coast. It operates on seven frequencies between 6 and 25 mc, and may expand that number as its coverage increases. At the moment Mr. Brent plans to expand service to a total of 21 hours a day—6 hours to Europe and Africa in English and French and 15 hours to Latin America in Spanish and Portuguese. He will have a basic 50-man staff to do the job, and 90% of his on-air talent will be foreign-born.

The Vistas Outdoors ▪ Roughly half of the revenue dollars that came into Metropolitan last year were contributed by Foster & Kleiser, the west coast outdoor advertising company it acquired for $14 million from W. R. Grace & Co.

F&K, with 33,000-owned and 1,000-leased advertising structures, is the second largest outdoor advertising company in the country and the largest in its territory. Its annual revenues of over $20 million are about 10% of the entire industry's, and rank it second only to General Outdoor's $40 million.

F&K is contributing a handsome flow of cash for Metropolitan's other ventures. This is because of a fast depreciation policy which allows a 26⅔% write-off the first year and slightly smaller write-offs in the succeeding three years. By the end of that period Metropolitan will have had time to research the prospects of the outdoor field, reshape the company's operating policies and can then depend on increased revenue to take over where the depreciation allowance leaves off.

The depreciation involved is against F&K's billboards, which were valued at $11 million of the purchase price. Metropolitan figures actual replacement value of the billboards in today's market at $21 million—or $7 million more than it paid for the entire company.

This fast depreciation policy is standard in Metropolitan's operations. The same factor applied to WIP Philadelphia after that purchase means enough cash flow to pay off a $1 million bank loan over a 4-year period.

The Kluge formula in running competing media: Don't think in terms of how they're different, but in terms of how they're alike. The advertiser doesn't think his dollars are any different just because they're in different media.

Another Kluge formula for determining the price you put on a medium: You're worth whatever people think of you. Expanding on that philosophy, he remarks: "You can't give the advertiser too much. Your cost-per-thousand can be too low. If it is, it means you're not putting enough back into the operation. And if that's the case, you won't be there next year."

Metropolitan fully intends to be there next year, and to be there profitably. It's sure the media business is one of the best in the country because it averages out the entire economy. Beyond that, there's inherent "leverage" in it: that is, once operating efficiency is attained, virtually all increases can be carried down to net profit.

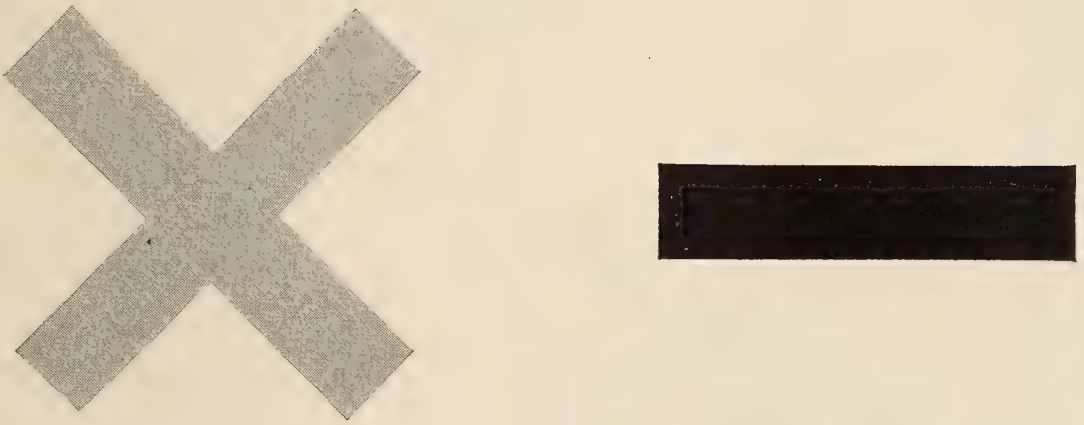
Although Mr. Kluge's profitable investment in Metropolitan is considerable, he has even more in outside activities, principally food brokerage, printing and real estate interests in Washington and Baltimore. He got his start in the radio business in 1946 when he built WGAY Washington, and acquired other radio properties before moving into the Metropolitan organization. He's since disposed of those stations to meet the FCC's ownership limits as Metropolitan expanded. How he manages to run those outside interests plus putting in over 40 hours a week at Metropolitan is described by one associate this way: "John works 100% on Metropolitan, and another 100% on his outside interests." However he does it, he's come a long way since he landed as a 12-year-old immigrant from Germany in 1924.

Mr. Kluge doesn't put a figure on his personal net worth, although he acknowledges it's considerable. In his view "net worth is whether I can get up tomorrow morning and get moving. Money annoys me—dollars are really no asset except to use as building blocks."

He was not always so blase, however. About 10 years ago his banker said to him, "John, do you know you're a millionnaire?" As Mr. Kluge relates it, "I didn't, but I got pretty excited about it. That evening I went to a movie."



TAKE NINE



Take a break. Take coffee, tea, milk or Martini—but also take nine digits: 1, 2, 3, 4, 5, 6, 7, 8, 9.* Make them total 100 by placing arithmetical signs among them. Stumbling blocks, just to make the break longer: Don't alter the order. Do it with the least possible number of signs, using the fewest pen or pencil strokes. (If you use brackets, count the brackets as one sign but two strokes; a minus sign is one stroke—and one sign, of course; a plus sign is two strokes; a division sign is three strokes.)

After you prove your ability to buy the solution at minimum sign-and-stroke cost, send us the answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have a copy, say so and we'll provide a different prize.

** Take 6 P.M. to midnight, all week. WMAL-TV's audience is the biggest in the Washington market.* (ARB Dec. '60)

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

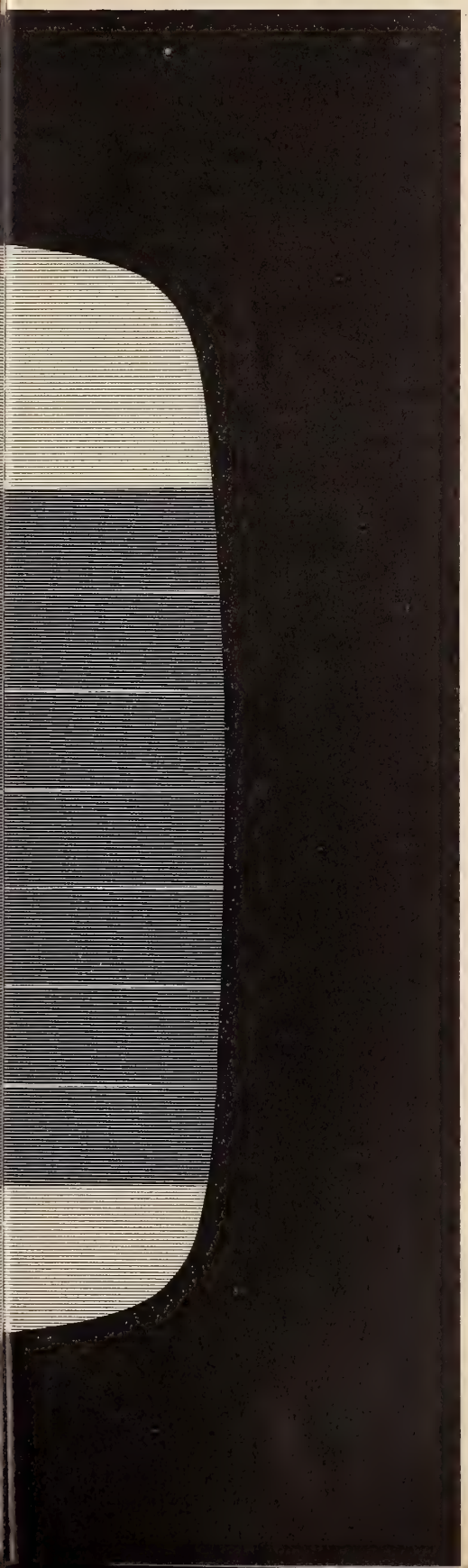
TELEVISION'S

	CBS		NETWORK B		NETWORK C	
	HOURS	RATING	HOURS	RATING	HOURS	RATING
COMEDY	66	19.9	54	18.1	23	17.0
DRAMA	35	15.9	0	—	22	13.8
VARIETY & PERSONALITY	51	20.1	17	14.8	54	18.5
WESTERN	34	25.2	59	20.7	71	22.4
MYSTERY & ADVENTURE	54	19.6	130	18.3	65	14.5
NEWS, PUBLIC AFFAIRS, SPORTS	30	13.5	18	9.6	27	13.8
TOTAL NIGHTTIME	270	19.3	278	18.0	262	17.6

NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCT-DEC 1960, AA BASIS, 6 TO 11 PM; EXCLUDES PAID POLITICAL AND SPECIAL BROADCASTS. PROGRAM NAMES ON REQUEST.

Acid

TEST PATTERN



(ANY ADVERTISER WHO CAN AFFORD TO SPEND $1,000,000 ON NETWORK TELEVISION CAN AFFORD TO SPEND A MINUTE ANALYZING THIS CHART.)

While this image will never appear on your home screen, it is in fact an accurate statistical picture of what has been going on in network television since last October. This is the record for all regularly scheduled nighttime programs–shown by networks and by types of programs.

Why should anyone look at television in this way when there are many simpler (and more enjoyable) ways to look at it? Briefly, because today's sophisticated advertiser commits millions of dollars to television only after the most careful study of marketing objectives, program possibilities, and network environments. What kind of program, he asks, will best serve his specific needs? And where is it most likely to prosper? If you are such an advertiser you are interested in the whole pattern of network programming–the big picture on the screen below. It shows that:

–*the CBS Television Network continues to win the biggest average audience for its nighttime schedule.*

–*the CBS Television Network also consistently attracts the biggest average nationwide audience in every category of entertainment programming.*

–*the CBS Television Network presents the most evenly balanced schedule,* as indicated below by the number of hours devoted to various categories of programs. Only this network provides such proof of performance in every category.

As the test pattern shows, one network offers both viewer and sponsor the best of everything. No doubt that's why sponsors each year invest greater sums in the nation's largest single advertising medium, the CBS TELEVISION NETWORK ◉

How tv viewing creates new home needs

Television, radio and hi-fi made a major impact on the big 1961 winter international home furnishings market this month in Chicago. Although the tv-radio phase of the market was negligible only a few years ago, manufacturers this year estimated they will enjoy a multi-million dollar business in a wide range of "go with" furniture and fixtures.

Then there is television's wonderful "secret ingredient" that keeps home furnishing manufacturers smiling. Since the advent of tv as the entertainment center of the home—with hours of daily viewing—rugs, chairs, sofas, etc., now are just wearing out faster. "So we sell them something new."

New money makers reported at this year's market are the high-fashion space savers or coordinating cabinets that enclose the tv set, radio and hi-fi components. This has opened up complete new lines for such firms as Lane Co. (cedar chests), James-Philips Co. and Oxford-Kent. Other standard items this year include tv chairs, tables, mobile "entertainment" carts, tv trays (a luxury tv tray set by Oxford-Kent, for example, runs up to $300) and tv lamps. Design and manufacturing consultants are becoming more aware of the tv-radio potential.

This year the trend spread for the first time into the bedding industry as Dura Corp., Oak Park, Mich., introduced a motorized flexible-contour bed so Mr. & Mrs. Consumer can lounge more comfortably while watching tv.

The major radio-tv makers were not represented at the winter market, but most have permanent displays at the nearby Merchandise Mart and free buses shuttled buyers between there and American Furniture Mart headquarters. The affinity is growing stronger, furniture officials noted however, pointing out the trend to fine wood cabinets in tv sets and radio phonographs. The set makers like it, too, since it gives them display access in the furniture sections of big stores and takes them out of the mere appliance classification. There's a better profit margin, too. Several smaller set makers, however, did display at the market.

PEACEFUL TOGETHER

Broadcaster, catv spokesmen agree it's possible in talks

The failure of a relatively few operators of community antenna television systems to cooperate with local tv stations is the chief cause of confusion between catv operators and broadcasters, representatives of both sides of the argument agreed last week. Peaceful coexistence is possible between the two groups, according to several speakers at the Jan. 18 production workshop of the Radio & Tv Executives Society in New York.

On the panel were William Dalton, who took office this month as the first salaried president of the National Community Antenna Assn., Washington, D. C.; Charles H. Tower, tv vice president, NAB; and Dorothy Mugford, promotion manager-catv liaison, WNEP-TV Scranton, Pa.

Mr. Dalton identified catv systems as "service stations for dramatically increased coverage" of broadcasters' programming, messages and signals. He emphasized that catv operators are not the originators of tv programs, nor are their systems a forerunner of pay tv. The catv industry, he declared, "is just what the name implies, a television antenna service industry, and a growing adjunct of the tv broadcasting industry."

Needed: Legislation ▪ Mr. Tower, who called catv "a useful, supplementary service to television," specified "key principles" essential to working out a "reasonable relationship in the public interest": legislation to give the FCC the statutory authority it claims it needs to control, where necessary, the relationship between free television and existing catv and to control the possible future development of catv. "We would also hope for judicial recognition that broadcasters have a property right both in their signals and in the program material sent out over the air," Mr. Tower said.

Mrs. Mugsford contended catv operators and broadcasters can co-exist, and that local tv service can be improved through cooperation by catv operators, particularly in the area of local news coverage. Mr. Dalton also thought "local consciousness is growing among catv operators." But he denied claims that catv does not originate programs. The operator chooses stations and programs to feed to subscribers, he said.

During a question period, Milton J. Shapp, president of Jerrold Electronics Corp., said catv systems can operate only where economic conditions permit. He cited instances where catv has been forced to quit when new stations went on the air but he and the other speakers agreed catv systems are not solely responsible for a tv station being forced off the air. In such cases, the size of the market simply does not make it economically feasible for those stations to stay in business, he said.

WICC comes to-the-aid of strike bound commuters

Barring a weekend strike settlement, WICC Fairfield, Conn., was to continue today (Jan. 23) a travel service launched Wednesday (Jan. 18) at 6:00 p.m., when thousands of the Fairfield County commuters to New York City were affected by picketing and a shutdown of the New Haven Railroad. WICC's clearing house for non-drivers to make appointments for rides to and from their jobs handled more than 300 calls in the first 15 hours of operation. On-air announcements every 15 minutes, on both WICC and its fm outlet, WJZZ (FM), urged listeners to call a special number to report whether they needed a ride or could offer rides. Two special operators and WICC's six-man news staff processed the calls, which were said to be about evenly divided between drivers and non-drivers. The music and news station operates on a 24-hour basis. Two New York stations, WOR and WNEW, also joined in the suburban station's public service effort, informing their listeners in the normally competitive listening area of the WICC service and number.

In a further development Thursday afternoon, WICC arranged for bus service between mid-town N. Y. and points along the N. H. line. A chartered bus picked up passengers at 45th St. and Madison Ave. and people were dropped off at their respective stations. WICC planned to increase bus service if the trial run proved successful.

NAB's Voice of Democracy contest judges announced

The four national winners of the 14th annual Voice of Democracy broadcast scriptwriting contest for high school students will be selected by a board of 12 prominent Americans. Top winner and the three runners-up will be announced Feb. 22 at the annual VOD awards luncheon.

Members of the judging board are Associate Justice Tom Clark, U. S. Supreme Court; Dr. Milton Eisenhower, president, Johns Hopkins U.; Chairman Frederick W. Ford, FCC; J. Edgar Hoover, director, Federal Bureau of Investigation; Eric Johnston, president, Motion Picture Assn. of America; Sen. Kenneth B. Keating (R-N.Y.); Gen. Lyman L. Lemnitzer, chairman, Joint Chiefs of Staff; Rt. Rev. Arthur Lichtenberger, presiding bishop, Protestant Episcopal Church of U. S.; George Meany, president, AFL-CIO; Ronald Reagan, actor; Richard J. Smith, national winner, 13th VOD contest; Amy Vanderbilt, author.

The contest is sponsored by NAB, Electronic Industries Assn. and Veterans of Foreign Wars.

TOP FAVORITES?

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CHANNEL 10

Has 'Em-However You Figure!

Again, and again, and again—throughout the years—every national survey of the Rochester Metropolitan Area has shown that the great majority of TV shows that are rated tops with Rochesterians are carried on CHANNEL 10!—A mighty good reason for advertising *your product* where your sales messages will meet the most *enthusiastic* eyes and ears!

4 of the top **5**

8 of the top **10**

12 of the top **15**

16 of the top **20**

The latest NSI survey of Metropolitan Rochester (Nov., 1960) not only shows this preponderance of favorite shows on Channel 10, but also shows that Channel 10 delivers the largest *over-all* share of audience in Rochester, sign-on to sign-off, seven days a week!



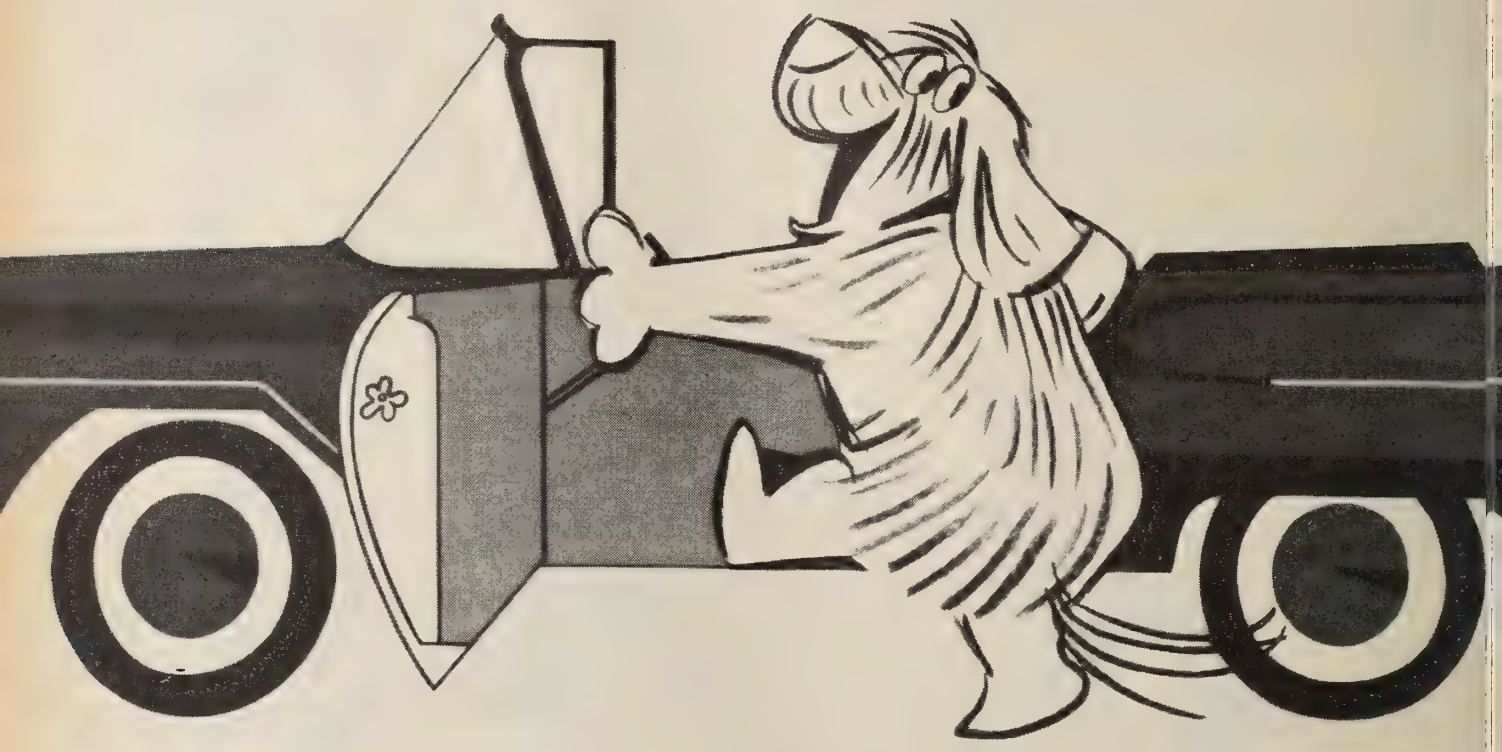
CHANNEL 10

ROCHESTER, N. Y.

WHEC-TV • WVET-TV

EVERETT-McKINNEY, INC. • THE BOLLING CO., INC. • NATIONAL REPRESENTATIVES

In TV too...
FILM does the "impossible"!



"I'VE GOT NEWS FOR YOU" . . .
"Sure, I'm Ford's shaggy dog . . . rated one of the brightest, even if I do say so myself. But, frankly, I'd get nowhere, if I weren't on film. And that, I'm told, goes for thousands of other TV commercials—animated and otherwise."

Again, the dog is right. Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration market absorption requires.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

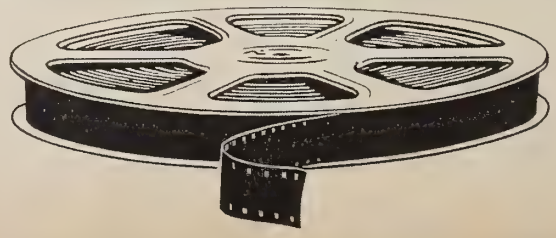
East Coast Division
342 Madison Avenue
New York 17, N.Y.

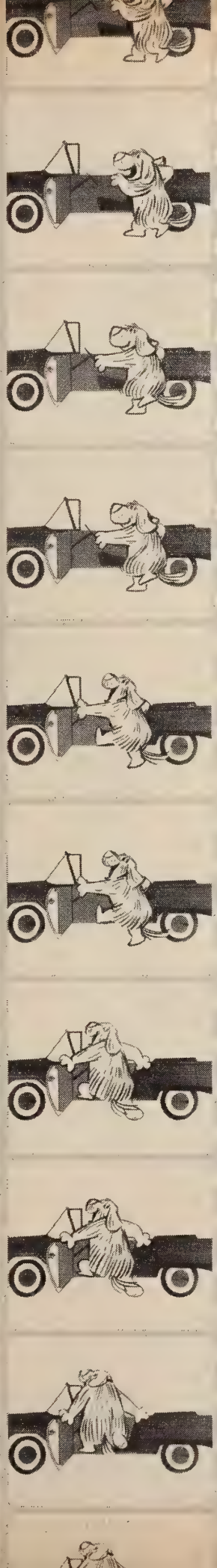
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PRODUCER: Playhouse Pictures—Hollywood





Riverside Church fm station on-the-air

WRVR (FM) New York, began broadcast operations on Jan. 1. The new outlet on New York City's last available fm channel (106.7 megacycles) is owned and operated by the inter-denominational Riverside Church (at W. 120th St. and Riverside Drive).

Although granted a commercial license, a church board ruled that the station would operate for the first two years on a non-commercial, non-profit, experimental basis. Fund-raising efforts during the past four years resulted in a $250,000 budget appropriation for the two-year period. Station Manager Jack D. Summerfield heads a staff of 12 full-time staff members.

Record high spending seen for radio-tv promotion

Radio and television stations likely will spend record amounts for promotion in 1961, according to results of a survey conducted by John F. Hurlbut, WFBM-AM-FM-TV Indianapolis, president of Broadcasters Promotion Assn.

The survey showed that 63% of member stations had increased their budgets on the average of 18.3% with radio slightly ahead of television by 1.3%. Audience promotion and image building were listed as the main factors influencing the increase.

Another 31% of the stations surveyed, the report said, will maintain 1960 levels of promotion budgeting, with 81% of these stations showing increases in 1960 over 1959.

In other action, BPA has authorized publication of an idea book, *The Best of BPA*, edited by Bruce Wallace, WTMJ-AM-TV Milwaukee, which will incorporate promotion and merchandising highlights of BPA's monthly bulletins.

The group also stepped up its study of manpower requirements, expanded its cooperation with colleges and universities and established liaison with the NAB, TvB, RAB and TIO.

Pulse study reports on radio's mobile audience

Radio's role as a mobile medium received added emphasis from a Pulse report released Dec. 28. It covers the out-of-home audience of 29 major markets throughout the country.

In the areas studied, out-of-home listening added 34% to the in-home audience which in terms of actual audience size meant that 5% of all families that listen to radio did so away from home during the average quarter-hour between 6 a.m. and midnight. Projected to a national level the figures showed that during the past summer more than 2½ million families joined the radio audience during the average quarter-hour throughout the day.

The peak out-of-home audience was reported in Buffalo with Los Angeles and New York next in line. The 29 markets included in the survey contain 20,514,100 radio homes, slightly more than 40% of the total in the country.

Ottumwa catv disapproved

Referendum on the establishment of a community antenna system in Ottumwa, Iowa, was roundly defeated last week when residents voted 10 to 1 against a proposal to grant Ottumwa Cable Co. a franchise for a catv operation.

The vote, largest in Ottumwa municipal elections, was 10,731 against the proposition, and only 1,214 in favor. Fight against the catv incursion was led by James J. Conroy of KTVO (TV) Ottumwa, Iowa-Kirksville, Mo. Station is ch. 3 with CBS-TV primary affiliation, but also carries NBC and ABC. Ottumwa Cable Co. was reported to be Jerrold Electronics Corp., Philadelphia, installation.

CBS news fellowships

Applications are open for eight CBS Foundation news fellowships to be offered at Columbia U. for the academic year 1961-62, Ralph F. Colin, foundation president, has announced. Applications close Feb. 28 with winners being announced in April.

Those eligible are employes in broadcast news and public affairs programming at CBS-owned radio and tv stations, CBS-affiliated stations, non-commercial educational outlets, and teachers of courses in news and public affairs. Fellowship grants average about $8,000 each for tuition and living expenses. Application forms may be obtained from CBS Foundation Inc., 485 Madison Ave., New York 22, N. Y.

Media reports

Eye-to-eye ▪ A study published by the U. of Wisconsin Television Lab. (Research Bulletin No. 14) discloses no evidence to support the hypothesis that eye-to-eye contact in television instruction makes that instruction more effective. The test sought to determine the impact of eye-contact manipulation in three video tape closed circuit teaching experiments, each having a different degree of direct looking into the tv pickup lens (hence, viewer's eyes) by the instructor.

Rising to new heights ▪ KROC-TV Rochester, Minn., reports that its new 1,250-foot tower was placed in operation on Dec. 17. It replaces a 625-foot tower.

FCC prepares to okay Hartford pay tv

RKO GENERAL READY TO START THIS FALL IF ORDER'S MADE FINAL

Pay television over the air probably will come to Hartford, Conn., this fall.

This is the meaning of the FCC's announcement last week that it has instructed its staff to write an opinion granting RKO General its application for a three-year, $10 million test of pay tv over that company's ch. 18 WHCT (TV) in the New England city.

The FCC's announcement of this type of action is followed, usually within a week or two, with the final order. Rarely, if ever, has this preliminary action been changed when the official order is submitted for formal ratification.

The fall date for the start of broadcast subscription tv is based on the estimate made by RKO General Vice President Jack Poor that he can have pay tv on the air five or six months after the official FCC document is released.

Mr. Poor said last week that he's going right ahead, anyway, to begin turning the wheels for pay tv in Hartford. This includes getting decoders manufactured by Zenith Radio Co., Chicago; firming up program contracts; getting a sales campaign going to get Hartford viewers to subscribe, and establishing a service organization to install and maintain the decoders.

Conditions Are Key ▪ The commission's statement instructed the staff to write up an order permitting the test "under specified conditions."

Although no specifics were divulged, it was presumed these conditions would follow, in general, the elements suggested by the Broadcast Bureau in its 1959 Third Report and in its proposed findings and conclusions submitted last month (BROADCASTING, Dec. 5, 1960).

Among these conditions were that Zenith and Teco be required to submit all promotion to RKO before release, that RKO review all publicity to guard against misleading representations to the public, and that all agreements among the three principals and third parties relating to programs be submitted to the FCC.

Whether the commission has accepted any of the suggestions made by Connecticut Committee Against Pay Tv is not known. The theatre-sponsored committee asked the commission to impose various restrictions on the test.

The commission's action came almost exactly three months after a week-long hearing before the entire FCC on RKO General's application for authority to test pay tv over the air. RKO said it would begin subscription tv in Hartford when 2,000 subscribers are signed up. It hopes to reach 50,000 before the test is over. Even so, according to Tom O'Neil, RKO president, it stands to lose $1 million over the three-year period.

The RKO General application was opposed by the Connecticut theatre group. Aside from a general attack on the RKO General plans, the theatre owners charged that the applicants, Teco and Zenith were, out to "gouge" the public. This was based on testimony which indicated that RKO General intended to charge $7.50 to $10 as an installation fee for the decoders, as well as a possible 75-cent weekly maintenance charge.

No Court Holdups ▪ Mr. Poor's estimate that Hartford tv viewers may be paying for special programs in the fall is based, he emphasized, on one condition: That no stay is issued by a court, and that there is no holdup through involved, long drawn out litigation which would jeopardize RKO General's investment in preparing to begin the operation.

Nor, it was pointed out, must the schedule be pinpointed if Congress intercedes.

This possibility cannot be discounted, since Congress has consistently taken a direct interest in pay tv. After the close of the last Congress, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and of its Antitrust Subcommittee, asked the FCC to submit the whole question of subscription television to Congress (BROADCASTING, Oct. 31, 1960).

The Hartford pay tv operation will be the first over the air. There have been other subscription tv tests—in Bartlesville, Okla., and in Chicago, but these were wired, closed circuit tv systems. There is a cable pay tv system operating in Toronto, sponsored by a Canadian film company, and utilizing the Telemeter system of Paramount Pictures Inc. This began in February last year and has a reported 5,800 subscribers.

MR. MINOW COMES TO WASHINGTON

Kennedy choice for FCC chairmanship starts touching bases

An historic special FCC "meeting" was held Thursday with eight "commissioners" present.

Well, almost eight commissioners. The extra "member" was Newton Norman Minow, FCC chairman designate, who met with the present commissioners in a lengthy briefing session on commission makeup, activities and problems (see picture, page 19).

Mr. Minow's day at the agency he soon will head began at 10 a.m. and did not end until after 5:30 p.m. Then, with all public transportation crippled, Mr. Minow had to walk a long 10 blocks to his hotel because of a raging snowstorm.

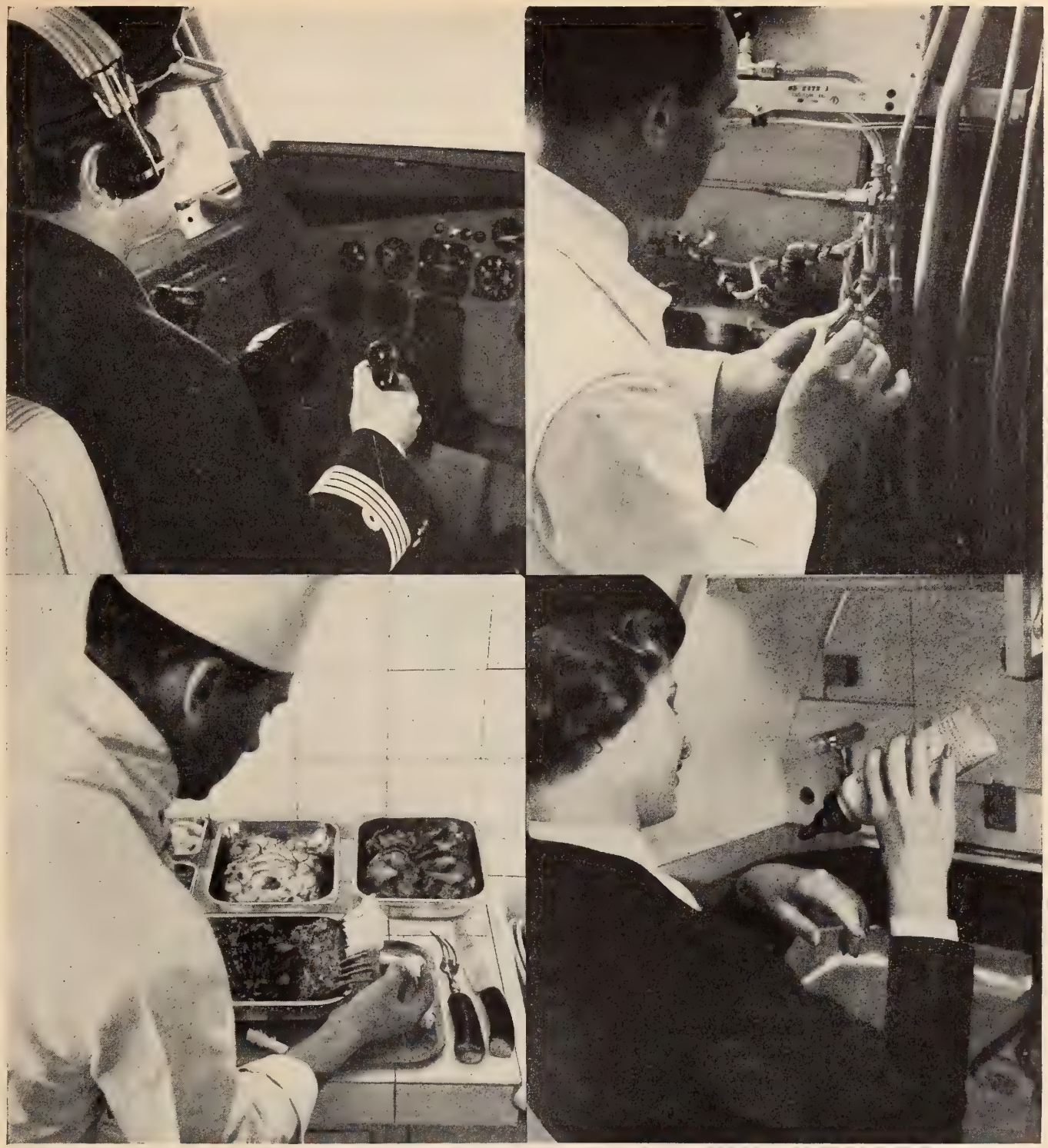
After a lengthy social and business session with the commissioners in present Chairman Frederick W. Ford's office, the Chicago Democrat heard reports on their particular activities and problems from FCC bureau and department heads. This is the first time that such a presentation has been made to a newly-appointed commissioner or chairman.

"Cooperation reached the Nth Degree," one participant said after the all-day talks.

Mr. Minow said that many industry groups have asked him to speak to their organizations since he was named chairman of the commission. He said, however, that he intends to wait until he can speak "intelligently" on broadcasting and the FCC before he accepts any of them.

The Hill, Too ▪ Mr. Minow had a busy time on his first visit to Washington since President Kennedy named him chairman of the FCC (BROADCASTING, Feb. 16). He arrived in town Tuesday and immediately began a round of meetings and visits with top congressional and incoming administration officials.

He had lunch on Capitol Hill Wednesday with Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee which must pass first on the Minow nomination. The 35-year-old Chicago attorney also visited during the day—most of whom he was meeting for the first time—Rep. Oren Harris (D-Ark.), chairman of the



Précision

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WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

Landis says FCC must consider programming at renewal time

James M. Landis, the administrators' administrator in the Kennedy administration, is certain that the FCC must have the right to look into programming.

The commission has always looked at programming, Mr. Landis said in his usual gruff manner the other day, whenever it has made a choice between rival applicants for radio or tv licenses.

What it has never done, the former Harvard Law School dean said, is consider programming when a station license comes up for renewal.

"After all," he asserted, "the licensee offers to serve the public when he applies for his license. Somebody has to check to see whether he is or not. Who else but the FCC?"

Mr. Landis was interviewed in his Jefferson Place, Washington, office in the midst of hectic telephone calls and the coming and going of aides. He is special assistant to President Kennedy with the prime job of working up legislation to give the President the power to reorganize and revamp government departments and agencies. His number one responsibility is to woo Congress to empower the President to make these moves where it is deemed desirable. Congress would be able to veto specific actions it was opposed to.

This is the method recommended by Mr. Landis in his report to President Kennedy on the regulatory agencies. The report was made public just before New Year's Day (BROADCASTING, Jan. 2). Mr. Landis is an acknowledged authority on administrative law and was asked to survey the regulatory agencies by the President two days after the Nov. 8 election.

In this report, Mr. Landis was particularly harsh in his comments on the FCC. He likened some of its procedures as having an "Alice in Wonderland quality" and expressed dismay at the commission's seeming inability to resolve long-standing problems, like the vhf-uhf situation. He was critical, also, of what he said was the FCC's lack of standards in judging applicants for broadcast licenses.

On the Right Track ▪ The FCC's activity on programming in recent months is a "step in the right direction," Mr. Landis observed. "What the commission is doing now is a good thing," he said. He referred, he said, to the FCC's policy statement last year on programming, and to the establishment at the FCC of a complaints and compliance division. Included in the activities of this group, it has been determined, is program monitoring of stations at renewal time (BROADCASTING, Dec. 19, 1960).

When President Kennedy receives authority to make changes in the organization of government agencies, Mr. Landis explained, he will set up a "task force" to look into the FCC. This group will submit its report to him, he said, and he, in turn, will pass it on to President Kennedy.

Although declining to mention the names of those who might be called on to serve in this study force, Mr. Landis acknowledged it would comprise "knowledgeable" people in the communications and broadcasting field. It will be empowered, he said, to study the FCC from stem to stern. It will talk to commissioners, staff members, industry figures and representatives of public organizations.

The FCC study, he observed, cannot properly be done without taking into consideration the fundamental policies underlying broadcasting in the United States. "I don't see how you can separate the two," he said. He refused, however, to hazard any guesses as to what might be the outcome.

Mr. Landis is on record as believing there might be some good in the establishment of a government operated network, similar to Britain's BBC or Canada's CBC. He made these observations on a Mike Wallace interview over WNTA-TV New York Jan. 12. Before any sinister motives are laid at his doorstep because of these remarks, he explained the other day that these observations were made in response to a direct question from Mr. Wallace.

"Mike asked me whether I thought the government ought to look into the idea of setting up a federally run network in television, like the BBC and the CBC," Mr. Landis said. "I said yes, the government might look into that. I don't have any hard and fast ideas on the subject, although I do feel that the BBC has brought some very high quality programs to the British people."

Minow Appointment Good ▪ The selection of Newton N. Minow, Chicago law partner of Adlai Stevenson, as chairman of the FCC is a good appointment, Mr. Landis said. He added he liked especially what he had heard about Mr. Minow's experience in Washington. Mr. Minow was law clerk to Chief Justice Fred M. Vinson in 1951. Mr. Landis said he had not personally recommended the young Chicago lawyer for the FCC chairmanship, but that he had "screened" him, among others, for the job.

Mr. Landis said he feels the major current problem at the FCC is the future of vhf and uhf television. He said the pending FCC vhf drop-in policy seems to be a step in the right direction; if actually carried out it

House Commerce Committee, House Speaker Sam Rayburn (D-Tex.), the two Illinois senators, Everett Dirksen (R) and Paul Douglas (D), and Senators John Pastore (D-R.I.), chairman of the Communications Subcommittee, Mike Monroney (D-Okla.), and Mike Mansfield (D-Mont.), majority leader.

Sen. Magnuson told Mr. Minow that a confirmation hearing would be held within two weeks after the committee officially receives the FCC nomination from the White House—probably early this week. Since the term for which Mr. Minow was appointed runs only until June 30, the Commerce chairman and the FCC chairman-designate also discussed the probabilities of a second confirmation hearing within a few months—when the latter's name is sent to the Senate for a full seven-year term.

Mr. Minow said it is his understanding that it will be necessary for the committee to consider him twice although the possibilities of a single confirmation session are being explored.

A Month Needed ▪ A law partner of U. N. Ambassador Adlai Stevenson, Mr. Minow said that he would need "a minimum of a month" to wind up his business affairs before he joins the commission. He is hoping for more time, he said, and would like to wait until mid-March before becoming FCC chairman.

When that happens, Chairman Ford will revert to the status of commissioner and Republican Charles H. King, serving under a recess appointment, will leave the FCC. Commissioner King was appointed last summer to fill the unexpired term of former Chairman John C. Doerfer, who resigned.

In between official talks and visits, Mr. Minow and his wife were busy last week attending inauguration activities. And, while her husband was busy during the day, Mrs. Minow was futilely house hunting. The Minows returned to Chicago Saturday without finding a place to live in Washington.

Before leaving Mr. Minow said "I had a first rate warm welcome. The commissioners and staff were as hospitable and cooperative as could be, particularly Chairman Ford. I am very grateful to the chairman."

might even make uhf more advantageous.

He explained this by stating he understood that where a vhf channel was put into a city this would restrict the wide-area coverage of existing co-channel and adjacent channel vhf stations. This, he indicated, might make uhf more attractive to potential or existing broadcasters.

Uhf, he noted, has some advantages over vhf. This is a technical thing, he said, but at bottom it is based on the fact that there is lots of room in uhf for more tv stations.

He does not, he emphasized, believe that it will be necessary to do anything drastic—like making tv an all-uhf service.

In his interview, Mr. Landis repeated many of the recommendations he made in his report. As they affect the FCC, he would ensure that the chairman has more authority. He would delegate minor functions to supervisory personnel and leave the commissioners with more time to consider over-all policy. He also would require commissioners to write their own decisions so the public and the industry would know who is responsible for the opinion. He expressed pleasure at the news that the SEC has revised its decision writing procedure to follow this formula.

The New York lawyer and chairman during New Deal days of the Securities & Exchange Commission and of the Civil Aeronautics Board has had some dealing with the FCC. He represented Skiatron Television & Electronics Corp. before the commission in its pay tv docket. He also counseled the same client in its difficulties before SEC last year when it was charged with failing to file required information.

Involved were the relations of Skiatron with Matthew Fox and his pay tv ventures.

KRON-TV wants to drop bid for Reno ch. 4

Sierra Tv Co. (KRON-TV-*San Francisco Chronicle*) last week asked the FCC to dismiss its application for ch. 4 at Reno, Nev., because the parent company has recently become "involved in other areas and situations over which it had no control." Sierra, in a comparative hearing with two other applicants for the channel, said the three-way contest ". . . will be extremely exhaustive of time and expense and will delay the advent of a new tv service in Reno."

Harold P. See, president of Sierra and general manager of KRON-TV, said no money or consideration of any kind was



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This Metro Area is a rich market by any measurement. For example: total retail sales are $293 million; food sales, $63 million; automotive sales, $53 million; general merchandise sales, $43 million.* With a buying income of $7553* per household, South Bend ranks first in the state: 21st nationally.

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*Sales Management 1960 Survey of Buying Power.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

received in return for the withdrawal. KRON-TV, NBC affiliate, is involved in a fight to stop NBC's planned acquisition of KTVU (TV) Oakland-San Francisco.

Remaining Reno ch. 4 applicants are Rocky Mountain Telestations (same ownership as KTWO-AM-TV Casper, Wyo.) and Circle L Inc. (E. L. Cord, who also owns KFAC Los Angeles). Three other former applicants also have dropped out.

KLFT charged with willful violations of FCC rules

Leo Joseph Theriot, owner of KLFT Golden Meadow, La., was ordered by the FCC last week to show cause why the station's license should not be revoked because of alleged "willful and intentional" violations. Cited by the commission were (1) failure to employ a full-time first class operator; (2) failure to maintain annual equipment measurements; (3) failure to maintain the Conelrad receiver properly; (4) failure to make proper technical entries in the operating log; (5) failure to take necessary protective measures, and (6) failure to reply to commission's inquiries.

The commission noted that at a personal inspection of the station in May, 1960, the violations were discussed with Mr. Theriot and again last November by the engineer in charge of the New Orleans field office. In a reply to various commission inquiries and warnings, dated Dec. 16, 1960, KLFT indicated that it still did not have a first-class operator employed full-time and that steps to correct other cited violations had been taken "at some indefinite date."

WSTS license shortened as FCC strikes again

A license renewal for only 14½ months—as compared to the normal three-year period—was granted to WSTS Massena, N.Y., by the FCC last week. The agency also suspended the general manager's operator's license for two months.

The Commission said the short renewal was granted because of past technical violations involving transmitter operations, equipment readings, measurements by unlicensed personnel and failure of the station to maintain required operating log. These violations occurred under the supervision of Jack Kessler, general manager, the FCC said, in suspending his radiotelephone first-class permit.

This is the second time the commission has invoked its new authority from Congress to issue short licenses. The first instance was last month when the licenses of five stations owned by Richard Eaton were renewed for 15 months (BROADCASTING, Dec. 12, 1960).

SEC. 315 HEARING SCHEDULED

FCC, networks, NAB and other officials will tell Pastore subcommittee what to do about amendments

FCC members, top network and NAB officials and others will give Congress their views next week on how well last year's temporary suspension of Sec. 315 of the Communications Act served the public interest.

The Senate Commerce Committee's Communications Subcommittee, headed by Sen. John O. Pastore (D-R.I.), announced Thursday (Jan. 19) that it would hold hearings Jan. 31 and Feb. 1 on the effects of the temporary suspension.

Already scheduled to appear are FCC Chairman Frederick Ford, NAB President Leroy Collins and CBS President Frank Stanton. As of late last week, NBC, ABC and Mutual had not yet announced who would represent those networks at the hearings.

Sen. Pastore has indicated that the hearings will help to shape his views on how extensively Sec. 315 should or could be revised. He has said that he personally is "inclined to lean" in the direction of complete repeal of the equal-time section (BROADCASTING, June 20, 1960), although he felt last week there is "no chance" of such repeal by Congress. But he does feel that some "compromise idea" might be found.

Great Gains ▪ The broadcasting industry, he said, "has come of age . . . and in view of the experience of the last exemption, it might be worthwhile to experiment with a further liberalization [of the equal time proviso]—to explore the possibility of allowing broadcasters to exercise more personal discretion" in political programming.

He thinks the gains for the public could be great. "If you unshackle them (the broadcasters) with regard to present prohibitions you might get a broader display" of public affairs and educational programs, he said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the subcommittee's parent Commerce Committee, has already introduced legislation (S 204) that would make permanent last year's temporary suspension as it applies to presidential and vice presidential candidates. But Sen. Pastore said that he would "search out" suggestions, in the coming hearings, as to "how far we could go" in freeing broadcasters from Sec. 315's restrictions.

At the same time, however, he sees difficulties involved in winning congressional support for even a limited measure like the Magnuson bill. "Some people say, 'What about a third party—its rights should be protected,'" Sen. Pastore said. "It's difficult to devise a formula for protecting a third party. Should it be done by law—or left to the discretion of the broadcaster."

An intensive study of how fairly the networks exercised the freedom granted them under the temporary suspension of Sec. 315 is now being concluded by the watchdog unit of the Communications Subcommittee.

This three-man group, headed by Sen. Ralph Yarborough (D-Tex.), was expected to hold hearings this week as a climax to the investigative aspect of its work. However, the unit last week was not ready to announce dates for the hearings or the names of the witnesses who will be called. The watchdog group is scheduled to go out of existence on Jan. 31.

Money settlement asked in Medford ch. 10 case

KMED Medford, Ore., and its two competitors for ch. 10 Medford have asked the FCC to approve an agreement whereby KMED will pay the other two a large portion of their "legitimate and prudent" expenses in return for dismissing their applications.

The two applicants who want to drop out are TOT Industries Inc., which would receive $6,700, and Medford Telecasting Inc., which would get $9,300 from KMED (Radio Medford Inc.). The three applications were set for hearing in March 1960 and the dismissal agreement was reached last October. The actual agreement filed with the FCC last week was dated Jan. 10.

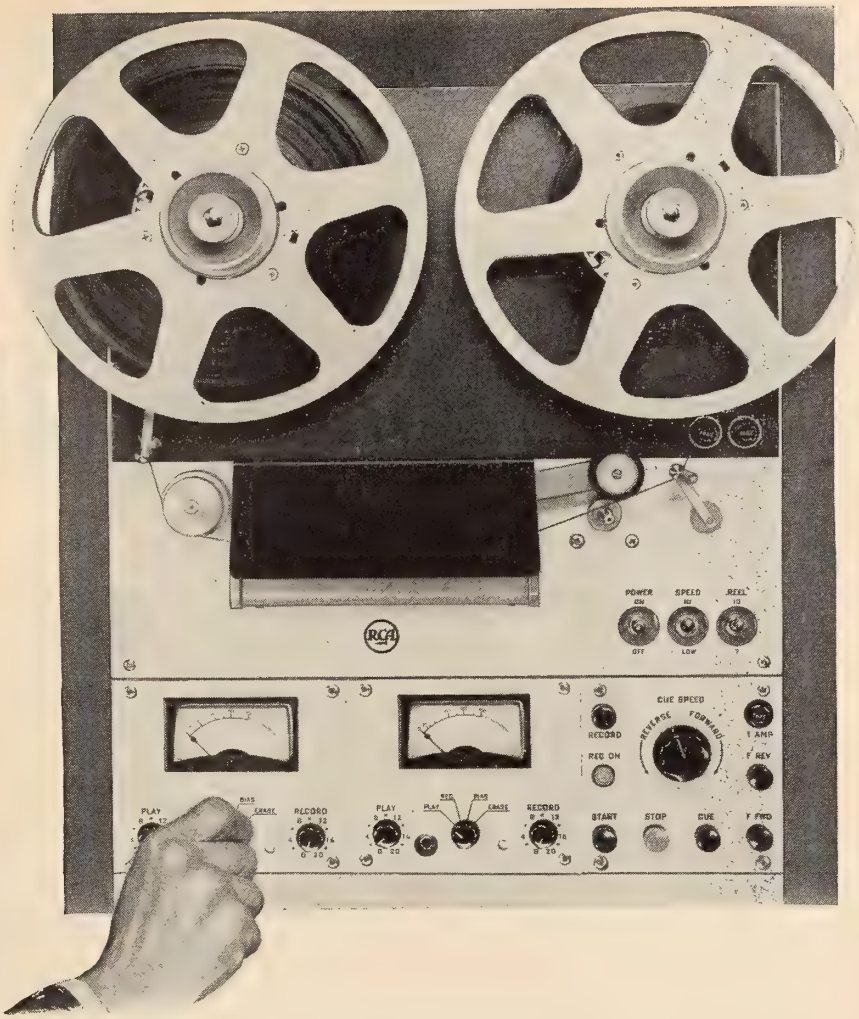
Sec. 311 (c) of the Communications Act was amended last September to require that all details of such agreements between competing applicants receive prior FCC approval. Late last month, Chief Hearing Examiner James Cunningham refused to approve a similar agreement in an am case and asked for more details on expenses claimed (CLOSED CIRCUIT, Jan. 2).

In an affidavit filed last week TOT President John F. Williams said his company's actual expenses in prosecuting its application exceeded $9,000, including legal expenses of $7,475.43 ($6,723.55 of which went to Hearne & Spillane, San Francisco law firm), engineering, $1,284, and miscellaneous, $697.80.

Medford Telecasting expenses were more than $10.000, according to President Clarence E. Wilson (51% owner of KGRL Bend, Ore.). This was broken down into $8,742.22 legal, $672.81 en-

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- Sapphires used to lift and guide tape
- Interlocked record operation
- 3¾ and 7½ in/sec tape speed provided (15 in/sec available)
- Half track recording with full or quarter track optional. Rack or console mounting.

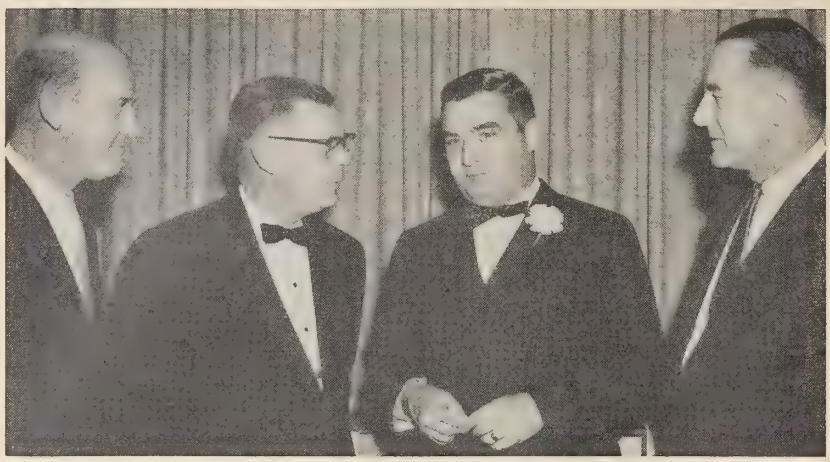
"Convenience" features make operating the RT-21 Transistor Tape Recorder a pleasure. Many new RCA developments are included in this truly professional audio recorder which is the first audio recorder to include continuously variable cue speed control. Remote control of all operating functions greatly improves operator flexibility. Basic recorder is supplied in two sections—a transport tape panel and a control panel, permitting custom or standard rack mounting. A portable carrying case is also available. Duplicate record-playback amplifier is available for two or four track stereo recording.

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An arrival and a departure

James C. Hagerty, retiring as news secretary to President Eisenhower, and Pierre Salinger, arriving as news secretary to President Kennedy, were honored Jan. 16 at a reception held by the Broadcasters Club of Washington. Prominent figures in Washington life joined club members in paying tribute to these key news sources. L to r: Robert K. Richards, head of public relations firm bearing his name and club president; Mr. Hagerty; Mr. Salinger; Joseph E. Baudino, vice president of Westinghouse Broadcasting Co. and club board chairman.

gineering, and $750.21 miscellaneous. Of the legal fees, Washington lawyer Samuel Miller (who charged $150 per day) was paid $3,008, Cottone & Scheiner, $2,783.95, and Frohnmayer, Lowry, Hogan & Deatherage, $2,946.27.

The joint petition said the agreement is consistent with the 1960 amendment on dropouts and payoffs and that the money wouldn't be paid to TOT and Medford Telecasting unless and until KMED receives a final, unappealable grant.

Westinghouse supports Kahn's CSSB system

Proponents of compatible, single sideband am broadcasting won a strong ally last week when Westinghouse Broadcasting Co. recommended that the FCC permit the use of this system.

Westinghouse, which has experimented with a Kahn Labs adapter for six months at KDKA Pittsburgh, reported it finds the claimed benefits of CSSB to be true.

The Westinghouse comment and one from Kahn Labs were the only reply comments filed with the FCC last week. The first comments on the Kahn Labs proposal were filed last Nov. 30. The only outright opposition came from Collins Radio Co.

An initial lukewarm comment from Electronic Industries Assn. was revised in a letter from EIA General Counsel John B. Olverson to the FCC saying that until it has sufficient information to make a judgment it neither supports nor opposes the Kahn system.

Favoring adoption of the CSSB concept in the Nov. 30 comments were RKO General Inc. and a group of radio stations.

The Westinghouse report last week stated the Kahn CSSB system would decrease noise, reduce co-channel and adjacent channel interference, improve audio fidelity and provide more than the usual protection from improperly shielded tv receivers. The stability of the Kahn device is "excellent," Westinghouse said.

Kahn Labs' reply was directed principally to the objections raised by Collins. Collins, the Kahn pleading stated, has "made it clear that it has not made a reasonable study of CSSB and does not understand or appreciate the proposal." Kahn then answered Collins' objections point by point.

The Kahn petition for rulemaking was filed Dec. 31, 1959. The commission issued a notice of inquiry last June, with comments filed Nov. 30.

Political use of WEBY alleged in renewal case

Charges that a broadcaster used his station as a propaganda weapon in a political vendetta were reintroduced at the FCC last week in connection with the application for license renewal of WEBY Milton, Fla.

The charges were first made over a year ago (BROADCASTING, Nov. 30, 1959) when former Santa Rosa County Commissioner Clifford Wilson and others urged the commission to revoke Clayton W. Mapoles' license for WEBY and WBLO Evergreen, Ala. At that time the FCC said it would consider the allegations against Mr. Mapoles' character when the licenses came up for renewal.

The petitions were filed by several Florida political figures who said Mr. Mapoles and a newscaster in his employ, Ben Henry Pooley, had used newscasts containing editorial comment to conduct political campaigns against candidates of a rival faction without affording them time for reply. The current request was signed by Mr. Wilson, who claimed that scurrilous innuendoes on Mr. Pooley's newscasts (that Mr. Wilson stole gasoline from the county) had damaged his reputation. He also resented the newscaster calling him "Super Octane" and claimed his child also was defamed during the political campaign when he was called "Little Super Octane."

Mr. Mapoles also was charged with attempting to prevent, by unlawful means, establishment of a second radio station in Milton and to coerce advertisers into boycotting the new station when it went on the air.

Mr. Mapoles claimed all charges were untruths and exaggerations when they were first presented in 1959.

Answers favor FCC owner rule revisions

General approval of the FCC's proposed rule relaxing multiple ownership requirements was expressed in the three comments filed last week.

McKenna and Wilkinson, Washington law firm, endorsed the portion of the FCC proposal exempting interests of less than 5% in small corporations from multiple ownership rule. The firm suggested that this exemption be broadened to include similar holdings in such arrangements as limited partnerships and joint ventures. A good part of its comment was directed at the language of the proposal: defining an "interest" in a company in terms of a "substantial voice" in its management is too broad a term, McKenna and Wilkinson stated, adding that such a definition could be interpreted in many ways and therefore would not be a sound rule.

Southwest States Inc., licensee of KROD-AM-TV El Paso, KZII (TV) Amarillo and KOSA-TV Odessa, all Texas, supported the FCC proposal on grounds it would provide added service to the public. International Good Music Inc., licensee of six fm stations and (through its president) of KVOS-AM-TV Bellingham, Wash., approved the rule also, citing a case in its company where a 4% owner desires to operate his own fm in a market far removed from those served by International's stations and can do so if the FCC proposal is adopted.

Deadline for commenting on the proposal was Monday, Jan. 16.

$13.5 MILLION ASKED FOR FCC IN '62

Broadcast Bureau gets big boost in Ike's last budget

President Eisenhower, in the final budget submitted by his administration, last week asked the Congress to appropriate $13.5 million for the FCC for fiscal 1962. This is the amount he requested for the current fiscal year, ending June 30, but is some $900,000 more than Congress provided.

The Eisenhower budget—which is certain to be revised by President Kennedy—also recommended $9.6 million for the Federal Trade Commission, an increase of $1.6 million over the funds granted the FTC by Congress this year. A request for additional funds for checking on deceptive advertising practices accounts for almost one third of the increase.

The FCC budget includes a request for $1 million to continue the special two-year uhf study. Congress appropriated the same amount to get the study started in fiscal 1961.

With the number of stations (am, fm and tv) regulated by the FCC continuing to rise, the budget asked an increase of $300,000, to $2.9 million, for the FCC to conduct its activities in this field. The budget estimated the commission would be regulating 6,272 stations by the end of fiscal 1962, compared with some 5,800 by June 30, 1961.

Permanent jobs at the FCC are expected to increase further during the coming year—to 1,563 from 1,483. FCC employes earn an average annual salary of $7,516, but this figure is expected to drop slightly during fiscal 1962.

The FTC budget contains a request for $2.4 million for the investigation and litigation of deceptive practices. This is some $400,000 more than is expected to be spent for this purpose in the current fiscal year. The message accompanying the budget said that "field investigation and trial of deceptive practice cases will be expedited" in 1962.

A request of $110.6 million was included for the U.S. Information Agency, some $700,000 more than is expected to be spent by the agency by June 30. Of the 1962 total, $18.8 million would be for the Voice of America and $1.9 million for tv. In the current year, VOA was given $18 million and the agency's tv service, $1.4 million.

The budget also recommends appropriations totalling $1.1 billion for the National Aeronautics & Space Administration, with $65 million earmarked for communications and meteorological satellites. In the current year, with NASA appropriations totalling $864 million, only $20.2 million is being spent in the field of satellites.

Appropriations requested for the Dept. of Justice totalled $294.2 million, of which $5.5 million would finance the department's antitrust division. Comparable figures for the current year are $285.3 million and $4.76 million.

In his message, President Eisenhower recommended legislation to strengthen the position of the chairmen of the FCC and other independent agencies "by vesting in them the executive and administrative duties of their agencies."

Bennett continues 'Untouchables' fight

The fight of James V. Bennett, federal director of prisons, against ABC and its top rated tv program, *The Untouchables,* moved on three fronts last week.

- Attorney General William P. Rogers called the episode another example of the lack of responsibility on the part of broadcasters.
- FCC Chairman Frederick W. Ford asked Mr. Bennett for more details and promised to forward his complaint to the stations involved.
- Sen. Warren G. Magnuson (D-Wash.), chairman of the powerful Senate Commerce Committee, asked Mr. Bennett to come over for a personal meeting this week.

Mr. Rogers' observations were made in a letter to Sen. Andrew F. Schoeppel (R-Kan.), ranking Republican member

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of the Senate Commerce Committee. Sen. Schoeppel had expressed an interest in the case. Mr. Rogers wrote;

"The program here involved seems to me, like payola and the quiz shows, [to be] another example of broadcasters failing to fulfill their duties as trustees for the public, for it should have been obvious to them and the producers that the use of the semi-documentary form would mislead many watchers into believing that the venality and brutality of the officers of the prison service in fact existed."

What irked Mr. Rogers and the U. S. Prison service particularly, according to Mr. Rogers, was that the two segments of *The Untouchables,* Jan. 5 and 12 relating to gangster Al Capone's transfer from Atlanta federal penitentiary to Alcatraz showed prison guards accepting bribes and in one instance aiding an alleged attempt by Chicago hoodlums to rescue Capone from the train.

Mr. Rogers called these portrayals "unfounded insinuations of corruption and venality upon the federal prison service."

Mr. Bennett's first attack, after the Jan. 5 episode, was to ask ABC to halt the second chapter showing of the program.

He also warned the ABC-owned stations, as well as four Florida ABC-affiliated stations that he would seek to oppose their license renewals if they showed the second part. None acceded to this threat.

Following this, Mr. Bennett wrote letters of protest to the FCC and to the commerce committees of both houses of Congress.

Rep. Oren Harris (D-Ark.), chairman of the House committee, said he had received Mr. Bennett's letter but that no meeting has been arranged.

In the Hill hopper...

Here, in capsule form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 1850. Rep. James C. Wright Jr. (D-Tex.)—Would establish a program of exchange visits from Latin America of labor leaders, college professors and persons in news work, including radio-tv. Foreign Affairs Committee. Jan. 4.

HR 1942. Rep. Carroll D. Kearns (R-Pa.)—To create a program of grants, totaling $5,200,000 annually, to states for development of programs in the arts and allied fields, including radio and television. Education and Labor Committee. Jan. 6.

HR 2227. Rep. Frank Chelf (D-Ky.)—Same as HR 1942.

HR 2297. Rep. Eugene Siler (R-Ky.)—Makes it unlawful to advertise alcoholic beverages, by broadcasting or other media in interstate commerce and provides for the fine or imprisonment of violators. Commerce Committee. Jan. 9.

HR 2501. Rep. John S. Monagan (D-Conn.)—would reimburse major political parties up to $1 million and minority parties up to $100,000 for radio-tv time purchased in behalf of presidential and vice presidential nominees, provided the parties seeking reimbursement hold their nominating conventions on or after Sept. 1 of the election year. Administration Committee. Jan. 12.

HR 2745. Rep. Thomas G. Abernathy (D-Mass.)—would provide that daytime-only broadcasting stations be permitted to operate at least from 6 a.m. to 6 p.m. Commerce Committee. Jan. 16.

HR 1008. Rep. Oren Harris (D-Ark.)—Would authorize the House Commerce Committee to conduct investigations and studies into communications and other matters. Rules Committee. Jan. 16.

Disagreement over where new Nebraska tv should be

Comments favoring an FCC proposal to add another vhf tv channel to provide service to "white" areas of Nebraska have been filed with the commission. Disagreement arose over where the channel should be assigned.

In the Nebraska case, Bi-States Broadcasting Co. (KHOL-TV Kearney and satellite KHPL-TV Hayes Center) filed three documents. One requested that ch. 4 be allocated to Superior and stated it would apply for that channel to operate as another KHOL-TV satellite; it claimed that area is under served. Another requested that the FCC add ch. 8+ to Albion, Neb., which it considers another under-served area. Its third was a request for extension of time until Feb. 17 to file its reply comments, which the commission granted Jan. 16.

Opposing Bi-States was the Nebraska Council for Educational Television. It offered as a counterproposal that ch. 4 should be assigned to Kearney; ch. 3 and ch. 8 to Bassett and Albion, respectively; ch. 13 and ch. 9 to Alliance and North Platte, and that all be reserved for noncommercial educational use. It said this would afford the council a statewide tv network that it could inaugurate and maintain.

KTIV (TV) Sioux City, Iowa, also opposed the Bi-State request on grounds that a ch. 4 in Superior would interfere with its own ch. 4 operation. It urged the FCC to defer its final decision until it had settled the question of allocations on a nationwide basis.

Mia Enterprises urged the commis-

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CHANNEL 11

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Hidden talent

Presidential News Secretary Pierre Salinger went to Jack Paar's NBC-TV show on Wednesday (Jan. 18) to talk but stayed to play the piano. A onetime child prodigy, the newsman played an untitled, Gershwin-like composition of his own that won rare recognition—applause from the studio orchestra. The impromptu concert was suggested by Mr. Paar when he learned Mr. Salinger had hidden talent.

sion to deny the Bi-State proposal and to allocate ch. 4 to Beatrice, Neb., in which case Mia would apply for it. It stated that area was just as under served as the Superior area and that although Mia would commence operations as a satellite of KMTV (TV) Omaha, it planned to expand to coverage of local news and special public affairs events. Bi-State would operate the channel only as a satellite, Mia alleged. The company had filed similar comments in the overall "interim policy" vhf drop-in proceedings (BROADCASTING, Jan. 9).

Transcontinent Television Corp., licensee of WDAF-TV Kansas City, opposed Mia's request for ch. 4 in Beatrice on grounds there would be a short co-channel separation from WDAF-TV. It also opposed the Bi-States proposal to add ch. 4 to Superior because of interference to its Kansas City outlet and proposed that if any channel should be given it should be ch. 9, further suggesting it could be either in Superior or in Beloit.

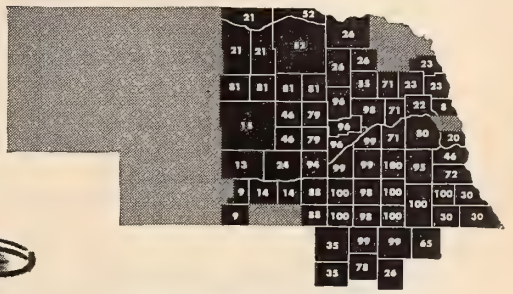
The FCC last week...

- Extended until April 1 date for vhf repeater (translator) stations now operating under special temporary authority to apply for regular licenses. Additional two months, from Feb. 1, were granted because of the difficulty in obtaining type-accepted vhf translator equipment.
- Announced that it has type-accepted vhf tv translator equipment manufactured by two additional companies. They include Mid America Relay Systems Inc. (MARS RX-17B), Rapid City, S. D., and Blonder Tongue (BENCO T-1), Newark, N. J. The commission previously accepted similar vhf translator equipment manufactured by Electronics Missiles & Communications Inc., Mt. Vernon, N. Y.
- Dismissed protest of KIVA (TV) Yuma, Ariz., against grant to Antennavision Service Co. of permit to build microwave facilities to service Yuma catv system with signals of four Phoenix tv stations and vacated February 1960 order which stayed grant. Commission



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*February Lincoln NSI

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action came on joint petition of KIVA and Antennavision. Bruce Merrill, president of the latter, has contracted to purchase the tv station for $550,000 (CLOSED CIRCUIT, Jan. 2).

■ Granted applications for one vhf and seven uhf translator stations. The vhf translator will be on ch. 6 in Pampa, Tex. to translate programs of KFDA-TV Amarillo, Tex. Uhf grants were: ch. 72 in Mason to translate WOAI-TV San Antonio, both Texas; ch. 73, ch. 75 and ch. 83, all Memphis, Tex., to translate KGNC-TV, KVII (TV) and KFDA-TV, all Amarillo, Tex.; ch. 80 in The Dalles, Ore. and Goldendale, Wash., to translate programs of KOIN-TV Portland, Ore.; ch. 70 and ch. 74 in Grand Marais, Minn. to translate programs of KDAL-TV and WDSM-TV, both Duluth, Minn.

■ Finalized rulemaking and amended the tv table of assignments by adding ch. 19+ to Bay City, substituting ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas, all Michigan, effective March 1. The amendments stem from a joint petition by Delta College, a new institution to be located halfway between Midland and Bay City, and Mid-State Broadcasting Corp., licensee of WSWM (FM) East Lansing, Mich., who stated they proposed to apply for a station to operate on a joint basis, partly commercial and partly educational, to serve Bay City, Midland and Saginaw.

■ Finalized rulemaking and amended the tv table of assignments to add ch. 36 for educational use in Milwaukee, by substituting ch. 52 for ch. 51 in Beaver Dam, Wis., effective March 1. The Milwaukee Board of Vocational and Adult Education had petitioned for reservation of a uhf channel in addition to the present operation of etv WVMS-TV on ch. 10 in that city.

■ Denied a petition by WCTV (TV) Thomasville, Ga., to reallocate its ch. 6 to Tallahassee, Fla. Since October 1958, WCTV has been authorized to identify itself as a Thomasville-Tallahassee station. The commission felt the petition advanced no "compelling public interest considerations" to warrant the change. Commissioner Robert E. Lee dissented.

■ Set Feb. 17 as deadline for comments on a proposed rule to amend Part 4 of the FCC rules to permit the operation of uhf tv translator "on-channel" signal boosters of not more than 1 watt output power by licensees of uhf tv translator stations. The Blue Mt. Television Assn., North Powder, Ore., petitioned for the amendment to permit filling-in small "shadow" areas. The FCC did not include a request that an automatic shut-off should not be required on grounds that this can be accomplished with simple circuitry.

■ Granted a construction permit for a new tv station on ch. 12 in Alpine, Tex. to Big Bend Broadcasters with power of 0.251 kw.

Catv operator wouldn't kick sponsors out

Catv operators have emphasized, before the FCC and Congress that all they do is pick up regular tv station signals and pass them along, via cable, to their customers. Over the last five years some of them have experimented with local origination, and in a few instances with the hope of selling time. Virtually all such attempts lasted for a year or so, then were dropped. But the idea won't die down.

Latest to plan the origination of his own programs is William J. Calsam, owner of a group of four cable companies in mid-New York (Oneonta, Delhi, Norwich and Sidney). He is spending $20,000 on this installation.

Mr. Calsam has built a studio and bought two Dage cameras for his Oneonta operation. He has talked to the nearby New York State Teachers College and to Hartwick College and has been assured, he says, of program material. He also has in mind running local events, leaning heavily on personal news—birthdays, wedding anniversaries, births, deaths, etc. And if some local merchant will offer to sponsor the events, he won't kick.

But, he said the other day, furthering income is not the prime reason for undertaking a live origination; rather "it's good business sense to bring my people something more, an added attraction in order that they remain content with our service." The Oneonta cable company charges $69.50 for installation and $3.50 per month for service. It brings to its 3,300 subscribers tv signals from Syracuse, Binghamton, Albany and Utica, and a background music service.

EQUIPMENT & ENGINEERING

Single space carrier firm asked

LOCKHEED OFFERS PLAN TO FCC AND OTHER AGENCIES

Formation of a single common carrier firm for space telecommunications was recommended to the FCC, the National Aeronautics & Space Administration, Congress and other government agencies last week by Lockheed Aircraft Corp., one of the major rocket and missile companies.

The recommendation came last Tuesday (Jan. 17), one day before the FCC approved a pending AT&T application for frequencies to test out a satellite overseas communications system.

The space company would be a "joint venture" enterprise, which would undertake to launch and operate communications satellites. It would operate under common carrier rules, with its customers other common carriers now operating in the transoceanic communications field.

Based on Study ■ Basis for Lockheed recommendation was a Booz, Allen & Hamilton study called "Business Planning Study for a Commercial Telecommunications Satellite." Working with the management firm and Lockheed officials were former FCC Chairman John C. Doerfer and the Washington communications law firm of Pierson, Ball & Dowd.

The document was submitted to the FCC, NASA and other agencies.

The cost of the first telecommunications satellite system, the study estimated, would be "on the order of $260 million." The need for additional circuits was underscored by these estimates:

■ Overseas telephone calls to and from the U. S. for 1959—2 million calls, $40 million in revenues; for 1970—10 million calls and $200 million in revenues. Telex (teletypewriter circuits) for 1959—567,000 calls, $10 million in revenues; for 1970—5.5 million calls, $100 million in revenues.

The study emphasized that it deals only with commercial communications; it does not consider the question of international shortwave broadcasting.

One Year Grant ■ AT&T's grant runs to Jan. 1, 1962, and authorizes the use of 6325-6425 mc with 3 kw power into the antenna at the Holmdel, N.J., earth station, and of 4100-4200 mc with 5 watts into the antenna at the satellite. The telephone company plans to boost its active relay satellite into low orbit space before the end of the year, furnishing communications and tv circuits to earth stations in the United Kingdom, France and Germany.

The Holmdel "space center" has been

used in conjunction with tests of the NASA Echo balloon experiments. To equip it for its own experiments, AT&T will spend $106,000 on the Holmdel station, and estimates a cost of $250,000 for each of the contemplated six space satellites. The cost of launching a single satellite, including the use of NASA launching facilities, has been estimated at about $3 million. This cost also will be borne by AT&T.

The first satellite will consist of a 175-lb. sphere, four feet in diameter to be sent into a 2,200-miles-high orbit.

The FCC asked AT&T to make special tests in the 4000-6000 mc region to determine the feasibility of frequency sharing between space communication circuits and common carrier earth circuits.

In making the grant, the FCC denied an AT&T request for permission to use 6425-6925 mc for space communications on a sharing basis with mobile services now allocated to this band. This request is premature, the commission said, since there is now an FCC inquiry into the question of what frequencies should be used for space. The AT&T application was opposed by mobile services and others.

The commission warned that the experimental grant to AT&T and the frequencies authorized must not be considered as a judgment that these are the best frequencies for this new service, nor that they will be made available for such use on a regular basis.

Technical topics...

Automated playback ▪ RCA's Broadcast Equipment Dept., N. Y., has introduced a new cartridge tape recorder for commercial broadcasters that sounds a recorded tone signal to cue a second recorder to begin its playback. With the "trip-cue" technique, multiple units can be automatically started in predetermined sequence for continuous playback of music, spot announcements and other program material. The new recorder, designated the RT-7A, includes such features as all-transistor design, remote control operation and interlocked recording.

Single-sideband development ▪ Kahn Research Labs Inc., Freeport, L.I., N.Y., announces the start of production on a new single-sideband transmitter adapter capable of operation from 1 to 50 mc. The unit, model SSB-58-1B, covers standard high frequency communications and also makes practical high efficiency Class C single-sideband operation, utilizing the EER system for scatter transmission. The unit is adaptable to am transmitters to produce peak envelope power of from three to four times their carrier rating for single-sideband operation.

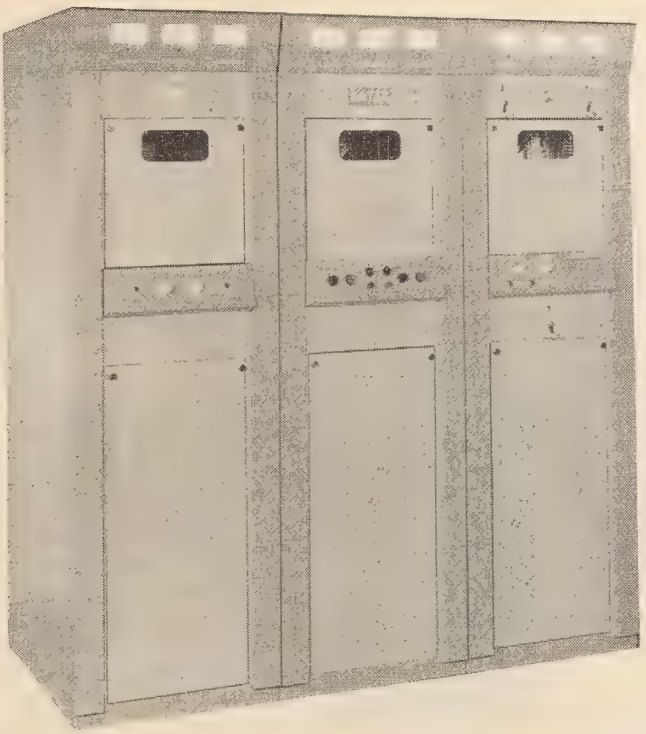


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Reade group forms new tv film company

INTERCONTINENTAL WILL PRODUCE-DISTRIBUTE

The establishment of a new tv film production-distribution company, Intercontinental Television Inc., New York, was announced last week by Walter Reade Jr., board chairman of the Walter Reade Group, which already has interests in the film production-distribution and theater fields.

Intercontinental will function as a subsidiary of Continental Distributing Inc., the motion picture production-distribution arm of the Reade organization. John Leo, formerly sales and distribution director of United Artists TV, will be vice president and general sales manager of Intercontinental, which initially will maintain headquarters at Continental's office at 1776 Broadway. Telephone number is Plaza 7-2593.

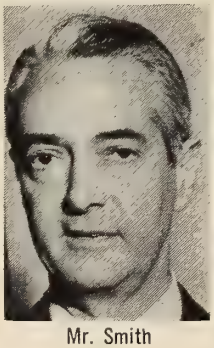
Officers and executives from other units of the Reade Group will serve Intercontinental as follows: Walter Reade Jr., board chairman; Irving Wormser, president, and Edwin Gage, Carl Peppercorn and Sheldon Gunsberg, vice presidents.

Intercontinental begins with three main packages—*Golden Time,* 39 half-hour animated programs based on the well-known Golden Books for children; *International Playhouse,* 13 90-minute dramas produced in England by John Woolf, and *Continental Feature Films,* a library of post-'48 feature movies, of which 13 will be released initially. The *Golden Time* series is being produced for tv by Intercontinental in cooperation with Fremantle International, New York, distributor of tv films abroad. It's under the supervision of executive producer Edward Cullen and is expected to be ready for telecasting in the fall; the other packages are available now.

Mr. Reade said the company hopes to become increasingly active in co-production transactions, both in the U.S. and abroad. He noted the Walter Reade Group is "not entirely new" to television, having operated WRTV (TV) Asbury Park, N. J., a uhf station, several years ago. Though the outlet has suspended operation, Mr. Reade said the company still holds a permit.

Analysis vs. editorializing, as Smith sees it

Howard K. Smith, in his weekly analysis of the news on CBS radio Jan. 15, took the changing administration as an occasion to restate his definition of the objective news analysis on his program as compared with editorial commentary.



Mr. Smith

"In its clear, extreme form," said Mr. Smith, "an editorial is free - wheeling opinion of what is right and wrong. In its clear, extreme form an analysis answers questions such as what caused a news event and what it is likely to lead to. An editorial seeks to promote action. An analysis seeks to promote understanding . . .

"Objective life and events are seldom balanced. They are mostly dis-balanced. An objective analysis must therefore be disbalanced

"There is the old, true story about the American magazine which denied that it was anti-Semitic, asserting that instead it maintained perfect balance—for every anti-Semitic article it published, it published one that was not anti-Semitic. This is balance, but it is not objectivity, truth or honesty . . .

"True events frequently offend someone. So if your analysis is going to be truthful, it is often going to offend. The State Department is alleged to have been offended by reports that there is no clear evidence of communist invasion in Laos, but that is the truth.

"Senator Kennedy is said to have been offended by reports that Catholicism was going to play a big role in the election, but it would have been a lie to analyze the campaign and disregard that truth . . .

"In summary, objective analysis may often reach the same conclusion that an editorial does. . . . It is likely to be dis-balanced in its arguments . . . It may well offend some group or institution. That is because it seeks to penetrate the meaning of life and real events. That, this analysis will strive to continue to do in what promises to be exciting, controversial, dis-balanced times that begin on Friday next."

Mr. Smith recently was the center of a difference with his superiors at CBS News, which first announced that he would appear "less frequently" on the *Douglas Edwards With the News* program. Mr. Smith declared, "The statement was in error, I will not appear at all." Sig Mickelson, president of CBS News announced: "We are hopeful and expectant that he will appear from time to time." Mr. Smith is moderator of the network's *Face the Nation.*

Public stock offering set for Screen Gems

To further the growth of Screen Gems, described by its president as "a little child of $25,000 that has grown into a $40 million business," its stock will be offered to the public.

A. Schneider, president of Screen Gems and of its parent corporation, Columbia Pictures, last week told the annual Columbia stockholders meeting that issuance of SG stock would give the company an opportunity to acquire a base for its own financing. Heretofore, it has been financed through Columbia Pictures.

The registration statement, filed with the Securities & Exchange Commission, reports Screen Gem's gross revenues from tv film rentals as $35,315,764; tv film commercial gross as $5,212,126 and total gross as $41,690,402 for the year ended Oct. 25, 1960. This compares with a total gross of $40,411,092 for the fiscal year ended Oct. 27, 1959. Net income for the 1960 period was $1,620,017 for 1960, or 72 cents per share of common, as against $1,097,907 or 49 cents per share for 1959.

Screen Gems has paid no dividends and future payments will depend on the fiscal condition of the company, the statement said.

Screen Gems has outstanding 2.25 million shares of common stock, all presently owned by Columbia Pictures. The new issue would leave Columbia holding approximately 89% of the common stock. The registration will offer 300,000 shares to Columbia stockholders and employes on a basis of one new share of SG for each five shares held in the parent corporation.

SG currently has 307 programs for first-run tv distribution. Of these 107 are produced by SG and 200 by outside producers in conjunction with that company. Subject matter runs a wide gamut —from *Winston Churchill* through *Dan Raven* to *Huckleberry Hound.*

Renumeration ▪ Complicated salary agreements and contemplated future contracts with company officers and executives were listed.

Aggregate payments to officers dur-

ing fiscal 1961 were estimated at $470,000. Mr. Schneider receives $3,000 per week from Columbia with SG paying the parent $1,000 per week for his services under a seven-year contract. Jerome Hyams, vice president and general manager, has a contract from July 1, 1959, through June 30, 1964, providing a weekly salary of $700 subject to increase the last 2½ years. Upon termination of employment he gets $200 a week for the same number of weeks he was employed. A contemplated contract will give Mr. Hyams $1,000 per week retroactive to Sept. 4, 1960, and running for five years. He will receive $625 weekly the first 2½ years after leaving SG and $875 weekly for the next 2½ years, the last increment in addition to $200 per week.

Eliot, Unger & Eliot, the tv commercials branch of SG, was acquired in 1959. Its gross operating revenue for the year ended Jan. 31, 1959, was $2,262,808; net income that year was $48,418.

CBS-TV drops western, plans to start another

Two CBS-TV network western series, one old, one new, are headed in opposite directions. *Gunslinger,* a one-hour program, starts Thursday, Feb. 9, 9-10 p.m. EST. Created and produced by Charles Marquis Warren (*Gunsmoke* and *Rawhide* are two of his other products), the series will be filmed at MGM Studios with Tony Young in the title role. The R. J. Reynolds Tobacco Co., represented by William Esty Co., will sponsor one-half of the weekly program on alternate weeks. Time for the rest has not been sold. *Gunslinger* replaces *The Witness* on the network schedule.

The other western, *Wanted—Dead or Alive,* will end its two-season network stay about the beginning of April. The show, which moved this season from choice Saturday evening time to the 8:30 p.m. period on Wednesday opposite NBC-TV's *The Price Is Right,* hasn't achieved a satisfactory rating. Brown & Williamson Tobacco Corp. and the Kimberly-Clark Corp., sponsors, plan to fill the time period with a new British mystery series, *Danger Man.*

SEC witness arrested

Morton Carlin, one of the primary witnesses against pay tv entrepreneur Matthew Fox at last year's hearing at the Securities & Exchange Commission, was arrested in New York last week on a charge of stealing $1,327,431.

In the hearing on Skiatron Electronics & Television (BROADCASTING, Jan. 18, 1960 *et seq.*) Mr. Carlin had maintained he sold stock that Mr. Fox, Skiatron franchise holder, had put up as collateral for a loan only after Mr. Fox had defaulted on payments. James M. Landis, attorney for Skiatron in the hearing, claimed the stock was offered to the public immediately after the loan was arranged and before payment was due.

The charges against Mr. Carlin, New York financier and owner of Judson Commercial Corp., include just such practices as Mr. Fox and Arthur Levey, Skiatron president, had said led to part of their trouble before the SEC at the time of the hearing.

Among Mr. Carlin's clients, according to SEC testimony, was Alexander L. Guterma, former president of MBS now in prison for stock fraud.

Unions-producers talks speed up in Hollywood

Negotiations by International Alliance of Theatrical & Stage Employes and the basic crafts unions with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers accelerated from afternoon to morning and afternoon sessions last week after IATSE President Richard Walsh arrived in Hollywood to head the union delegation.

The major demand of the unions, a 25% across-the-board increase in minimum scale, had not come up for dis-

SURE I'M A CONSUMER, BUT...

I Never Heard of You.

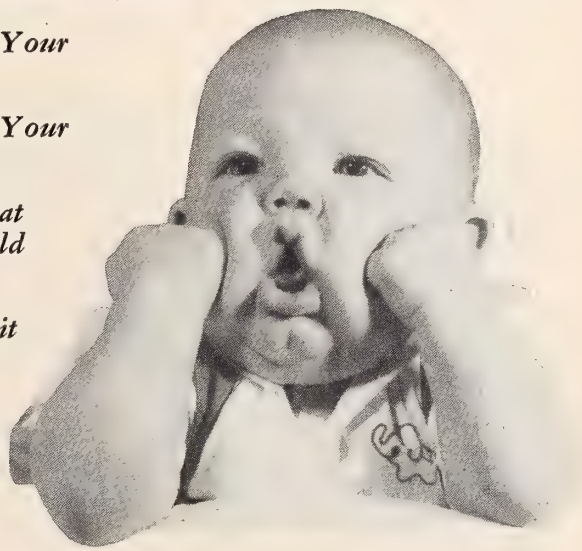
I Never Heard of Your Product.

I Never Heard of Your Company.

I Never Heard of Your Reputation.

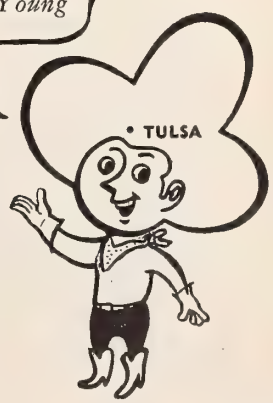
I Never Heard what Your Product would do for me.

I'm willing to try it but I never have heard about you.



MORAL TO TIMEBUYERS: If you want your product known to consumers in the Tulsa Market, use KAKC for the most complete market penetration. KAKC is No. 1 in Tulsa and the 21 counties of Northeastern Oklahoma. More adults (buyers) listen to KAKC than any other Tulsa radio station.

Hi! I'm K. A. Casey . . . here to offer advertisers the best buy in the Tulsa Market. Call your Adam Young representative today and see for yourself.



FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES | KAKC TULSA | KBKC KANSAS CITY

cussion as of late last week. The chief union argument earlier had asked for a cure for what they charged was the too-frequent practice of keeping workers on the sets long past the scheduled breaks for meals. Ignoring of mealtime breaks is especially prevalent among tv film producers, who seemingly are undeterred by the present time-and-a-half penalty, the unions claimed. IATSE has proposed raising penalties to double time for the first half-hour's delay and triple for any further delay, over and above regular pay for the period.

Program notes...

New series ▪ A pilot of a new hour-long color tv series, *Sebastian,* will be filmed in February, according to Harold Goldman, president, Television Enterprises Corp. Ted Post will produce and direct the pilot, written by Frederick M. Frank, with Herb Stewart in charge of production supervision. Dimitri Tiomkin will do the musical score. Bill Troy will be featured in the series.

Mr. Goldman, former executive vice president of National Telefilm Assoc. who recently joined Famous Artists Agency, has resigned from that company to devote his full time to television enterprises for which he is now seeking suitable headquarters in the Los Angeles metropolitan area.

Bugs, Porky & the gang ▪ King Features Syndicate has been appointed European merchandising representative for Warner Brothers' television and cartoon characters. The company will handle merchandising tie-ins in all European countries except the United Kingdom and Eire. Walter Tuckwell & Assoc., London, holds that franchise. Games, records, toys, premiums and children's publications are included in the deal.

Bureau moved ▪ To speed coverage of the current crisis in Belgium, Westinghouse Broadcasting Co. has transferred the London staff of its European News Bureau to Brussels for the duration of the political strife there. Rod MacLeish, bureau chief, is feeding news reports via direct line from Brussels to 11 WBC radio and tv stations, supplemented by delayed news briefs, commentary and film.

Two more ▪ The addition of two new stations, WDAF-TV Kansas City, Mo. and WBNS-TV Columbus, Ohio, increased to 60 the number of stations which have accepted the new tv series *International Zone,* commissioned by U. S. Broadcasters' Committee for the United Nations. The series of 13-half-hour programs is hosted by Alistair Cooke and is produced under the supervision of United Nations Television.

Breaking the news ▪ A new radio news-gathering organization has started full-time coverage of the New York metropolitan area. Jay Levy, formerly city editor of WADO New York, has launched Radio Pulsebeat News with headquarters at 153-27 Hillside Ave., Jamaica 32, N. Y. With a news crew





It's not a rip 'n' read job anymore

Time was when all a news director had to do was tear copy off the teletypes and maybe supervise on the sidelines at a fire. Nowadays, as the above pictures demonstrate, going where the story is can provide a good deal of wear and tear on a tv news director.

At right, Doug Davenport, news director of WISN-TV Milwaukee (circled) is preparing to descend to the bottom of Little Muskego Lake. A trained scuba diver, Mr. Davenport assisted in recovering the bodies of three young girls, whose convertible plunged through thin ice while they were joyriding the night of Jan. 2. The car was upended on the lake's bottom 25 feet below. WISN-TV claims Mr. Davenport was first on the air with complete coverage of the tragedy and its aftermath. The bodies were recovered in sub-freezing weather.

At left WLWD (TV) Dayton, Ohio, News Director Ed Hamlyn (foreground) with a microphone around his neck, is recording sound-on-film while floating under conditions of zero gravity. Bob Phillips, WLWD cameraman, was strapped to the floor of the jet tanker in which the air force was testing the effects of weightlessness on the human body. "A weird experience," reported Mr. Hamlyn, "It's like swimming under water, but with no control over one's movements." He added that the conditions upset his stomach to the point where recording the sound-on-film was extremely difficult.

of 27 men working on a 24-hour basis, RPN is manning city-wide news centers with staff reporters, while others carrying battery-powered tape recorders cruise the area to gather spot news. RPN's telephone: Axtell 1-4320.

Aux armes ▪ United Press Movietonews, N. Y., is finishing a half-hour documentary, *DeGaulle and the Six-Year War*. It will be offered to tv stations on a first-come-first-served basis. Both English and Spanish narrated versions are available.

Networks cover big show despite big snow

The nation was given a vivid account of the Kennedy inauguration ceremonies in Washington Jan. 20 despite a severe blizzard that disrupted long-range planning by network crews.

Hazardous traffic conditions, paralyzed air transport and fouled-up arrangements made the coverage job more difficult but radio and tv managed to give practically normal service under difficult weather handicaps.

NBC-TV provided color coverage of the inaugural parade and black-and-white versions of other developments. Purex Corp., through Edward H. Weiss Co., Chicago, sponsored coverage starting at 11 a.m. and including the inaugural ball. NBC News once again used the private news wire first employed at the July political conventions, with 15 reporters covering locations and feeding a news desk of five. The network used a Cadillac remote car behind the President in the inaugural procession and added a Lincoln mobile unit to follow the vice president. A candid camera was stationed in Georgetown to catch the President as he entered his home across the street.

Chet Huntley and David Brinkley were key figures in the coverage but Mr. Brinkley had to do a solo Thursday night when his partner was lost in the greatest traffic jam in Washington history.

CBS-TV used Paul Levitan, special events director, to coordinate coverage around the city. He was stationed at master control in the Raleigh Hotel on Pennsylvania Ave. Except for the inaugural address, which was on a non-sponsor basis, CBS-TV coverage was sponsored by the Savings & Loan Foundation Inc., Washington, through McCann-Erickson. Hanes Hosiery Mills, Winston-Salem, N. C., bought the inaugural ball coverage through J. R. Flanagan Adv., New York.

ABC-TV used a new fully transistorized image orthicon camera for the inauguration, a portable 12-pound Dage-built unit assigned a position opposite the White House. Some 20 ABC-TV cameras were stationed around the Capitol and along the parade route.

Mutual scheduled seven hours of on-the-scene coverage, including commentaries by Arlene Francis, Dorese Bell and Tony Marvin.

Kennedy set for live 'open end' tv conference

The first live coverage of a presidential news conference in history will take place Jan. 25 when President Kennedy meets correspondents in the State Dept. auditorium in Washington.

While no understanding exists about the timing of the conference, other than its 6 p.m. opening, all major networks will pickup the pooled live coverage. Lewis W. Shollenberger, CBS, will produce coverage under the network rotation plan. Two CBS cameras will feed all networks. The front half of the State Dept. auditorium was selected for the news conference. Two rows of seats were moved to accommodate 16mm cameras, newsreels and stills. These cameras will be 55 feet from President Kennedy. Cameras and stills also will be stationed in a wing on the stage to catch the President as he walks on stage.

CBS is using two "Kennedy Special" mikes to be directed from the stage at reporters as they ask questions. These are highly directional. Available lighting in the auditorium provides ample foot lamberts for photo pick-ups.

The production calls for an actual record of what happens, with no staging. It was not known at the weekend if reporters would be expected to identify themselves when they ask questions. Pierre Salinger, Kennedy news secretary, had not given an official ruling. The auditorium will accommodate 390 newsmen as against 280 capacity, standing and seated, in the old Indian Treaty Room used by President Eisenhower.

In his final radio-tv message to the nation Jan. 17, President Eisenhower ad libbed this statement as he began: "First let me express my gratitude to the radio and television networks for the opportunities to express myself during these past eight years and tonight." During his final news conference Jan. 18 he was asked if he had counseled Vice President Nixon against engaging in television debates. He said in reply, "I was not asked for any advice on debates."

Bigger things for 'Gunsmoke'

CBS-TV intends to expand *Gunsmoke*, that's been in the half-hour format on the network since the fall of 1955, to a full-hour series starting in the fall of 1961. As a result the program—currently in the 10-10:30 p.m. EST slot on Saturday—will lap over a half



hour in station option time (Saturday option time is 8-10:30 p.m.). Selected half-hour *Gunsmoke* episodes will be retitled as a series and repeated by CBS-TV in the Tuesday, 7:30-8 p.m. EST period in the fall, and will be available for local station sale—effecting an equal "swap" for the time the network receives from stations on Saturday night.

VIOLENCE ON TV

It's increasing, reports NAFBRAT in L. A. survey

American juveniles are being exposed to more crime and brutality on television than ever before, the National Assn. for Better Radio & Television declared last week in releasing the results of a survey of crime and horror programming on the seven Los Angeles tv stations the week of Nov. 12-19, 1960, before 9 p.m.

The tabulation of crimes, NAFBRAT reports, included "144 murders, 143 attempted murders, 53 'justifiable' killings, 14 cases of drugging, 12 jail breaks, 36 robberies, 6 thefts, 13 kidnappings (one of a small boy), 6 burglaries, 7 cases of torture, 6 extortion cases, 5 blackmail, 11 planned murders, 4 attempted lynchings, 1 massacre scene with hundreds killed, 1 mass murder of homesteaders, 1 planned mass murder by arson, 3 scenes of shooting between gangland posses, many killed (could not tabulate) and 1 other mass gun battle."

There was no difference between the stations subscribing to the NAB tv code and the non-subscribers, NAFBRAT states, except for KCOP (TV) which, says NAFBRAT, "contributed very little to the crime figures, showing only 3 murders, 5 attempted murders, 3 robberies and 1 case of drugging."

The tabulation does not include crimes committed on the daytime tv serials or court shows, nor the commercials for motion pictures and other tv programs. A monitor for KABC-TV (owned by ABC) had this comment: "ABC is not only going out for violence, it is advertising its own policy on all of its daytime shows, including the programs specifically designed for children. Film clips of its most violent nighttime programs are shown at station breaks throughout the day. . . . If there are not many violent shows on a particular night, clips of programs on the next few days are shown. Most of ABC's crime shows start with a 'preview scene' . . . of the most violent action in the feature following. . . . In my opinion, the callousness in ABC's exploitation of crime and horror is shocking."

Official, Paramount sign deal for 'Eyes' newsreels

Official Films, New York tv distributor, last week completed a deal with Paramount Pictures, New York, for the latter's newsreel library which the parties claim is unprecedented in television. For an undisclosed sum Official acquired world rights to the Paramount "Eyes and Ears of the World" newsreel library of more than 10 million feet of film shot around the world from 1928 through 1958.

Seymour Reed, Official Films president, said his company would use the film for hour and half-hour tv documentaries, special programs and to sell stock footage. He said it is the first time a major newsreel library has been assigned to exclusive television use and comes at a time when more public affairs programs are in demand. Official has several documentary series in more than 100 markets now, all independently produced, using footage from various sources. They are the daily five-minute *Almanac*, five-minute *Greatest Headlines of the Century* and one-minute *Sportsfolio*.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 23-27, 30-Feb. 1 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 23-27, 30-Feb. 1 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 23-27, 30-Feb. 1 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 23-27, 30-Feb. 1 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 23-27, 30-Feb.1 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 23-26, 30-Feb. 1 (11:15-1 a.m.) **The Jan Murray Show,** part.

Jan. 23-26, 30-Feb. 1 (11:15 a.m.) **The Jack Paar Show,** part.

Jan. 25, Feb. 1 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Jan. 25, Feb. 1 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 26 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Jan. 27 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine & Sons through William Esty.

Jan. 28 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Jan. 28 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Jan. 28 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Jan. 29 (6-6:30 p.m.) **Meet the Press,** sust.

Jan. 29 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Jan. 29 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Jan. 31 (9-10 p.m.) **The Bobby Darin Show,** Revlon through Grey Adv.

INTERNATIONAL

Television coverage hits 85% in Canada

ESTIMATED 3,793,400 TV HOMES NORTH OF THE BORDER

Based on a sample made last fall, the Bureau of Broadcast Measurement, Toronto, Ont., estimates that 85% of Canada's households have television sets. Canada's population total last fall was estimated at 17,993,900, not including the Yukon and Northwest Territories where there is no television as yet. Number of households was estimated at 4,459,100 and number of television households at 3,793,400.

BBM's survey shows Quebec province with the highest percentage of television households—1,054,400, or 92% of the number of households in this bilingual province. Ontario has most television households—1,432,700, or 90%.

Nova Scotia follows wtih 86% of all households having television for a total of 146,700; New Brunswick with 107,100 has 81%; Manitoba with 180,200 has 78%; British Columbia with 362,900 has 76%; Alberta with 262,000 has 75%; Saskatchewan with 179,100 has 72%; Prince Edward Island with 17,000 has 71%; and Newfoundland with 51,300 tv households has 58%.

Among major markets, the Montreal metropolitan area with 455,800 tv households accounts for 97% of all households in the area; Toronto metropolitan area with 363,700 has 92% saturation; Vancouver metropolitan area with 212,600 has 92%; Winnipeg metropolitan area with 109,100 has 94%; Ottawa with 90,700 has 94%; Hamilton, Ont., with 97,100 has 97%; Edmonton with 73,700 has 93%; Quebec City with 71,600 has 97%; Calgary, Alberta, with 67,300 has 94%; and Windsor, Ont., with 55,100 tv households has 98% saturation.

Baker buys Canadian Otto

Baker Adv. Agency Ltd., Toronto, has bought Robert Otto & Co. (Canada) Ltd., Toronto in what is believed the first time a Canadian advertising agency has purchased the Canadian subsidiary of a U. S. agency.

The Otto account includes Miles Laboratories and Luft-Tangee (Canada)

Ltd. The Otto agency has been in Canada for nine years. Baker is one of the oldest agencies in Canada, doing some $8 million in billings annually, and handles mainly General Foods Ltd., Chesebrough-Pond's (Canada) Ltd., Canadian Kodak, Frigidaire Products of Canada, Carnation Co. Ltd., and Adams Brands Sales Ltd.

W. A. Perry, vice president and general manager of Otto's Toronto office, is forming a radio production organization, Perrylea Productions.

Soviets to produce more television sets in 1961

Russia's economic goals for 1961 call for an 18% jump in television set sales and a 13% gain in radio receiver sales. This compares with a 5.8% increase contemplated for retail sales as a whole during the year. (Soviet television set production during the first nine months of 1960 was 1,232,000 and radio receiver output was 3.1 million).

By late 1960, the USSR's television transmissions covered an area inhabited by 75 million people. There were 94 "powerful transmission stations" and "about 160 relay points." In 1950, the Soviet Union had only two tv transmitters—in Moscow and Leningrad.

META to request ch. 19 for Toronto etv outlet

Application for the first Canadian educational television station will be made next month by the Metropolitan Education Television Assn., a group of metropolitan Toronto boards of education, the U. of Toronto and cultural organizations.

So announced Dr. Andrew Stewart, Board of Broadcast Governors chairman, Jan. 14. He said META is applying for ch. 19 and he thinks it likely the application will be recommended by the BBG to the Dept. of Transport at Ottawa.

Dr. Stewart said BBG regulations do not provide for strictly educational television stations. Citing the possibility of administrative difficulties for certain educational subjects, he mentioned a hypothetical case of a literature course by the U. of Toronto which might include a discussion of the works by D. H. Lawrence.

"The contents of the course might be considered as offending good taste or more specifically might involve a breach of regulations prohibiting the use of indecent, obscene or profane language," the BBG chairman said.

He said consideration will have to be given to specific regulations to be applied to educational television that would avoid encroachment on an institution's right to control the content of formal educational broadcasts.

Minnesota Mining & Manufacturing of Canada Ltd. has made a grant of $10,000 worth of video tape to META to assist in production of educational television programs, Dr. D. C. Williams, META president, announces.

Set maker gives reason for no Canadian color tv

The introduction of color television into Canada is being stymied by a lack of French-language color programs. According to Carl A. Pollock, president of Dominion Electrohome Industries Ltd., Kitchener, Ont., the Canadian Broadcasting Corp. would like to begin color programming. The CBC could import U.S. color shows, but it would be required to program an equal amount of color programs for its French speaking audience in Quebec and other Canadian provinces. Since no French-language color programs are available from outside sources, CBC would have to produce its own French color shows. According to Mr. Pollock, the CBC does not have funds to do this. This is the reason, he says, that no television station in Canada, either CBC or independently owned, is licensed to colorcast.

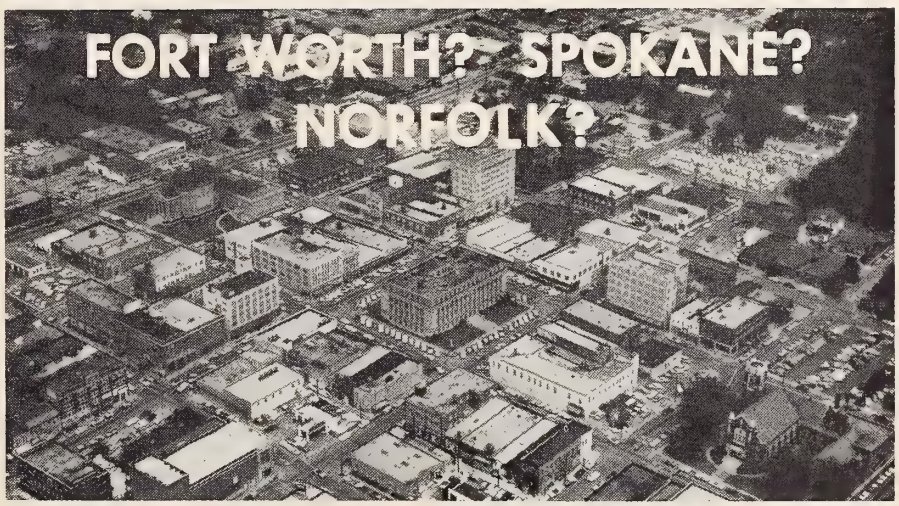
A small number of RCA color rereivers have been sold in southern Canadian areas where color programs can be received from U.S. stations. Mr. Pollock reports that his company, which manufactures tv, radio and recording equipment, uses RCA chassis in its custom-built color receivers and hi-fi combinations.

The Electronics Industries Assn. of Canada has presented several briefs to the Canadian Board of Broadcast Governors and the Canadian government urging that independent Canadian stations be licensed for color so color receivers can be produced in Canada.

Abroad in brief...

Radio-tv sales ▪ Radio and television receiver sales were down for the first 11 months of 1960 according to the report of the Electronics Industries Assn. of Canada. Radio receiver sales totalled 477,647 units in the January-November 1960 period as against 550,683 in the comparable 1959 period. Television receiver sales for the same time were 311,380 in 1960 and 373,757 in 1959. Most sets were sold in the province of Ontario which accounted for 114,499 tv receivers and 222,200 radio sets. Quebec province was second with 81,040 tv and 115,644 radio sets.

Representative ▪ CFCJ-TV Port Arthur, Ont., has appointed Television Representatives Ltd., Toronto, as exclusive representatives.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of prosperous El Dorado, Arkansas, located in the rich oil area.

BROADCAST ADVERTISING

Greene Fenley III, copy supervisor at Dancer-Fitzgerald-Sample, N. Y., appointed vp.

Nathan Schiller, director of test audit division at Audits & Surveys Co., N. Y., elected vp.

James J. Cochran appointed vp and manager of New York office of Ketchum, MacLeod & Grove, succeeding **Marshall Clark.** He formerly was vp and director of The Kudner Agency, that city.

Stephen Davis, at one time director of network and station promotion at Young & Rubicam, N. Y., named vp of Barkas & Shalit Inc., pr firm.


Mr. Moss

Alfred S. Moss, formerly senior vp and manager of N. Y. office of Don Kemper & Co., joins Kastor Hilton Chesley Clifford & Atherton, that city, as senior vp. Mr. Moss was at one time president of Williams Adv. Agency, N. Y., which merged with Kemper in 1959.

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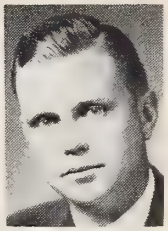
"TED HUSING REMINISCES"

- ALL-NEW RADIO SERIES
- INTERVIEWS WITH THE GREATS OF SPORTS AND SHOW BUSINESS
- 52 SPARKLING 15-MINUTE PROGRAMS

***Every Monday at 7:15 PM on KFI 50,000 Watt NBC Affiliate. Sponsored by Huntington Park First Savings & Loan.**

For full information on costs for your market Phone, Call or Write

ALEX M. VICTOR
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HOllywood 5-2816


Mr. Leonard


Mr. Roberts

John H. Leonard and **Herbert R. Roberts** elected vps of BBDO, N. Y. Mr. Leonard, account group head, joined BBDO in 1950 as copywriter. He moved into client contact four years later and was named group head last year. Mr. Roberts came to BBDO in 1954 as drug marketing specialist. Following year, he transferred into client contact where he served for five years as account executive and group head. He returned to marketing department in 1959, and was appointed department manager last year.

William F. Allison and **Irving Miller** elected vps at Ketchum, MacLeod & Grove, Pittsburgh. Both are account supervisors.

Fred Dixon and **Gordon Dille,** formerly of William Esty Co., N. Y., join J. M. Mathes Inc., that city, as account executive and pr staff executive, respectively.

William Zarkades, formerly head of own advertising agency, appointed head of new Seattle, Wash., office of Doyle Dane Bernbach.

Norman K. Saxer Jr. joins creative-contact department of Gardner Adv., St. Louis, as executive.


Mr. Spier

Carleton Spier, vp, director and copy supervisor at BBDO, N. Y., retires after 43 years with firm and its predecessor, George Batten Co. Mr. Spier, who joined Batten Co. in 1917 as member of art department, wrote Christmas ad in 1940 for Hamilton watches, that was later to be included in published anthology of "100 greatest ads."

Edward L. Schrauth Jr., formerly vp in charge of sales and advertising, Borden Co., N. Y., named executive vp of company's northeast fluid milk and ice cream division.

Klaus Werner, on research staff at Doherty, Clifford, Steers & Shenfield, N. Y., appointed commercial production assistant in tv programming and production department.

Duane C. Bogie, account executive at Foote, Cone & Belding, Chicago, appointed associate director of broadcasting. He has been with FC&B for 10 years.

Robert B. Byron named account supervisor in Chicago office of Young & Rubicam. He has been with Y&R for 14 years, serving as director of media relations since 1956.

THE MEDIA

Sherod F. Rouser, sales manager of WLOD Fort Lauderdale, Fla., promoted to general manager. **John F. Ward,** account executive, succeeds Mr. Rouser as sales manager.


Mr. Buchanan

Robert S. Buchanan appointed general sales manager of WJW-TV Cleveland, succeeding **Frank Barron** who moved to Storer Sales Organition (WEEK's HEADLINERS, Jan. 16). Mr. Buchanan, formerly national sales manager of WJBK-TV Detroit, will assume his new post effective Feb. 1. Both stations are part of Storer organization.

Bill Lyde, formerly account executive at WSLS-TV Roanoke, to WXEX-TV Richmond-Petersburg, both Virginia, in similar capacity.

Irwin Rosten, news and documentary writer-producer at KNXT (TV) Los Angeles, joins KTLA (TV), that city, as writer-producer of public interest programs.


Mr. Jorgenson

Wallace J. Jorgenson appointed managing director of WBTV (TV) Charlotte, N.C., succeeding **Kenneth I. Tredwell Jr.,** who leaves broadcasting to enter banking there. Mr. Jorgenson was assistant managing director for WBTV. Prior to that, he was general sales manager of WBT, radio arm of WBTV.

Barry Winton, formerly of ABC Films, joins Richard H. Ullman Inc., Baltimore, as southeastern regional sales manager.

Sidney E. Smith appointed local sales manager of Dallas office of WTVT (TV) Ft. Worth, Tex. He formerly was on local sales staff of KPTV (TV) Portland, Ore.

Jack Stubbs, formerly with KCOK Tulare, to KFRE-TV Fresno, both California, as account executive.

Hill W. Hastings, formerly of Remington Rand Systems Div., N. Y., joins Radio Advertising Bureau, that city, as promotion manager.

James Jarvis, formerly of The Katz Agency, Chicago, joins CBS-TV Spot Sales, that city, as account executive.

Paul E. Freygang appointed general manager of KRSD-AM-TV Rapid City and KDJS-TV Lead, both South Dakota.

John B. Garfield, local sales manager of WJW-TV Cleveland, resigns.

W. B. Steis, general manager of WJER Dover and WAND Canton, both Ohio, asumes managership of WKJF-FM Pittsburgh.

Gerald L. Atkin and **Donald C. Bowen** appointed to New York sales staff of Petry Television. Mr. Atkin previously was eastern sales manager at Headley-Reed Tv and account executive at WABC-TV New York. Mr. Bowen was account executive, KDKA-TV Pittsburgh, after serving WXIX (TV) Milwaukee as merchandising director. In 1959, he joined WCBS-TV New York, as manager of research and sales promotion.


Mr. Franz

Henry H. Franz, sales manager of WFBM Indianapolis, promoted to station manager and director of sales. He joined station's sales staff in 1955 and was named local sales manager in 1959.

John M. Keys, advertising director of WNBQ (TV) and WMAQ Chicago, promoted to manager of WMAQ. **Chet Campbell,** publicity manager of stations, succeeds Mr. Keys. **Dan Anderson** named manager of press, reporting to Mr. Campbell.

Jerry Weaver, formerly with KCBS San Francisco, to KIST Santa Barbara, Calif., as sports editor and air personality.

Don Owens, professional football player with St. Louis Cardinals, joins KTVI (TV), that city, as sports director.

Paul E. Mills, former manager of WBZ Boston and WJW Cleveland, named president and general manager of Shore-Side Club, Everett, Mass.

PROGRAMMING


Mr. Calder

C. Wylie Calder appointed sales director of Columbia Films, Columbia, S.C. Formerly he was southeastern sales representative for NBC-TV Films, New York. Mr. Calder, in broadcasting for nearly 20 years, began his career as announcer-copywriter at WCSC, Charleston, S. C.

Kent Paterson, formerly of sales divisions of NBC and CBS, joins Depicto Films Corp., N. Y., as account executive.

Jack Goodford, director at Elektra Film Productions Inc., N. Y., named vp.

Henry Traiman joins ARTS (Advertising, Radio & Television Services Inc.), N. Y., as vp. Mr. Traiman, who was formerly with Robert Lawrence Productions, that city, as vp in charge of editorial operations, will also be vp and executive producer of Gerald Productions Inc., production division of ARTS.

Charles Luftig resigns as business administrator for Red Skelton, executive producer of *The Red Skelton Show* and executive vp of Sursum Corp., Val Ritchie Corp. and S&L Research Labs. **Edward M. Hillie,** general manager of Skelton Studios, succeeds Mr. Luftig.

Norman Katz, director of foreign operations at United Artists Assoc., N. Y., named vp in charge of foreign operations, Television Industries, that city.

Rolland Brooks, art director of *The Untouchables* at Desilu, named supervising art director on all Desilu productions.

EQUIPMENT & ENGINEERING

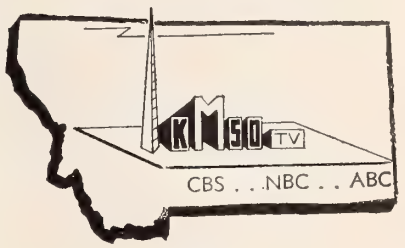

Mr. Lynch

Douglas C. Lynch, vp and managing director at RCA International, named to take on additional responsibility of direction of RCA Victor Co., Ltd., RCA's Canadian subsidiary. Mr. Lynch, who was elected to his post in 1959, will now have

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

"MONTANA'S *Favorite Salesman*"



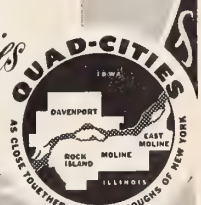
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60,300 TV HOMES at less than $1.00 per 1,000 TV HOMES!

Seven Cities & 13 Counties enjoy KMSO-TV's Fine Lineup of CBS, ABC & NBC Programming.

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National Representatives
HEADLEY-REED COMPANY

The Station of Quality in the Quad-Cities



CBS
WHBF
RADIO and TELEVISION

four functions under his direction, aside from Canadian assignment: marketing of all RCA products overseas; direction of RCA foreign subsidiaries; direction of RCA licensing operations and technical assistance to licensees, and direction of RCA's electronic development program in southern Italy.

Robert V. Jordan, sales engineer, equipment department at Sylvania Electric Products Inc., Teterboro, N. J., named product manager of microwave devices. **William J. Peterson,** who was supervisor of entertainment equipment sales, midwestern region, becomes product manager for receiving tubes and cathode ray tubes.

Louis E. Risner appointed sales engineer, semiconductors, for west coast area for CBS Electronics, Danvers, Mass.

Marvin Blumberg becomes partner in A. D. Ring & Assoc., Washington Consulting Radio Engineer firm. He joined firm in 1951.

INTERNATIONAL

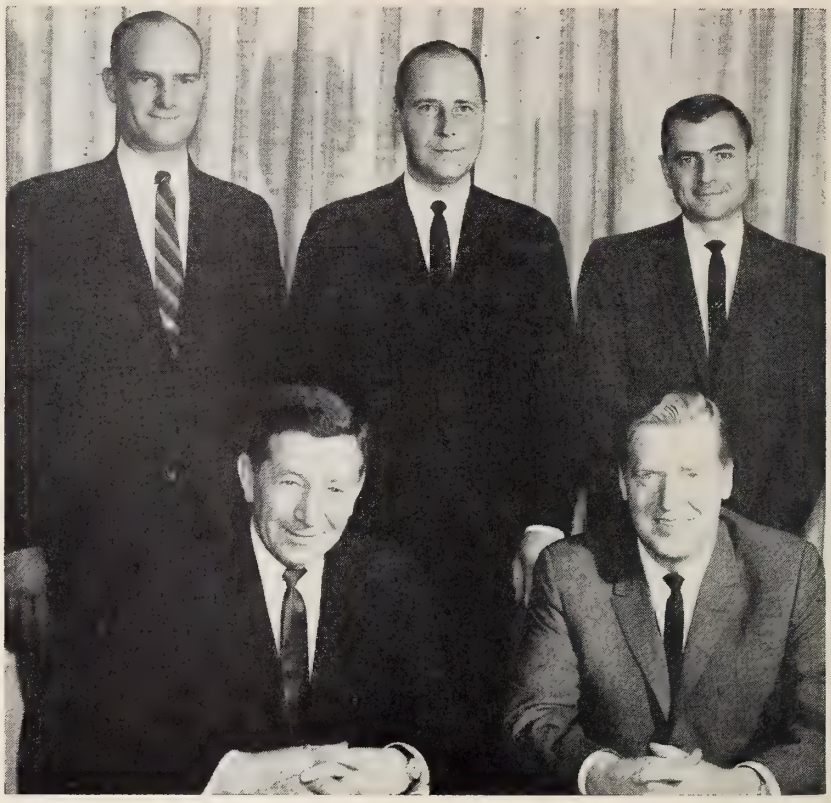
John A. McDougald, Toronto financier, to board chairman of CJAD Montreal, recently purchased by Standard Radio Ltd., Toronto, owners of CFRB Toronto. **W. C. Thornton Cran,** president of CFRB to similar position at CJAD, and **J. Arthur Dupont,** former president of CJAD, which he founded, named director and consultant.

William Ross, formerly of Stanfield, Johnson & Hill, Toronto, to senior radio-tv producer of Baker Adv. Agency Ltd., that city.

Roy Shields joins CHUM Toronto, as first tv critic on Canadian radio station. Shields does four reports on tv daily.

W. B. Plaunt appointed president of CKSO Sudbury, Ont., succeeding **W. J. Woodill. J. M. Cooper** named vp; **J. T. Miller,** executive vp; **Ralph Connor,** manager; and **R. G. Nelson,** secretary-treasurer. W. J. Woodill, who retires after 25 years with CKSO, remains as a director and consultant.

B. A. Martin, for past year national sales supervisor of CFCF Montreal, returns to All-Canada Radio & Television Ltd., Toronto, as sales representative for 29 radio stations represented by firm.



Management board at John Blair & Co.

Election of **Lou Faust, Charles Fritz, Heber Smith** (standing l to r) and **Ed Whitley** (seated left) as vps of John Blair & Co., radio station representative, is being announced today (Jan. 23). Together with Thomas C. Harrison, vp and manager of Blair's Chicago office (seated right), the new vps will constitute the new sales management board of the radio organization.

Mr. Faust has been with Blair's New York staff since January 1954 and previously had been with H-R Representatives. Mr. Whitley has been in the company's New York office since 1951 and earlier had been with the media department of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Smith has served Blair in San Francisco since 1953 and earlier he headed NBC Spot Sales' office there. Mr. Fritz has been with Blair's Detroit office since 1953 and earlier had been with the Katz Agency and WWJ Detroit.



MORE LISTENERS PER DOLLAR ON KRLA

THE NEW LEADER IN LOS ANGELES RADIO

DIAL 1110 • 50,000 WATTS

REPRESENTED NATIONALLY BY DONALD COOKE INC.

ALLIED FIELDS

Dr. Frank Millman, former research director at Institute for Motivational Research, N. Y., joins Motivation Dynamics Inc., Mohegan Lake, N. Y., as research coordinator.

DEATHS

Leroy A. Andrews, 42, Western Div., manager of Philco Corp., died Jan. 11, following brief illness. He was with firm since 1946.

Russell M. Hunt, 51, sales manager of WAYS Charlotte, N. C., died Jan. 6 in that city.

Tv to get mechanical man to promote 'Flintstones'

A newcomer to the Hanna-Barbera stable of cartoon talent distributed by Screen Gems is ready to hit the personal-appearance trail. Fred Flintstone, who this season debuted with his wife in *The Flintstones* (ABC-TV, Fri., 8:30-9 p.m. EST), is ready to follow the promotional route pioneered by the syndicated *Huckleberry Hound,* followed by *Yogi Bear, Baba Louie* and others.

How to mount the Flintstone act posed some problems, though. Costumed people customarily portray the cartoon animals in local appearances, but it didn't seem right to Ed Justin, merchandising manager of Screen Gems, to costume a real man to play a cartooned one. So he has come up with a mechanical man to do the Fred Flintstone bit around the country.

It is the cheapest act yet. A station has only to assign an announcer to ask questions, plug in Fred and let him talk. The other cartoon acts all require actors to fill animal suits. This one will be performed by an animated polyethylene statue executed by Silvestri Art Manufacturing Co. of Chicago, which has created similar representations of Screen Gems cartoon folk for department store displays. Recorded dialog for Fred Flintstone activates mechanical muscles, so the five-foot "personality" can do his own lip-sync act, including an original song to wind up the bit, "Abba Dabba Do," based upon a favorite exclamation of the caveman character.

The act has been offered all ABC-TV affiliates. Thirty-five accepted immediately and the syndicator expects to hear from more. First stop on the national tour will be WBKB (TV) Chicago sometime next month when the "talent" is ready. Department-store bookings will follow later in the year after a new line of Flintstone toy merchandise debuts next March at the Toy Fair in New York.

A Shakespeare series on tv

Standard Oil Co. (New Jersey) has started a television series, presenting the five "King" plays of William Shakespeare in 15 broadcasts. Titled *An Age of Kings,* the British produced series chronicles the rise and fall of seven English monarchs from 1399 to 1483, using the same actors as the same characters in succesive plays.

To help viewers follow the action, the sponsor has published a brochure outlining the play's plots.

The series is being aired on WNEW-TV New York and WTTG (TV) Washington. Each week's play is presented originally on a week-night (Tuesday, 8 p.m., New York; Friday, 8 p.m., Washington) and is repeated the following Sunday evening (10 p.m., New York; 9 p.m. Washington).

One to a customer

They were selling money at bargain rates in Atlanta, Ga., last week. WQXI that city, was recently purchased by Esquire Inc. To herald the change in ownership, the station sold silver dollars for 79 cents each. Four "Dough Girls" handled the money changing operation on Atlanta streets.

The asking price for WQXI's merchandise was determined by the sta-

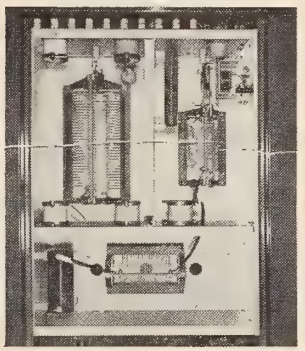
Essay winners wined, dined and honored

Two college students were wined, dined and honored last week by ABC Radio for best answering that network's question, "What do you most want the U. S. to do at home and abroad in 1961?"

The youngsters, Susan Higginbotham of Mt. Holyoke (Mass.) College and Andrew Barr of Arlington (Tex.) State College, won the "ABC Radio Network-Edward P. Morgan College Essay Contest" over 800 other applicants from all 50 states. Entries in the competition, which opened Dec. 5 and closed Dec. 28, were judged by four separate panels of judges before a fifth group of educators and journalists selected the two winners.

Miss Higginbotham and Mr. Barr arrived in New York last Wednesday (Jan. 18) to be guests at an ABC luncheon hosted by AB-PT President Leonard H. Goldenson and Robert R. Pauley, radio network vice president. While in that city, the two students visited the United Nations, recorded a program for UN Radio and attended a Broadway show. The next day, they proceeded to Washington to lunch with their senators and representatives, and to talk to George Meaney, president of the AFL-CIO. Mr. Goldenson and ABC News commentator Edward P. Morgan hosted a reception in the students 'honor at the Broadcasters' Club in Washington Jan. 19. Friday (Jan. 20), the contest winners participated with ABC News correspondents in covering the presidential inauguration, parade and ball.

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1 KW AM TRANSMITTER
COMPLETELY SHIELDED
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HOW WOULD YOU INVEST
$6,000?

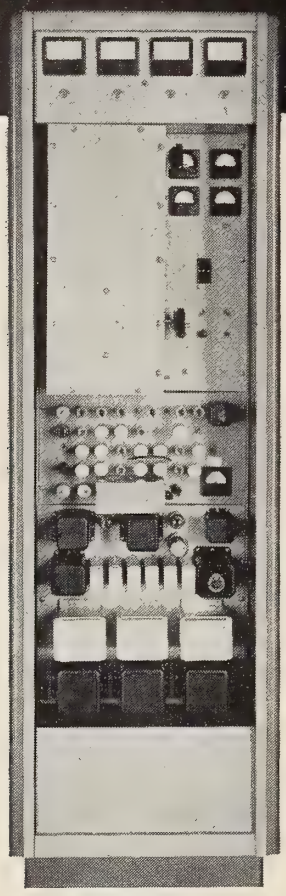
Let's say you have the problem of finding the best way to invest $6,000 (nice problem)! How would you do it? Perhaps you would like the safety of bonds, or perhaps you feel that you have enough knowledge of the market to try common stocks. Then again, your choice might be a small (very small) piece of real estate. Think it over . . . it isn't easy to decide, especially if you really could use the extra income from your investment.

If you ever do have such a problem, we'd like to show you how hundreds of businessmen from coast to coast have invested $6,000 cash and have experienced an average return of over $100 A WEEK on their investment. No gimmicks . . . just a sound business investment in a neighborhood coin-operated ECON-O-WASH laundry. An unattended franchised ECON-O-WASH laundry takes up so little of your time that there's no thought of leaving your present job, so that $100.00 a week is extra income. With no obligation, send for our free booklet. It gives the fascinating ECON-O-WASH story in greater detail, and may show you the way to the most solid investment you will ever make.

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WORLD LEADER
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transmitters from 10 W to 50 KW are available.

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on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.

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shipment of any ITA-FM transmitter can be made in 30 days or less.

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while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—

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For detailed information on any of our FM transmitters call collect or write us.

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tion's 790 kc location on radio dials.

Buyers were limited to "one to a customer."

Drumbeats...

'Count-Down' starts ▪ WBZ-TV Boston last week started its third annual "Science Count-Down 1961," a state-wide science quiz for more than 60,000 eighth grade students in Massachusetts. Sponsored jointly by the Westinghouse Broadcasting tv station and Lowell Technological Institute, the quiz will conclude in May with the selection of the state's leading junior scientist, who will receive a scholarship to Lowell Tech. Preliminary science bees began Jan. 19 in public, parochial and private schools. The four top scorers in each county will compete in 14 weekly county championships televised live on WBZ-TV beginning in the latter part of February. County winners will compete in the grand finals next spring.

Shoppers' Aid ▪ Shoppers, like horse players, are always looking for tips and WLIB New York is helping to oblige them. The station presented New York City Dept. of Markets Commissioner Anthony Masciarelli in a 15-minute broadcast devoted to providing listeners with an up-to-date survey of best food buys. The commissioner will appear as a regular feature of the *At Home With Betty Frank* show, a daily WLIB program (2:45-3:00 p.m.).

'Six-day Cinderellas' wear priceless gem

What happens when a contest winner suddenly falls temporary heiress to a priceless gem?

Broadcaster Gordon McLendon decided to find out. To do so, he arranged to borrow one of the prize possessions of the Kazanjian Foundation—the 227 carat "Star of Anakie" which is purported to be the world's second largest perfect star sapphire.

Mr. McLendon promptly hung the gem on the neck of a contest winner from his San Francisco station, KABL. During the six days that followed, McLendon's "Six-Day Cinderella," soon learned that a lack of privacy is the penalty of fortune—even the temporary kind. Shadowing her movements continuously was an armed and uniformed Burns detective—waiting outside the shower, hovering at mealtime and even blotting out the light of a full San Francisco moon.

A Brinks armored car was as familiar in the neighborhood as the morning milk truck. And, any smile from a stranger seemed to "Cinderella" to be the first possible overture of an international jewel thief.

Reaction to the "gem gimmick" caused Mr. McLendon to pack the jewel off to Dallas and his station there, KLIF.

The Dallas response was even greater than in San Francisco. "Cinderella, Texas Style" wore the gem to the New Year's Cotton Bowl Game on the final day of her week.

The "Star of Anakie" is now safely back with its owners and Gordon McLendon is wondering what he can do for an encore.



'Cinderella' at the Cotton Bowl

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan 12 through Jan. 18. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

APPLICATIONS

WSLA-TV Selma, Ala.—Mod. of cp to change ERP from 2.69 kw to 3.16 kw, increase in ant. height above average terrain from 360 ft. to 1393 ft. and new location for trans. site. Filed Nov. 4, 1960.

New am stations

ACTION BY FCC

Beverly, Mass.—United Bcstg. Inc. Granted 1570 kc, 500 w D. P.O. address 126 Dartmouth St., Boston, Mass. Estimated construction cost $24,413, first year operating cost $36,000, revenue $48,000. Principals include (17% each): **John MacLellan, Richard O'Connor** and **Richard Colten.** Also (12½% each): **Joseph Rothberg, Edward Modiste, Harry Slabin** and **Irving Kadesh.** Mr. MacLellan is announcer WCOP Boston. Mr. O'Conner is news director WFLY Troy, N.Y. Mr. Colten is employe of closed circuit tv network. Mr. Modiste is attorney. Mr. Kadesh is in jewelry business. Ann. Jan. 18.

APPLICATIONS

Robstown, Tex.—George L. Gossage. 1510 kc, 500 w D. P.O. address 103 S. 4th St. Estimated construction cost $13,665, first year operation cost $30,000, revenue $35,000. **Dr. Gossage,** sole owner, is chiropractor. Ann. Jan. 16.

Saltville, Va.—Saltville Bcstg. Corp. 1330 kc, 1 kw D. P.O. address 3 West Main St. Estimated construction cost $22,924, first year operation cost $36,000, revenue $40,000. Principals include **Mountain Empire Bcstg. Corp.,** 81.64%, **William J. Totten,** 8.24, **Charles E. Wiley Jr.** and **S. Lewis Jones,** 3.34, **Robert** and **Stella Wolfenden,** 1.67 each. Mountain Empire Bcstg. Co. owns WMEV Marion, Va. Mr. Totten owns store. Mr. Wiley owns home furnishing company. Mr. Jones owns publishing firm. Mr. Wolfenden is president of Mountain Empire. Mrs. Wolfenden is employe of WMEV. Ann. Jan. 17.

Existing am stations

APPLICATIONS

WCMI Ashland, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. Jan. 16.

WDEA Ellsworth, Me.—Cp to change frequency from 1350 to 1370 kc, increase power from 1 kc to 5 kw and install new trans. Ann. Jan. 13.

WCER Charlotte, Mich.—Cp to increase power from 1 kw to 5 kw and install new trans. (1390kc). Ann. Jan. 17.

WCCW Traverse City, Mich.—Cp to increase power from 1 kw to 5 kw and install new trans. (1310kc). Ann. Jan. 17.

WHUC Hudson, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. Jan. 16.

WCNC Elizabeth City, N. C.—Cp to increase daytime power from 250 w to 1 kw. Ann. Jan. 16.

New fm stations

APPLICATIONS

Waldorf, Md.—Dorlen Bcstrs. Inc. 104.1 mc, 1.5 kw. Ant. height above average terrain 166 ft. P.O. address Box 401. Estimated construction cost $21,816, first year operation cost $16,000, revenue $30,000. Principals include **Edward** and **Rita Lenaway,** 50%, and **John R. Dorsey Jr.,** 50%. Mr. Lenaway is employe of WPTX Lexington Park, Md. Mrs. Lenaway is social worker. Mr. Dorsey is employe of WDON Wheaton, Md. Ann. Jan. 6.

Grand Rapids, Mich.—Aquinas Bcstg. Society of Roman Catholic Diocese of Grand Rapids. 98.7 mc, 59.75 kw. Ant. height above average terrain 151 ft. P.O. address 1607 Robinson Rd. Estimated construction cost $38,010, first year operation cost $13,434, revenue $14,100. Non-commercial educational station. Ann. Jan. 17.

Kent, Ohio—Kent-Ravenna Bcstg. Co. 100.1 mc, 770 w. Ant. height above average terrain 305.1 ft. P.O. address 517 Edgewood Dr. Estimated construction cost $19,568. Kent-Ravenna is headed by Robert C. Dix, president. Ann. Jan. 17.

Tiffin, Ohio—WTTF Inc 103.7 mc, 3.81 kw. Ant. height above average terrain 124 ft. P.O. address 112 E. Market St. Estimated construction cost $11,280, first year operation cost $2,500, revenue $5,200. Fm applicant will duplicate WTTF Tiffin. Ann. Jan. 16.

Zanesville, Ohio—Southeastern Ohio Bcstg. Inc. 102.5 mc, 15.2 kw. Ant. height above average terrain 492.4 ft. P.O. address 4852 N. Fifth St. Estimated construction cost $25,400, first year operation cost $2,500, revenue $5,000. Fm applicant will duplicate WHIZ Zanesville. Ann. Jan. 17.

Big Spring, Tex.—Anca Bcstg. Co. 95.3 mc, 250 w kw. Ant. height above average terrain 29 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operation cost $12,000, revenue $16,000. Principals include **J. A. Caddell** and **D. T. Anderson,** equal partners. Mr. Caddell is employe of company that retails marine equipment. Mr. Anderson owns company that manufactures telemetric equipment. Ann. Jan. 5.

Racine, Wis.—Lakeshore Bcstg. Corp. 92.1 mc, 1 kw. Ant. height above average terrain 190 ft. P.O. address 1311 S Main St., Racine, Wis. Estimated construction cost $30,300, first year operation cost $19,500, revenue $25,000. Principals include **Jerome P. Feeney,** 65%, **Mary K. Feeney,** 30% (husband and wife), **Rex Capwell,** 5%. Mr. Feeney is employe of WRJN Racine, Wis. Mr. Capwell is attorney. Ann. Jan. 16.

Ownership changes

APPLICATIONS

KZON Tolleson, Ariz.—Seeks assignment of license from **E. O. Smith,** sole owner to **Glendale Bcstg. Co.** Transfer of 50% interest to **William** and **Evelyn Ledbetter,** and 50% interest to be jointly owned by **E. O.** and **Thelma Smith.** Agreement is merger of two competing applicants for new standard station construction permit on 1190 kc at Tolleson, Arizona. Ann. Jan. 13.

KGST Fresno, Calif.—Seeks involuntary assignment of license from **Juan Mercado,** deceased, to **J. J. Nagel,** executor of estate of Juan Mercado. Ann. Jan. 17.

KGBS Los Angeles, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, Ohio, WIBG-AM-FM Philadelphia, and **WAGA-TV Atlanta**—Seek transfer of control through sale of stock of parent corporation, **Storer Bcstg. Co.** by **George B. Storer.** He will relinquish majority control (presently owns 52.128%) by converting 263,000 shares of Class B stock into common stock for general sale to public, giving him 43.52% interest. Mr. Storer will retain working control. Ann. Jan. 17.

KTWL Golden, Colo.—Seeks assignment of license from **George I. Norman Jr.** and **Philip B. Rosenthal** d/b as **Norman Bcstg.** to **Norman-Downbeat Bcstg. Inc.** Change to corporate form of business with no financial consideration involved. Ann. Jan. 17.

WFAB South Miami, Fla.—Seeks transfer of control of **WFAB Inc.** Transfer of 60% interest from **United Bcstg. Co. of Eastern Virginia Inc.** to **United Bcstg. Co. of Western Maryland Inc.** with no financial consideration involved. Ann Dec. 30, 1960.

KWIK Pocatello, Idaho—Seeks transfer of control of **Pocatello Radio Inc. Harlan E. Miles** and **William T. Woods** will sell 75% interest to **John W. Lewis** and **Marvin M. Mollring,** 37.5% each, (presently own 12½% each) for total consideration of $7,000. **Marshall True** will retain his 25% interest. Messrs. Lewis and Mollring have interest in WIBV Belleville, Ill. Ann. Jan. 13.

KROC-AM-TV Rochester, Minn.—Seek transfer of control of **Southern Minnesota Bcstg. Co.** Transfer from **Agnes P. Gentling, Lawrence C. Miller, R. W. Chadwick, H. J. Harwick,** and **Allen A. Gentling,** trustees of G. P. Gentling estate to **Agnes P. Gentling,** 44.5%, **G. David Gentling,** 16.25%, **Gordon P. Gentling,** 18%, **Phillip H. Gentling,** 13.74%, and **Allen A. Gentling,** 7.95%. Ann. Jan. 17.

KENO Las Vegas, Nev.—Seeks transfer of control of **Nevada Bcstg. Co. Edwards R. Hopple** will acquire 20% interest from **Howard F. Andersen, C. E. McLaughlin,** and **Gordon Sherwood Jr.,** 20% each (presently own 25% each), and **Leslie Craigen** and **Gordon B. Sherwood Sr.** 10% each (presently own 12½% each), for $16,400. Ann. Jan. 17.

WBAC Cleveland, Tenn.—Seeks transfer of control of **WBAC Inc. Charles B. Britt** is selling 45% interest to **James S. Ayers,** 95% (presently owns 50%), for $10,000. Mr. Britt will retain 5% interest. Ann. Jan. 17.

KBBB Borger, Tex.—Seeks transfer of control of **Radio Station KBBB. Ford Robertson** is transferring 25% total interest to **Robert M.** and **Dixie D. Watson,** 50% each (presently own 37½% each), for $1,250. Ann. Jan. 13.

KCRN Crane, Tex.—Seeks assignment of license from **Jacqueline L. Young,** executrix of estate of Joseph E. Young, to **Albert L. Crain,** sole owner, for $22,000. Mr. Crain is radio engineer. Ann. Jan. 13.

WAVY Portsmouth, Va.—Seeks transfer of control of **Tidewater Teleradio Inc.** Transfer from J. Glen Taylor, et al, trustees, to J. Glen Taylor et al, stockholders. Change from Class B Voting Trust to Class B stock. Ann. Jan. 17.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by Broadcast

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Bureau for review of hearing examiner's grant of petition by Earl McKinley Trabue for leave to amend his application for new am station in Myrtle Creek, Ore., to show reduction in power from 5 kw to 1 kw, using non-DA which is in consolidated hearing in dockets 13657 et al.; disallowed amendment. Ann. Jan. 18.

■ By order, commission modified and made effective Oct. 26 initial decision and granted application of United Bcstg. Co., for new am station to operate on 1570 kc, 500 w, D, DA, in Beverly, Mass. Comr. Bartley not participating. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Valley Telecasting Co. (KIVA, ch. 11), Yuma, Ariz., (2) vacated order which stayed effective date of Dec. 3, 1959 grants of applications of Antennavision Service Co., for fixed radio stations to carry signals of four Phoenix tv stations to Yuma for delivery to CATV system there, and (3) terminated proceedings in docket 13385. Ann. Jan. 18.

■ By memorandum opinion and order, commission denied petition by Wayne M. Nelson, Concord, N. C., to enlarge issues in proceeding on his application and that of Fred H. Whitley, Dallas, N. C., for new am stations. Chrm. Ford not participating. Ann. Jan. 18.

■ By separate memorandum opinions and orders, commission granted petitions by Wilkes Bcstg. Co. (WATA) Boone, N. C., and Radio Hendersonville, Inc. (WHKP) Hendersonville, N. C., severed from consolidated proceeding in dockets 13663 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, both conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WHKP also accepting such interference as may be imposed upon its operation as result of subsequent grant of either of applications of Norman A. Thomas or Greene County Bcstg. Co., for new stations in Greeneville, Tenn. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted joint petition by York County Bcstg. Co., (WRHI) Rock Hill, S. C., WOOW, Inc. (WOOW) Greenville, N. C., Radio Sumter, Inc. (WSSC) Sumter, S. C., Robeson Bcstg. Corp. (WTSB) Lumberton, N. C., Oxford Bcstg. Corp. (WOXF) Oxford, N. C., New Haover Bcstg. Co. (WGNI) Wilmington, N. C., and John P. Rabb (WJRI) Lenoir, N. C. (Groups B and C), severed from consolidated proceeding in dockets 13397 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 18.

■ By memorandum opinion and order, commission denied petition by Radio Cabrillo requesting stay of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif., pending disposition of Radio Cabrillo's appeal to Court of Appeals challenging validity of commission's "cut-off" procedures whereby its application for new station in Atascadero, Calif., was denied comparative consideration with Cal-Coast application. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted petition by WKRZ Inc., severed from consolidated proceeding in dockets 13711 et al., and granted its application to increase daytime power of WKRZ Oil City, Pa., from 250 w to 1 kw, with DA day, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed upon it by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 18.

STAFF INSTRUCTIONS

■ Commission on Jan. 18 directed preparation of document looking toward granting, under specified conditions, application of Hartford Phonevision Co. for authority to conduct trial subscription tv operations over its WHCT (TV) (ch. 18), Hartford, Conn. Ann. Jan. 18.

■ Commission on Jan. 18 directed preparation of document looking toward denying petition by WMAX Inc., for rehearing on Sept. 7, 1960 decision which denied its application to increase power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continued operation on 1480 kc, D. Ann. Jan. 18.

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Associated Broadcasters Inc., to increase power of WHYS Ocala, Fla., from 1 kw to 5 kw, continued operation on 1370 kc. D, subject to such interference as may be caused to its proposal by operation proposed by Southern Bcstg. Co. of Mariana Inc., in its pending application for new facilities on 1390 kc, 5 kw, D, in Gainesville, Fla. Ann. Jan. 16.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting applications of Rogue Valley Bcstrs. Inc., to change facilities of KWIN Ashland, Ore., from 1400 kc, 250 w, unl., to 580 kc, 1 kw, unl., DA-2, and R. W. Hansen to increase power of KCNO Alturas, Calif., from 1 kw to 5 kw, continued operation on 570 kc, D. Ann. Jan. 17.

OTHER ACTIONS

■ By order, commission amended sec. 3.183 of broadcast rules to reflect adoption of Canadian map of ground conductivities to be used after Jan. 1, 1961 for determinations with respect to transborder interference problems. Ann. Jan. 12.

■ Commission on January 10 granted petition by National Association of Broadcasters and extended to Jan. 26 time to file comments and to Feb. 6 for replies in rulemaking proceeding on amendment of part 1 adding sec. 1.365 concerning applications for voluntary assignments or transfers of control. Ann. Jan. 12.

■ Commission invites comments by Feb. 20, 1961 to proposed rulemaking designed to protect demand for local broadcast services consistent with sec. 307(b) of Communications Act concerning "fair, efficient, and equitable distribution of radio service" to communities. Ann. Jan. 12.

■ By report and order, commission adopted rules designed to (1) insure that it is apprised of all agreements proposing to remove conflict between mutually exclusive broadcast applications and (2) elicit information which will enable commission to determine whether their effectuation would serve public interest. They implement Sept. 13, 1960 amendment to Communications Act to curb "pay-offs." Ann. Jan. 12.

■ Copies of commission's 26th Annual Report for fiscal year 1960 are now on sale by Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 45 cents copy. Commission does not make public distribution. Ann. Jan. 16.

■ Commission on January 13 granted petition by Bi-States Co. (KHOL-TV) Kearney, Neb., and (KHPL-TV) Hayes Center, Neb., and extended to Feb. 17 time to file reply comments in tv rulemaking proceeding involving Superior, Neb. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted motion filed by Maine Radio and Tv Co. in proceeding on its application to change trans. location of WCSH-TV (ch. 6), Portland, Maine, from about 8 miles northwest of Portland to 11 miles northwest of city and increase ant. height from 590 to 1,000 ft., and amended Issue No. 1 to read "To determine whether there is reasonable possibility that tower height and location proposed in above-entitled application may constitute menace to air navigation." Ann. Jan. 18.

■ By memorandum opinion and order, commission, on its own motion, enlarged issues concerning application of A. S. Riviere for new am station in Barnesville, Ga., which is in consolidated hearing with application of Radio Georgia for new station in Thomaston, Ga., in dockets 13599, 13600. Comr. Craven and Cross dissented to enlargement of issues. Ann. Jan. 18.

Routine roundup

ACTIONS ON MOTIONS
By Chairman Frederick W. Ford

■ Granted motion by Fisher Bcstg. Co. and corrected in various respects the transcript of Dec. 15, 1960 oral argument in Portland, Ore. tv ch. 2 proceeding. Action Jan. 10.

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By Commissioner T. A. M. Craven

■ Granted petition by Cal-Radio Inc., and extended to Feb. 16 time to file replies to exceptions of Bay Area Electronic Associates in proceeding in its application for am facilities in Santa Rosa, Calif. Action Jan. 16.

■ Granted petitions by Broadcast Bureau and extended to Feb. 3 time to respond to petition for reconsideration on remand by WJMJ Bcstg. Corp., and to respond to petition by Young People's Church of Air Inc., for leave to amend its application in proceeding on their applications for fm facilities in Philadelphia, Pa. Action Jan. 10.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for Jan. 25 in proceeding on am applications of Franklin Bcstg. Co., (KMAR) Winnsboro, La., et al. Action Jan. 10.

By Hearing Examiner James D. Cunningham

■ Granted petition by Air Transport Association of America for leave to intervene in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM[TV]) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga. Action Jan. 12.

By Hearing Examiner Thomas H. Donahue

■ Scheduled prehearing conference for Jan. 16 at which time schedule of further procedural steps will be formulated including establishing date for hearing in proceeding in applications of Audiocasting of Texas Inc. and Horace K. Jackson Sr., for new am stations in Waco and Gatesville, both Texas. Action Jan. 10.

■ Granted motion by Broadcast Bureau and corrected transcript of oral argument held on Oct. 13, 1959 in proceeding on applications of Floyd Bell and Belton Bcstrs. Inc., for new am stations in Texarkana and Belton, both Texas. Action Jan. 10.

By Hearing Examiner Charles J. Frederick

■ Granted joint petition by applicants in Salem, Ore., tv ch. 3 proceeding and continued certain procedural dates; hearing continued from Jan. 19 to Feb. 14. Action Jan. 9.

■ Pursuant to agreements reached on record at Jan. 12 prehearing conference in proceeding on am applications of John Laurino, Waynesboro, Va., et al., scheduled, among other procedural dates, hearing for March 13. Action Jan. 12.

■ Scheduled prehearing conference for Jan. 26 in matter of revocation of license of Mandan Radio Association for KBOM Bismarck-Mandan, N. D. Action Jan. 12.

By Hearing Examiner Millard F. French

■ Granted petition for leave to amend by Washington Bcstg. Co., (WSNT) Sandersville, Ga., and WSNT Inc. and substituted latter as party applicant in docket 13640, which is consolidated for hearing with docket 13639. Action Jan. 21.

By Hearing Examiner Walther W. Guenther

■ Upon request by Radio Carmichael, Sacramento, Jack L. Powell and Alyce M. Powell, joint tenants (KVON) Napa, and Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., scheduled oral argument for 9:15 a.m., Jan. 11 on separate petitions for leave to amend their am applications by Radio Carmichael and KVON. Action Jan. 9.

■ Granted joint motion on behalf of protestant Springfield Tv Bcstg. Corp. and applicant New England Microwave Corp., and continued indefinitely January 16 hearing in proceeding on applications for new fixed video radio stations in Richmond and North Adams, both Massachusetts. Action Jan. 11.

■ Pursuant to agreements reached by parties in proceeding on application of Carter Mountain Transmission Corp., for cp to install additional trans., to transmit on frequency 6387.5 mc., south of Worland, Wyo., scheduled Jan. 20 for notification of witnesses desired for cross-examination and Jan. 30 for hearing. Action Jan. 11.

■ Granted request by Washington State University, Pullman, Washington, and extended from Jan. 16 to Jan. 26 time to file proposed findings and from Jan. 30 to Feb. 9 for replies in proceeding on its applications for renewal of license of KWSC (& aux.) and for mod. of license, and First Presbyterian Church of Seattle, Seattle, Wash., for renewal of license of KTW. Action Jan. 16.

■ Granted petition by Broadcast Bureau to accept for filing on Jan. 5 its proposed findings in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al.

■ On own motion, scheduled further hearing for Jan. 19 in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., et al.

By Hearing Examiner Isadore A. Honig

■ Issued order following prehearing conference held on Jan. 12, and formalized by order certain agreements reached by parties; scheduled hearing for Feb. 23 in proceeding on applications of Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., for am facilities in Brunswick, Ga. Action Jan. 12.

■ On own motion, scheduled further prehearing conference for Feb. 8 in proceeding on fm applications of Blue Island Community Bcstg. Co., Blue Island, Ill., et al. Action Jan. 13.

■ Issued order following further prehearing conference held on Jan. 5 in proceeding on am applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn.; scheduled hearing for Feb. 28. Action Jan. 13.

By Hearing Examiner Annie Neal Huntting

■ Pursuant to agreement of parties at Jan. 11 prehearing conference, continued Feb. 21 hearing without date pending filing by applicant of petition for reconsideration and grant without hearing and action thereon by commission in proceeding on application of Auburn Bcstg. Co., (WAUD) Auburn, Ala. Action Jan. 11.

By Hearing Examiner H. Gifford Irion

■ Continued Jan. 17 hearing to Jan. 26 in proceeding on fm applications of KOMY Inc., Watsonville, Calif., et al. Action Jan. 9.

■ Ordered that further hearing scheduled for Jan. 25 will be prehearing conference in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, et al. Action Jan. 10.

By Hearing Examiner David I. Kraushaar

■ Cancelled Jan. 17 prehearing conference and continued Jan. 24 hearing until further order in reproposal of Nathan Frank (WNBE-TV) New Bern, N. C., for mod. of cp. Action Jan. 9.

■ Scheduled conference and oral argument for 9:15 a.m., Jan. 12, on "Joint Motion to Keep Record Open Pending Submission of Current Census Data" filed by Creek County Bcstg. Co., Sapulpa Bcstg. Co., Sapulpa, Okla., and M. W. Cooper, Midwest City, Okla., in am proceeding. Action Jan. 10.

■ Granted motion by Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., and extended to Jan. 17 time to file proposed findings in proceeding on its am application et al which is consolidated for hearing with dockets 13491 et al. Action Jan. 11.

■ Denied joint motion by applicants Creek County Bcstg. Co., Sapulpa Bcstg. Corp., Sapulpa, Okla., and M. W. Cooper, Midwest City, Okla., to keep record open in proceeding on their am applications, et al., without prejudice to petitioners filing appropriate motion in future to reopen record on clear showing that purpose to be served thereby could have significant decisional hearing, closed record, and ordered that proposed findings shall be due on 21st day after date of release of this order. Action Jan. 12.

■ Granted petition by New Jersey Bcstg. Co., for leave to amend its application for am facilities in Princeton, N. J., to show substitution for one of its officers and directors; application is consolidated for hearing with dockets 13711 et al. Action Jan. 16.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Jan. 16 prehearing conference, scheduled further prehearing conference for Feb. 13 and continued Feb. 13 hearing to March 6 in proceeding on am applications of Capitol Bcstg. Corp., (WKXL) Concord, N. H. Action Jan. 16.

■ Granted motion by Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky., and continued Feb. 3 hearing to March 17 and ordered that exchange of affirmative engineering and rebuttal engineering exhibits shall be on or before Feb. 27 and March 6, respectively, in proceeding on Hopkinsville's am application. Action Jan. 17.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Crittenden County Bcstg. Co. to quash notice of depositions by Newport Bcstg. Co. in proceeding on their applications for am facilities in West Memphis, Ark. Action Jan. 10.

■ Upon request by Eugene Bcstrs., continued Jan. 13 prehearing conference to Jan. 18 in proceeding on its application and that of W. Gordon Allen for am facilities in Eugene, Ore. Action Jan. 12.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 19

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,519	42	122	846
FM	758	68	204	114
TV	480	16[2]	111	102

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 19

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Elgin Bcstg. Co. (WRMN) Elgin, Ill., and extended from Jan. 12 to Jan. 18 and from Jan. 18 to Jan. 25, respectively, dates for exchange of exhibits and for notification of witnesses in proceeding on its am application which is consolidated for hearing with dockets 13014 et al.; hearing date for group II-A remains same—Jan. 30. Action Jan. 10.

■ Scheduled further prehearing conference for Jan. 17 in proceeding on am applications of Robert L. Lippert, Fresno, Calif., et al. Action Jan. 10.

■ Changed time of Jan. 17 prehearing conference from 9 a.m., to 9:30 a.m., in proceeding on am applications of Robert L. Lippert, Fresno, Calif., et al. Action Jan. 11.

■ Granted petition by United Bcstg. Co. of Western Maryland Inc., Hagerstown, Md., and WARK Inc., for leave to amend United's am application and substituted WARK Inc., for United Bcstg. Co. of Western Maryland Inc. as applicant in docket 13029, which is consolidated for hearing with dockets 13014 et al. Action Jan. 11.

■ Issued statement and order after prehearing conference, held Jan. 13, in proceeding on applications of Arthur A. Deters and College Radio for new am stations in Greenfield and Amherst, both Massachusetts; among other things, continued hearing from Feb. 21 to March 7. Action Jan. 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Tidewater Bcstg. Co., Smithfield, Va., and extended to Feb. 1 time to file proposed findings and to Feb. 27 for replies in proceeding on its am application et al which is consolidated for hearing with dockets 13225 et al. Action Jan. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of January 13

WTEN (TV) Vail Mills, N. Y.—Granted cp to make changes in equipment.

WSTE (TV) Fajardo, P. R.—Granted mod. of cp to change trans. location, make changes in ant. system and equipment; ERP vis. 2.82 kw, aur. 1.41 kw; ant. height 350 ft.

WSVL Shelbyville, Ind.—Granted mod. of cp to change type trans.

KHJ-FM Los Angeles, Calif.—Granted mod. of cp to change transmitting equipment.

KSTN-FM Stockton, Calif.—Granted mod. of cp to install new trans.

WEVE Eveleth, Minn.—Granted mod. of cp to change type trans.

■ Following stations granted extensions of completion dates as shown: WKBA Vinton, Va. to July 15; K78AR Radio Honolulu Ltd., Lihue, Kauai, Hawaii, to July 25; WSTE (TV) Fajardo, P. R. to July 15; WFFG Marathon, Fla. to May 15; KOOD Honolulu, Hawaii to April 25; WLOS-FM Asheville, N. C. to May 1; WFMD-FM Frederick, Md. to February 13.

Actions of January 12

WDAE-AM-FM Tampa, Fla.—Granted involuntary transfer of control from **David E. Smiley** to **Joseph F. Smiley**, executor of estate of David E. Smiley, deceased.

WJHO Opelika, Ala.—Granted involuntary assignment of cp and license to **May D. Samford**, executrix of estate of Yetta G. Samford, deceased, **C. S. Shealy, Aileen M. Samford**, executrix of estate of Thomas D. Samford Jr., deceased, **Miles H. Ferguson** and **John E. Smollon** d/b under same name.

WRVM-AM-FM Rochester, N. Y.—Granted relinquishment of negative control each by **Frank W. Miller Jr.** and **Lee W. Miller** through sale of stock to **Sterling B. Beeson.**

WESH-TV Daytona Beach, Fla.—Granted acquisition of positive control of **Pensacola-News Journal** by **John H. Perry Jr.**, individually, through purchase of stock from **Farwell W. Perry** and cancellation of their voting trust agreement.

WLBT (TV) Jackson, Miss.—Granted cp to install aux. trans. and ant. system at present main trans. location.

WDLR Delaware, Ohio—Granted mod. of cps to make changes in DA pattern; change type trans. and specify studio location (same as trans. location).

KSLN-TV Salina, Kans.—Granted mod. of cp to change ERP vis. to 0.724 kw; aur. 0.363 kw; type trans. and make changes in ant. and equipment; ant. 180 ft.

■ Following stations granted extensions of completion dates as shown: WINR-TV Binghamton, N. Y. to July 5, and WSIU-TV Carbondale, Ill. to September 1.

■ Following stations granted authority to operate by remote control: KGLO Lee Radio Inc., Mason City, Iowa, while using non-DA; WSGO, Clifford C. Harris, Oswego, N. Y.; KRAC, George O. Cory, Alamogordo, N. M.; WGNS, Regional Bcstg. Corp., Murfreesboro, Tenn.

WGIG Brunswick, Ga.—Granted change of remote control authority.

Actions of January 11

WCBL Benton, Ky.—Granted mod. of cp to change type trans.

WHFI Detroit, Mich.—Granted change of remote control authority.

Actions of January 10

■ Granted STA for following vhf tv repeater stations: Long Valley T. V., ch. 5, Bishop, Calif. (KCRA, ch. 3, Sacramento, Calif.); Elwin B. Heckert, ch. 7, Lower Evans Creek at Rogue River, Ore. (KBES-TV, ch. 5, Medford, Ore.); 75th Quorum of Seventies, chs. 8, 10, and 12, Liberty, Huntsville and Eden, all Utah (KUTV, ch. 2, KCPX, ch. 4, KSL-TV, ch. 5, all Salt Lake City, Utah); Orofino Community T. V. Assn. Inc., chs. 2, 4 and 6, Orofino, Idaho (KREM, ch. 2, KXLY, ch. 4 and KHQ, ch. 6, all Spokane, Wash.; 3 Cities Tv Club, ch. 2, Canyonville, Myrtle Creek and Riddle, all Oregon (KBES-TV, ch. 3, Medford, Ore.).

WEOK Poughkeepsie, N. Y.—Granted mod. of cp to change type trans.

KTIX Seattle, Wash.—Granted change of remote control authority.

WKAT-FM Miami, Fla.—Remote control permitted.

KNEL Brady, Tex.—Granted authority to sign-off at 7 p.m. daily except for special events for period beginning Jan. 3 and ending April 30.

WEOK Poughkeepsie, N. Y.—Granted extension of completion date to Jan. 31.

Actions of January 9

■ Granted STA for following vhf tv repeater stations: New England Lions Club, ch. 7, New England, N. D. (KFYR-TV, ch. 5, Bismarck, N. D.); Box Elder T. V. Club, ch. 13, Box Elder, Mont. (CJLH, ch. 7, Lethbridge, Alberta); Uintah County, chs. 6, 4, 2, Lapoint, Tridell and Western Uintah County, 7, 12 and 9, Eastern Uintah County, all Utah (KSL-TV, ch. 5, KCPX, ch. 4, KUTV, ch. 2, all Salt Lake City, Utah); Marysville Jr. Chamber of Commerce, ch. 8, Maryville, Kans. (WIBW-TV, ch. 13, Topeka, Kans.); Henefer Town Inc., chs. 10, 8, and 12, Henefer, Utah (KCPX-TV, ch. 4, KUTV, ch. 2, and KSL-TV, ch. 5, all Salt Lake City, Utah); Pondosa Tv. Club, chs. 7 and 2, Medical Springs, Ore. (KPTV, ch. 7 and KBOI, ch. 2, both Boise, Idaho); Frank B. Waters, ch. 8, Waters' Ranch, Texas Creek, Colo. (KCSJ, ch. 5, Pueblo, Colo.); San Miguel Basin Tv Assn., ch. 2, Naturita, Colo. (KREX, ch. 5, Grand Junction, Colo.); North Curry Recreation Inc., ch. 8, Port Orford, Ore. (KVIQ, ch. 6, Eureka, Calif.); Junior Chamber of Commerce, ch. 7, Devils Lake, N. D. (WDAY-TV, ch. 6, Fargo, N. D.).

KPIC (TV) Roseburg, Ore.—Granted cp to change type trans. and make other minor equipment changes.

KVFC Cortez, Colo.—Remote control permitted while using non-DA.

WDNG Anniston, Ala.—Remote control permitted.

Petition for rulemaking

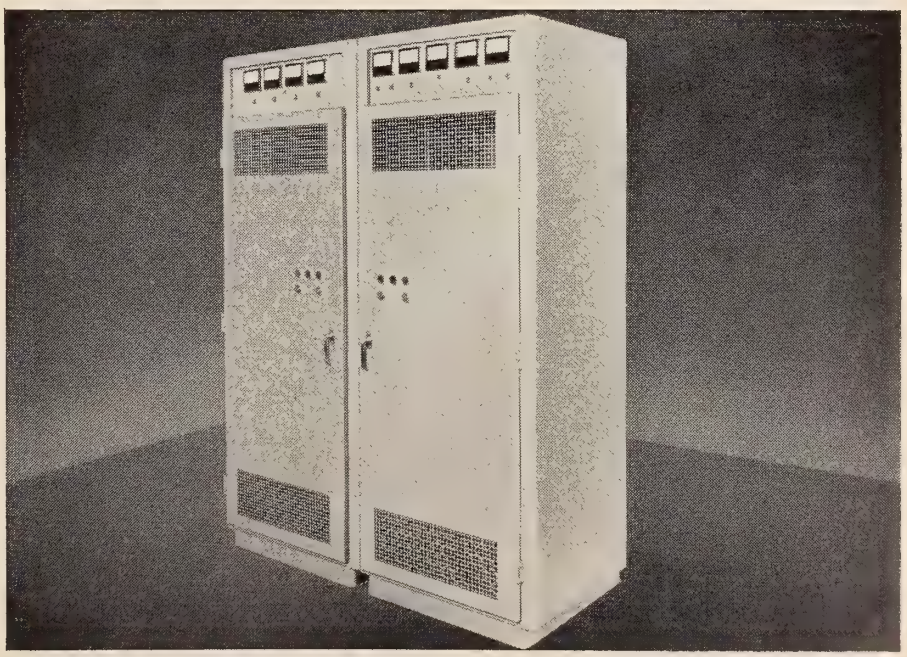
KHOL-TV and KHPL-TV Kearney and Hayes Center, both Nebraska — Requests amendment or rules so as to allocate ch. 8 (plus-offset) to Albion, Neb. and, if deemed appropriate, include proposal to condition Brookings, S. D., ch. 8 allocation on location of any trans. site at least 5 miles north of Brookings. Ann. Jan. 13.

John R. Powley and Frank J. Hedrick Houston, Tex. — Requests amendment of rules as follows (1) change educational reservation in Austin, Tex. from *70— to 24; (2) delete ch. 70— and add ch. 67 in Austin, Tex.; delete ch. 52— and add ch. 70— in Brenham, Tex. and delete ch. 53+ and add ch. 76 in San Marcos, Tex. Dismissed in Notice of Proposed Rulemaking adopted December 21, 1960 and released December 27, 1960. Ann. Jan. 13.

FM transmitters are another big seller in the Collins line of superior broadcast equipment. More than 50% of all FM transmitters sold in the past year were sold by Collins. One reason is that Collins transmitters are pre-tuned and custom-tested on your frequency prior to delivery.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



outputs: 250; 1,000; 5,000; 7,500; 10,000; 15,000 watts • self-neutralizing PA stage • push-button operation • designed for remote control and multiplexing • conservatively rated for long tube life • easily accessible components • very low distortion: .5% at 100-7,500 cps; 1% maximum at 50-15,000 cps. For more information contact your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads *$20.00 per inch—STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

General manager for the top station in a midwest city. Unequaled opportunity for experienced manager. Write qualifications Box 592D, BROADCASTING. (We will contact no one until you give your permission.)

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Outstanding opportunity with growing chain for aggressive, capable man who is ready to assume the duties of manager in a pleasant New York State community. Applicants should have an excellent sales record and good knowledge of programming. Resume including character and credit references to Box 635D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Southern group — Top-rated metropolitan stations—has opening salesman—30-40, married. Liberal guarantee—moving—rapid advancement to management for producer. Area applicants preferred. Send photo-resume Box 977C, BROADCASTING.

At least 2 years full time radio sales experience. Salesman we are looking for is stable, mature, conscientious and capable, but would like to move to south Florida so that he and family can enjoy warm, casual, year-round outdoor living. If you are the man we want you will write for further information knowing that nothing ventured is nothing gained. All replies confidential. Box 554D, BROADCASTING.

Excellent opportunity for good producer. Multiple chain. $6000 plus. Top Washington, D. C. indie. Southerner preferred, but not essential. Box 648D, BROADCASTING.

Sales manager for established station progressive major upstate New York, suburban market. Salary plus over-ride for imaginative sales producer, community minded, with desire to grow in growing market. Terms open for right man. Resume to Box 699D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Northern Rocky Mountain 250W needs experienced salesman with announcing experience and ability to take charge of station in absence of owner. Box 678D, BROADCASTING.

Experienced radio salesman to join group-owned station in major market. Excellent earnings with drawing account against commission plus opportunity to move up to sales manager within short period. Send resume, billings and photo to Box 707D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Salesman, experienced, aggressive, good references. Active accounts; liberal base plus commission. KRIC, Beaumont, Texas.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Major market independent good music operation needs your staffer with real quality voice. Some experience preferable. Excellent opportunity. Send tape and resume to Box 567D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Wanted, a first phone announcer for situation with a chance for advancement in northwest. Box 698D, BROADCASTING.

Maryland first rated station needs chief engineer-announcer. Send tape and resume. Box 709D, BROADCASTING.

Wanted for something entirely different in radio programming! Top pay for top job. Must have quality voice, be creative and different! Send tape and full information to Box 724D, BROADCASTING.

Experienced dj with good voice, first ticket. KGHM, Brookfield, Missouri.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Experienced announcer wanted. First class ticket helpful but not necessary. Multiple operation with regional coverage in college town. Excellent benefits and advancement possibilities. Send resume and tape to Durwood Carn, WALM, Albion, Michigan.

First phone announcer immediately. Good voice, natural ability, potential more important than experience. Group operation. Excellent future. Resort area—Maryland near Washington, Baltimore. Send details, picture, tape, first letter. WBMD, Baltimore 1, Maryland.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio or phone 3-1107.

Immediate opening for combo with knowledge of directional operation. Good voice, middle of the road programming. WGAI-Elizabeth City, North Carolina.

Straight staff announcer dual network staff. Must operate own board, be able to read good straight commercials. Some experience necessary. Send tape, picture, resume, none by novices returned. WLDB, Atlantic City, New Jersey.

Staff announcer — good opportunity with growing multiple operation. Salary good with fringe benefits such as hospitalization, life insurance, etc. Send complete resume with tape to Joe Carson, WOKK, Meridian, Miss.

Ideal climate, lovely town, top station. WSTU, Stuart, Florida, needs good announcer with first phone. Start $350 month plus free housing. Send tape, photo, references.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Technical

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Chief engineer, strong in maintenance, NYS. $125 weekly. Box 557D, BROADCASTING.

Consulting engineer wants experienced senior or staff engineer to become associate or partner, Washington area, staff knows of this ad. Box 574D, BROADCASTING.

Kentucky AM-FM station has opening for engineer to maintain and install equipment. No floaters or drinkers. Real opportunity for ambitious man. Box 663D, BROADCASTING.

Growing radio chain has opening for first class engineer who is capable of selling or announcing. Good opportunity for hard worker. Write Box 1114, Sylva, N. C.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability. WAMD, Aberdeen, Maryland.

Need man with first phone interested in announcing or sales. Good opportunity for right man. WGAI-Elizabeth City, North Carolina.

Good first class engineer wanted. Gene Newman, WHRT, Hartselle, Alabama.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Copy-writer-traffic girl with flair for some air work and sales. Rocky Mountain station. Box 679D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

News director wanted to supervise 3 man news staff, do some air work. No. 1 station in mid-west market of 300,000. Profitable opportunity for experienced, enthusastic newsman. Send full details on background and salary requirements to Box 591D, BROADCASTING.

News man to gather, write, and promote local news. Must be able to work board. Rocky Mountain station. Box 680D, BROADCASTING.

News director 50,000 watt format station in N.E. seeking strong newsman with leadership ability. Must be able to direct 4 man news department and create. A fast-paced, colorful news sound with the use of 5 two-way radio equipped cars. Send tape and resume to Box 714D, BROADCASTING.

News director. Must gather, edit and report, and actively direct action packed local news department. Growing operation on east coast. Good salary and company benefits. Box 715D, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Continuity writer . . . able to put aside time worn ways of the past in exchange for imaginative creativity utilizing music, production, and top flight announcing staff. A challenging opportunity with a quality-conscious radio facility in midwest. Box 718D, BROADCASTING.

Newsman wanted . . . Newspaper-owned station looking for man to cover strong local news for four-county area. Must be hard worker, reliable (no prima donnas), and be willing and able to aid in staff work when needed. Nice resort town. Send tapes and resumes to Bob Bauman, Program Director, WHFB AM-FM, Benton Harbor, Michigan.

Production department opening for male creative writer capable of writing and voicing selling commercials. Top rated midwestern group. Send continuity samples and tape to Orv Koch, Stuart Stations, 814 Stuart Building, Lincoln, Nebraska.

RADIO

Situations Wanted—Management

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Pennsylvania broadcasting executive would like to make change. Manager or sales manager. Presently employed. Box 628D, BROADCASTING.

Family man, sober, veteran, educated, licensed, broad experience, emphasis on sales. Box 640D, BROADCASTING.

Looking: Manager/sales manager, so employed, successful operation. Decision to make change 100% mine. I'm interested in hearing from you. I'll substantiate bonafide established record, highly regarded reputation, underwritten by 16 years personal sales and management experience. Drop me a line. Strict confidence mutually held. Box 647D, BROADCASTING.

Florida: Working manager familiar with Florida markets. Presently managing successful station desires change. Excellent sales and management record. Best references. Box 654D, BROADCASTING.

Top grade, employed general manager, eighteen years radio-tv experience all phases, including sales, with A-1 references and documented record, vacationing in February. Inform who and where you are. Will contact for personal interview. Sales manager also available for team, if needed. You cannot lose, but can gain much. Write immediately! Write Box 660D, BROADCASTING.

Calling California! Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 666D, BROADCASTING.

General manager available. History of success. Florida station preferred but other locations considered. Could make small investment. Box 669D, BROADCASTING.

Manager familiar with all phases of radio wants change to small or medium market in south. 14 years experience, best references. Civic family man. Proven record. Box 655D, BROADCASTING.

Manager, sales manager or sales in major markets only. College graduate, married with family. Experienced all phases. Currently owner-manager and selling out. Box 673D, BROADCASTING.

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Somewhere in Pacific or Intermountain area there is a station needing a manager/sales manager who, in five months, put a station at break even point first time in two years. Doubled local sales in six months for bottom rated metro station. Boosted sales in metro market station from $13,000 to $20,000 monthly average in one year. Convinced radio should assume position of respect in community through local news, sports, service to build corporate image. 15 years experience all phases. My old fashioned thinking is tempered in modern competition of major market radio. Board agency experience. Desire return to smaller market to start living again. Ample references to verify your judgment. Box 672D, BROADCASTING.

Former station owner seeks position as manager of small market station or as news director of larger station. Might invest. Box 686D, BROADCASTING.

Outstanding, young sales manager. Proven record in competitive markets. West or midwest. Box 688D, BROADCASTING.

Administrator-manager. Industrial administrator (Master's degree) with extensive success in management, systematization, cost-cutting and public relations wants opportunity to introduce proven techniques in broadcast field. Box 706D, BROADCASTING.

Manager/commercial manager; 10 years successful experience radio management, some tv sales. Responsible, community-minded. Now empolyed midwest. Excellent references. $10,000 minimum. Box 713D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Sales

Best, young salesman in radio will relocate. Management experience. Minimum $750.00. Box 689D, BROADCASTING.

Sales and D.J. College grad (Business Administration) 4½ years. Available immediately. Write now! Ned Ward, 20755 Hartland #4, Canoga Park, California.

Announcers

Disc jockey currently with leading format chain, one of top 15 markets, wants no more top 40. Looking for morning show comparable market. Prefer station believing in individual expression. Can deliver good swingin' music—no rock. Happy sound—without whistles, horns, etc. This could be the start of something big. Box 559D, BROADCASTING.

Experienced announcer. Bright sounding DJ. 35. Family. Reliable, conscientious. Working part time NYC. Desire permanence. Greenleaf 6-5699, Yonkers. Box 612D, BROADCASTING.

Announcer want to settle down, not a floater, or primadonna. Tight production, married and bright sound. Box 637D, BROADCASTING.

Experienced personality dj. News, sports, tight production. College-veteran. New York City-vicinity. Tape, resume. Box 638D, BROADCASTING.

Announcer experienced. Family man. Sales. Bright sound. Want to settle down. Box 639D, BROADCASTING.

News and sports. Plus adult music and production. Versatile. Responsible. Box 646D, BROADCASTING.

Bright, versatile, personality dj currently with top rated station in medium market. Desires west coast position. Minimum $150 per week, and well worth it. Have 1st phone. Box 653D, BROADCASTING.

Attention Alabama, Georgia, Florida. Good announcer dj looking for good station to grow with. Experienced. Reliable. Desires permanence. Box 656D, BROADCASTING.

Can offer 12 years morning air work experience for anyone having a station in a competitive market. Smooth, sincere delivery. Dependable, family man. Box 658D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Female announcer, employed in radio air work interested in relocating. Box 659D, BROADCASTING.

Experienced, young announcer, good fast board, dependable, will travel, will settle. Box 667D, BROADCASTING.

News personality! Stimulating coverage and comment. Informed, authoritative, responsible, successful. Box 671D, BROADCASTING.

Sports and newscaster twelve years. Play-by-play, major league, special events, interviews and feature M.C. Will consider all—prefer east. Box 681D, BROADCASTING.

Announcer—4 years AM experience. Wish to locate in Michigan. Married, family. Box 682D, BROADCASTING.

Top rated country dj—program director. 11 years experience. Strong on news. Tight production. Start $125 week. Box 683D, BROADCASTING.

Young, married, top rated, top 40 announcer, in major northeastern market. Prefer to relocate in Ohio, Kentucky or Indiana, for right pay. Box 684D, BROADCASTING.

The right man. Night-time personality dj: Looking for north-east station. Four years radio and television experience. Tape-resume-interview. Box 690D, BROADCASTING.

Announcer, DJ—experienced, versatile, not a floater. Can operate own board. Available immediately. Box 692D, BROADCASTING.

Carolinas-Virginia; mature announcer-dj-copy writer; 10 years experience. Box 694D, BROADCASTING.

Effervescent announcer now employed at 5 kw fulltimer in major market. 2 years modern format station preferred. Can do straight announcing. Lighting on board. Working condition and pay primary, market secondary. Aircheck available. Travel. Have given notice. All replies answered. Box 700D, BROADCASTING.

Announcer, dj, salesman. Experienced. Married. Want to settle down. Not a floater. Bright sound. Tight production. IV 6-8749, N. Y. Box 710D, BROADCASTING.

Attention! Major market radio-tv air personality currently with large eastern station is seeking personality radio show with big potential. 12 years experience. Was M.C. on local tv guest entertainment series. Desire fast paced, adult, modern music and news sound utilizing all types music. No so-called "top 40" limitations please. Do tight production show with occasional comedy drop-ins. I program my music objectively-repeat: objectively! Also have been program director. Am hard worker, aggressive, alert, mature. Married with family. Mid 30's. College background. Will move for right offer. Want security. Also am authoritative newscaster. Tape, resume, picture available immediately. Personal interview desired. Box 716D, BROADCASTING.

An experienced negro "rock 'n' roll" disc jockey is interested in a job. At present operating own show at WYNN in Florence, South Carolina. Box 717D, BROADCASTING.

Announcer dj. Experienced, fast board, good ad lib. Wants to settle, not a drifter. Prefers east. Box 719D, BROADCASTING.

Broadcasting school graduate operate board, 4 months announcing, 3rd class, 1st phone in a few months. Sober, dependable, 10 years electronics. Married, 38, reasonable salary. "Southern location." Box 725D, BROADCASTING,

12 years background radio dj-engineer. TV personality. Have 1st phone, start immediately. Box 726D, BROADCASTING.

DJ-newsman first phone, 2 years experience. Prefer modern operation. WH 6-7428 Dallas, Texas, 211 No. Waverly Dr.

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Situations Wanted—(Cont'd)

Announcers

Announcer—2 years experience. Vet, single, 29-minimum $80.00. Robert Cohen, 234 Crescent St., New Haven, Conn. Tel. 5-3528.

Announcer-engineer. First phone. Limited experience in radio; sales background. Capable, ambitious, sober. Excellent references. B. R. Delcoure, 5304 Parkland Ave., Dallas 35, Texas.

Experienced DJ, talented. Looking for larger market—Stan Martin, 570 Grand St., New York 2, N.Y. CA 8-8676.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer-copywriter-news. Station and agency experience. Copy and tape available. References. All replies considered. Barry Ritenour, 758 E. Delavan-Buffalo, New York. Phone TX 3-5998.

Experienced announcer—radio and tv—modern production. DJ and newsman, enthusiastic, reliable, sales minded. Contact Mark Roberts, PL 7-1837, 110 W. 55th Street, New York 19, N. Y.

Ambitious young man just completed courses in announcing and dj work, wishes start with small upcoming station. Ready to relocate. Can send tape, picture and resume. Chuck Vincent, 30453 Sheridan, Garden City, Michigan, GA 4-3262.

Technical

Young man, wants experience at broadcast station. Third phone, audio experience. Operate board. Prefer station near New York City. Box 664D, BROADCASTING.

Chief engineer experience remote radio. Now employed—best reference. Wants permanent location with future. Prefer south. Box 691D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Production—Programming, Others

Can promote your station to No. one. Major market disk-jockey desires P.D. experience in a medium market. For the station which will be satisfied with nothing but the very best. Available March 6th. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced, family, references. Box 466D, BROADCASTING.

What do you need? Competitive sound? Top production? Loyalty? Experience? New ideas? I may fill that need for you. Box 650D, BROADCASTING.

Award winning news director and play-by-play announcer wants permanent job as either or both. Presently employed with excellent references. Can make change after basketball season. Box 636D, BROADCASTING.

Fighting top forty and adult music? Why not become sellingly different, compelling, sound—you can sell the difference! Box 651D, BROADCASTING.

Program director presently employed. Eleven years tv experience. All phases including sales. Minimum $625.00 month. College, family, 34. No geographical preference. Box 645D, BROADCASTING.

Is your market tired of the everyday? Then maybe you're in the market for me. There's an entire new world for you in this box: Box 649D, BROADCASTING.

College trained. Radio management major. Desires to relocate in small or medium sized station, preferably in south or southwest. Currently in television at major Ohio market. Age 24. Military obligation fulfilled. Box 668D, BROADCASTING.

One year experience, college speech major, 24, married, news director, prefer good music and news, combo operator, tight board, write copy. Box 670D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Do you really want someone who'll work hard, take responsibility, has all the experience to do the job you need done? Try money and box: Box 652D, BROADCASTING.

Top-notch news director wants change. Excellent achievement record in large midwest capital with CBS station. Solid journalism, newspaper background. Extensive network freelance. Will accept newsman at top station. Box 693D, BROADCASTING.

Traffic supervisor, continuity director, television or radio. Experienced. Box 695D, BROADCASTING.

Newsman, six years experience, writing, gathering, reporting. Mobile and beeper. Florida or south. P.O. Box 349, Chattanooga, Tenn.

News director. High caliber, production minded, experienced all phases top operation. Editorials, promos, intros, features. Documentaries, beepers, mobile coverage, formating, audience rating surveys, opinion polls, training air personnel. Outstanding delivery. Sturdy background in contests, etc. Experience includes three years tv. Former McLendon director. Present employed. Interested in joining station airing or maintaining top news operation in metropolitan market. Available February 1st. Excellent references from present and past employers. Contact Bill Gill, WSAI Radio, Cincinnati, Ohio.

TELEVISION

Help Wanted—Management

Experienced tv manager to manage two stations same general area. Heavy responsibility, corresponding salary. Replies confidential. Box 593D, BROADCASTING.

Announcers

Announcer. For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Idaho.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Television transmitter engineer for southwest major market full power station. Must be experienced. Excellent opportunity for advancement. Give full resume on first letter. Box 705D, BROADCASTING.

Chief engineer for KMMT-TV-AM, Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Television engineer supervisor, experienced in tv transmitters, video and associated equipment wanted for chief engineer in new VHF maximum power tv station—WLTV, 809 Covington Ave., Bowling Green, Ky.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Photographer: Excellent opportunity for industrious and ambitious man. Television experience preferred, not essential. Must be able to run complete photo dept. and turn out first class 35 mm slides. Salary open. Address replies to Box 722D, BROADCASTING.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

Help Wanted—(Cont'd)

Production—Programming, Others

Leading midwest vhf anticipates forthcoming need for experienced tv director and for thoroughly grounded tv announcer. Please submit complete resume, picture, tape and salary requirements. Send to Station Manager, WNEW-TV, 5700 Becker Rd., Saginaw, Michigan.

Director/switcher. To switch audio, video, run projection; direct studio shows and commercials. $80 for 40 hours. Some commercial experience preferred. Call collect: Dwight Wheeler, WWTV, Cadillac, Michigan. PR 5-3478.

Have a nose for news? Need assistant to news director; can do photography, gathering, editing, and on occasion delivering on-camera. Midwest location. Contact: E. M. Sears, Box 62, Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Assistant manager-program director-salesman. 37; college graduate. Thoroughly experienced in announcing, programming, sales and management: 12 years radio; 7 years television. Excellent administrative assistant. Also, multi-award-winner newscaster-news director. Past 7 years in million market. Desire change within next 3 months. Box 665D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Sales

Local and regional television sales and radio sales management experience. executive type. Box 641D, BROADCASTING.

Executive-type salesman with six years television and ten years radio experience in major and medium-sized markets now available. Commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 662D, BROADCASTING.

Announcers

Top baseball announcer, metropolitan market, now employed one of nations top tv stations. Require personal interview. Prefer major league or top minor league baseball, plus major college football and basketball. Also do industry's most unique tv sports show. Tapes. film. references and brochure on request. Box 579D, BROADCASTING.

Top rated tv newscaster with working experience of processing a film story from the scene to on the air. Bell and Howell and Bolex Plous Auricon. Filming. editing and writing of narration. Box 697D, BROADCASTING.

Technical

Need an engineer, technical director, video switcher, production man? Here's versatility in one complete package! First phone, 25, vet, married and 3 years experience. Box 471D, BROADCASTING.

Tv studio technician, first phone, three years experience. available immediately. Box 696D, BROADCASTING.

Nine years in television and nine years in radio some as chief engineer. Can you use a good maintenance or transmitter man? Box 701D, BROADCASTING.

RCA broadcast service field engineer—former chief—12 years experience—maintenance, construction, uhf, vhf, AM-FM. Radio or tv offer acceptable—northeast preferred. Box 723D, BROADCASTING.

Production-Programming, Others

Production manager, producer-director tv and radio production background. Color, tape, film and heavy remote experience. Married, 26, vet. College. Box 702D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

Newsman, 30, married, presently employed. seven years experience in television, wire service, radio news. desires position with responsibility. Box 720D, BROADCASTING.

Television operations and/or program manager. 8 years experience all phases. 12 years radio program and production background. Excellent record. Finest industry and personal references. Family man. Sober, reliable, loyal, hardworking. Can guarantee top results. Carl Junker, 2249 Edinburgh, Baton Rouge, La.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

Western Electric 25-B console. Complete with power supply, Junction boxes. desk. tubes. Completely reconditioned and refinished. Performance measured and exceeds original specs. $500. Box 598D, BROADCASTING.

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

Rust remote control system. Series E. Good condition. Cost over $1.000; less than 5 years old. Best offer over $400 takes. Chief Engineer, KATI, Casper, Wyoming.

Two 345′ self-supporting Truscon towers with lighting kits, available where they stand. Opportunity for a real buy. Radio Station KIDD, P.O. Box 1070, Monterey, California.

Fm transmitting equipment. Have used GE 250 watt exciter model 4BT1A1; three kilowatt GE amplifier model 4BT3A1 with rectifier; ten-kilowatt GE amplifier model 4BF3A1 with rectifier; GE FM broadcast station monitor model 4BM1A1 plus Gates RF amplifier for remote operation of station monitor. Final tubes for 10 KW amplifier not included. Would like to sell as package. Contact Chuck Williams, KWNO, Winona, Minnesota.

Magnecord M81. Rack mounted $400.00 Separate record playback amplifiers. Jerry Adams, WCER, Charlotte, Michigan.

G. E. console type BC-1-A used. In operating condition. Make offer. Contact Chief Engineer, WCUE, Akron 13, Ohio.

FM-frequency and modulation monitor Doolittle type FD-11. Contact Radio Station WDOK-Cleveland, Ohio. .

Like new Gates nite watch equipment—Original cost $2800.00, our price $2000.00; PT6-J Magnecord tape recorder $300.00; Like new PT6 Magnecord $550.00; Presto model K-10 disc recorder with playback arm, speaker, carrying case, excellent condition $300.00. Will sell on first-come basis. Call Ernest Reynolds, WLBA, Gainesville, Ga.

Two Magnecorder tape decks PT6-AH for sale, complete with metal cabinets. WMAK, Nashville, Tenn.

FOR SALE

Equipment—(Cont'd)

Test equipment. Excellent condition—used once. Simpson sweep marker generator #479, Precise laboratory oscilloscope ES-500A & VTVM #909. $360. Box 12, Flint, Michigan.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Magnecorder type P-60 recorder complete with low impedance transformer. Factory converted to P-75 specifications. Excellent condition. $450.00 express collect. Radio Engineering and Maintenance Corporation, Lexington, Kentucky.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Complete remote television unit consisting of: Three DuMont I.O. field chains #258, #260, #231 with all accessory equipment. RCA microwave system, TTR-1B transmitter and TRB-1B receiver with all accessory equipment and cables for immediate operation. 2 DuMont field sync generators. 2 DuMont LV supplies and dist. amps. 2 DuMont mixer-monitors. 1 Ford remote bus. 40 used I.O. tubes. All equipment rebuilt December 1960. Make offer on all or part. Call or write C. H. Beal, University of Miami, Radio-TV Film Department, Coral Gables, Florida. (Miami, HI 6-0801, Extn. 2).

RF FM amplifier Gates model M-4791. Brand new for remote FM monitoring complete with power supply $280.00. Tropical Music Service, Inc., P.O. Box 1803, Tampa, Florida.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

Require commercial aide library. Distributors send details to Box 677D, BROADCASTING.

Need several good used Magnecord recorders. Box 704D, BROADCASTING.

Used Magnecord in good condition. Write Bob Nelson, WECL, Eau Claire, Wisconsin.

Wanted: Monoscope camera in good condition. State manufacturer. age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

Would like to buy good used FM transmitter, approximately 5000 watts and four or six bay antenna and frequency modulation monitor. C. W. Holt, Post Office Box 1008, Hattiesburg, Mississippi.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

MISCELLANEOUS

All broadctast employees: wallet press card! Identification . . . emergencies . . . remotes . . . Name station lettering; plastic laminated! $2.95. Pat Adams, Box 657D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

Announcers

MORNING MAN

We are looking for a personality to go with a modern adult format. We prefer the humorous ad lib approach. Midwest metro market. $7500. per year to start. Send tape, resume.

Box 623D, BROADCASTING

Help Wanted—(Cont'd)

Announcers

METROPOLITAN INDEPENDENT

Full-time independent modern alive operation, enlarging, looking for top announcers and D-J's, tight on production, strong on commercials. Money to be made in this fast growing market of over a million. Send tape, resume, photo and salary requirements to:

Box 560D, BROADCASTING

RADIO NEWS MAN

For one of the nation's top 50 KW independent stations. Must have major market radio news experience in writing, editing, and airing newscasts. Should be a journalism graduate with good commercial delivery and know how to "Dig" for a story. Resume and tape to:

Box 711D, BROADCASTING

PERSONALITY ANNOUNCER

Wanted by new daytime adult music station. Must have EXPERIENCE, SMOOTH DELIVERY THAT SELLS and KNOWLEDGE OF GOOD MUSIC! Start April 1. No floaters or drinkers. Send tape, resume, photo and 3 references to: Paul D. Bernards, Box 293, Watertown, S.D.

DISC JOCKEYS

• • • advance to Major Metropolitan Market

WNOE the South's top independent is expanding staff. Need DJ's and newsman. Salary plus bonus, plus outside opportunities.

• Send up—tempo music and news air check to:

James A. Noe, Jr.
WNOE
Sheraton-Charles Hotel
New Orleans, La.

Help Wanted—(Cont'd)

Production—Programming, Others

PRODUCTION-CONTINUITY DIRECTOR

50 KW major market independent needs production-continuity writer strong in promotional ideas and follow thorough in contests. Tapes on production, resume, photo and sample scripts to:

Box 727D, BROADCASTING

TELEVISION

Help Wanted—Technical

TV FIELD ENGINEERS

Leading manufacturer of closed circuit television systems needs qualified field engineers to provide installation and maintenance on professional and industrial TV systems throughout the country.

Applicants should be thoroughly experienced in over-all TV station installation and maintenance. Two years accredited technical school training and three years experience required.

EXCELLENT OPPORTUNITY FOR TECHNICAL AND PROFESSIONAL ADVANCEMENT.

Send resume to:
J. W. Lewis
Dage Television Division
THOMPSON RAMO WOOLDRIDGE INC.
Michigan City, Indiana

RADIO

Situations Wanted—Announcers

GENERAL MANAGER COMMISSION BASIS

Capable successful California operator available now on straight commission. Mature thorough knowledge all phases, heavy sales. Financially sound. Finest industry references. Might lease with option.

Box 674D, BROADCASTING
(Confidential)

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Situations Wanted

Production—Programming, Others

TV PROGRAM DIRECTOR
OPERATIONS MANAGER
4 YEARS

Total 10 years experience in all phases of television. Responsible, married, children, 30 years old. Solid references. Interested in Michigan, Ohio, Illinois markets.

Box 728D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Employment Service

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

Radio And Talky-vision of 1930

Rare old logs, documents and reports reprint on pioneer broadcasting. Amateur stations, talkyvision, bootleg stations, the power race, etc. Limited supply only $2.00.

Write: Radio Log
P. O. Box 263 East Point, Ga.

STATIONS — FOR SALE

North Florida half million market. Kilowatt-daytimer 95M. Responsible replies only — No brokers.

Box 556D, BROADCASTING

FLORIDA DAYTIMER

In top 3 Florida market. $50,000 plus terms. Priced for quick sale. Owner.

Box 661D, BROADCASTING

TV STATION
IN
FAST-GROWING MARKET

Qualified Principals Only

Box 703D, BROADCASTING

Tenn	Single	Daytimer	$100M	terms
SC	Single	1kw-D	65M	terms
Calif	Single	Daytimer	75M	29%
Pa	Small	Daytimer	100M	15dn
Fla	Small	Daytimer	47M	8dn
Calif	Medium	250w	82M	terms
Ala	Medium	250w	65M	22dn
Fla	Metro	Fulltime	230M	29%
Central	Metro	Fulltime	1,515M	terms
Fla	Metro	Regional	190M	cash
NW	Metro	Regional	170M	terms
Central	Large	Daytimer	225M	75dn

And Others

CHAPMAN COMPANY
1182 W Peachtree St., Atlanta 9, Ga

GUNZENDORFER

TEXAS. Dallas and Houston. Two F.M. stations. *$75,000* each, $21,750 down. Terms.

CALIFORNIA. Southern big market. 1000 watt fulltimer *$225,000*. Terms.

NORTHWEST. 250 watt fulltimer. 2 station market. $27,500 down.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

1st offering Western Metro 250M. 29% dn. 12 years balance. Exp. out 20% 5KW engr.

* * *

Rocky Mtn. 100M pop. gross 70M. Price 90M. 25 dn. 10 year bal. Exc. equip.

TIMOTHY A. O'CONNOR CO.
3900 E. 7th Avenue, Denver, Colorado
DU 8-3329

Texas single fulltime money-maker $160,000—Florida 5 kw Metro $290,000 highly profitable—Texas major regional $200,000—Mid-West Major fulltime regional $1,575,000—Florida 5 kw semi-major fulltime $230,000—Texas single fulltime—$53,000—Florida Major day $120,000—Miss. single $45,000—Texas single regional $60,000—Florida metro 5 kw $225,000—Southern Major regional fulltime $350,000—Ark. single fulltime, big profits. $65,000 for 80%—West Coast fulltime regional $367,500—Texas semi-major fulltime regional $147,500—Southwest fulltime regional $200,000. Others.

PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080—Paul Yates Jr. Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste 60 E. 42nd., MU. 2-4813. NY 17, NY—Dick Watts 1300 Taylor, DR. 4-2236, Amarillo, Tex.

STATIONS FOR SALE

CALIFORNIA. Fully automatic full time operation. Trade area 20,000. Deal can be set up to net owner $1,000 month on current business. $6,000 down.

NORTH WEST CENTRAL. Daytimer. Absentee owned. Profitable. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

PLEASE SAY YES



PROGRAM THESE NEW MARCH OF DIMES FEATURE FILMS

This month more than thirty top stars of Broadway and Hollywood will voice the plea of the *New* MARCH OF DIMES. The world's largest voluntary health organization will be asking all Americans to help in the treatment and rehabilitation of polio victims, and to meet two crucial new challenges—*arthritis,* which afflicts 11 million Americans—and *crippling birth defects,* our biggest childhood medical problem.

WON'T YOU HELP? PLEASE SAY YES BY CARRYING THESE VITAL NEW MARCH OF DIMES MESSAGES TO ALL AMERICANS

TWO LIVELY ALL-STAR FEATURE FILMS . . .

"WHAT ABOUT LINDA?"

60-minute spectacular, emceed by Bob Cummings, featuring Linda Breese—1961 *New* MARCH OF DIMES poster girl—and a star-studded cast:

Philip, Dennis and Lindsay Crosby • Juliet Prowse • Louis Armstrong • Debbie Reynolds Bob Stack • Robert Young • Connie Stevens • Van Johnson • Shirley Jones • Stubby Kaye • Randolph Scott • Efrem Zimbalist, Jr. • Jack Kelly • Don Knotts • Kingston Trio • Keenan Wynn • Roger Smith • Lee Marvin • Craig Stevens • Nick Adams John Raitt • Harry Von Zell • Craig Hill and Ken Tobey.

"THREE WISHES"

An entertaining half hour with Art Linkletter playing host at a children's party and featuring performances by:

Gene Barry • Helen Hayes • Debbie Reynolds • Shirley Jones • Stubby Kaye • Carole Cook • Roger Smith • Bobby Van • Harry Von Zell • The Poodleaires

1961 NEW MARCH OF DIMES

THE NATIONAL FOUNDATION, FRANKLIN D. ROOSEVELT, FOUNDER • GEORGE P. VOSS, DIRECTOR OF PUBLIC RELATIONS • 800 SECOND AVENUE, NEW YORK 17, N.Y. • OXFORD 7-7700

OUR RESPECTS to George William Bolling II, president, The Bolling Co.

Last month, the salesman became a buyer

To George William Bolling II, founder and president of The Bolling Co., selling is not a task—it's an exhilaration.

"For the good salesman, going out for that daily, personal sale is the most wonderful feeling in the world," he says. "When you make it you know you've accomplished something and you can really sleep good at night."

After 36 years in broadcasting, a tenure that makes him one of the longest serving radio and tv reps still active in the field, salesman Bolling is still going strong. And last month the salesman also became a buyer.

In a deal of major and unprecedented scope (BROADCASTING, Jan. 2), The Bolling Co. purchased established competitor Headley-Reed Co. at a price described as more than a half-million dollars. The acquisition is the largest single move Mr. Bolling has made since he started the firm and one he felt was made necessary by our changing times.

Expansion ▪ "Take a farmer with eight or ten cows—nowadays he can't exist anymore," Mr. Bolling says in explanation. "He must expand or he's finished. Business in general is like that. You must move with the times or retrogress."

Mr. Bolling thinks his new station list will eventually consist of about 35 radio stations and 27 tv stations. He's currently in the process of paring down the combined Headley-Reed and Bolling list to these levels. It is impossible, he claims, to do a knowledgeable, adequate job for a tremendous number of stations and what he is most interested in is giving his clients an intimate, personal kind of service.

During his long career, Mr. Bolling has seen the trend in radio billings dominance go the full cycle from local to national network and back to local (including spot). He wonders if tv isn't in the same cycle now with an eventual swing back to the local sphere a distinct possibility. Line charges, he reasons, take too big a bite to make network dominance of the business completely feasible in the future.

No Choice ▪ Tall and ramrod straight, with the aristocratic, angular features of a Basil Rathbone, whom he slightly resembles, George William Bolling II is an advertising natural—a man who followed his way of life because for him there was no other choice. Born in Chicago on Sept. 6, 1899, son of newspaper publisher George W. Bolling Sr., he digested advertising talk with his Pablum. Educated in the Chicago public school system, he excelled in track, swimming, basketball and football. But swimming over-shadowed the other sports when he entered the Naval Academy at Annapolis in 1919. Several American intercollegiate free-style records fell before his smooth, quick strokes and in the summer of 1920, his athletic prowess took him to Antwerp, Belgium, as a member of the U.S. Olympic team. Swimming the 100 meters, he didn't win any medals but he still considers the experience the highlight of his life.

In 1923 he graduated from the academy with an engineering degree and an ensign's commission but was separated from the service soon afterward when the Coolidge administration ordered a reduction in the armed forces.

Like a woodsman hearing the call of the wild, George Bolling headed for the middle of a new business where men who could sell were needed. In 1925 he joined Westinghouse station KYW (then in Chicago, later Philadelphia, now Cleveland) and became the first commercial salesman selling radio time on the streets of Chicago. One of his first sales, to Elmer Rich of Simoniz, illustrated Mr. Bolling's selling ingenuity.

The rate cards of the time consisted of only half-hour and hour time periods and Mr. Rich didn't want to buy that much time just to say, "Motorists Wise —Simoniz." Mr. Bolling solved the dilemma by tying the message into a daily five-minute weather broadcast—and from such humble beginnings the service spot announcement was born.

Pioneer ▪ In 1927, Mr. Bolling was made commercial manager and representative of all Westinghouse stations west of Ohio. He had a hand in developing many firsts in those exciting, pioneering days. Among others he cites the first published rate card, the first recognized coverage map, the first standardized program schedule, the first musical clock early morning program and the first commercial time signal, newscast and live sports coverage.



George Bolling II
A string of firsts

With an eye to wider horizons, Mr. Bolling left broadcasting in 1928 to become radio director of the Hays McFarland advertising agency. But the stock market crash of 1929 put a temporary halt to his new career. He weathered the storm by drawing on his engineering background to land a job with the city of Chicago as a consulting engineer on a natural gas case. The assignment lasted for two years by which time the country, the economy and Mr. Bolling were back on a more even keel. He then joined the Michigan Radio Network as commercial manager, a job that placated his ambition until 1934 when he gained his initial experience as a station rep with The Blair Co.

Starting as manager of the Detroit office, Mr. Bolling during the next 12 years became New York vice president and second largest stockholder in the firm before deciding the time was ripe for an independent venture.

With his brother Robert and E. Schuyler Ensel, both since retired, he founded The Bolling Co. on Feb. 1, 1947. With its acquisition of Headley-Reed, Bolling claims to be the sixth largest station rep in the nation.

Outdoor Man ▪ Mr. Bolling has one son, George William Bolling III, 32, who is a vice president of the firm, and two grandchildren. His wife, the former Maxine Weaver of Traverse City, Mich., died last year.

Mr. Bolling currently lives a good deal of the time in the Tudor City section of Manhattan. It is just a place to hang his hat, he comments ruefully, and he looks forward to the times when he visits his dairy and cattle farms in Traverse City.

He is not an ardent "joiner" (he belongs to the Radio & Television Executives Society and the Naval Academy Alumni Assn.), but he is still an athletic man at heart. Whenever possible he's out golfing or bird hunting in Michigan and Florida. He would like to think of himself as an expert trout fisherman but he frankly admits, "I cast more line out and work harder at it but catch less fish than anyone I know."

Repeal now or never

JAN. 31 has been set as the day for broadcasters to write their own emancipation proclamation. On that day the Senate Subcommittee on Communications will hold a hearing on the future of the political broadcasting law.

The networks and the NAB have been invited to appear, and it is all but certain that the weight of their testimony will be thrown behind the movement for repeal of Sec. 315, the equal time requirement of the Communications Act. But their weight, however impressive, will not be enough. It will take a massive drive by individual television and radio station operators to persuade the Congress that broadcasters deserve the freedom they have been denied throughout the history of broadcast regulation.

No one will think broadcasters deserve freedom if they do not fight for it. Not enough of them have fought for it in the past.

THE majority of broadcasters servilely submitted to the political broadcasting restrictions of the Communications Act for 25 years after its adoption in 1934. It was not until 1959 that broadcasters in substantial numbers were stirred to protest, and then only because Lar Daly, a political freak, won access to the air in a case that dramatized the absurdities of the law. At that point broadcasting had to make a showing. An enterprise that uncomplainingly accepts absurd regulation tends itself to look absurd.

Mr. Daly provided both the motive and the argument for broadcasting's first serious effort to obtain relief from Sec. 315. That effort succeeded in gaining the 1959 amendment that exempted various kinds of news broadcasts from the equal time law. Without that amendment the splendid radio and television record of reporting the 1960 campaigns could not have been achieved.

It was another political accident that gave broadcasters the additional freedom that led to the "Great Debates" of the 1960 campaigns.

Broadcasters were testifying in opposition to a Senate bill that would have required them to give free time for set speeches by presidential and vice presidential candidates. All three television networks offered to give time to the major candidates, preferably for joint appearances, but they pointed out that the law would require them to give equal time to all minor candidates. Frank Stanton, CBS president, suggested that Sec. 315 be suspended for the 1960 campaign in its application to presidential and vice presidential candidates. By joint resolution of Senate and House the temporary suspension was granted.

Congress had two purposes in mind: to give the leading candidates exposure on national television and to test the judgment of broadcasters. The element of trial was implicit in the resolution. We suggest, and we believe that most legislators agree, that broadcasters stood the trial well. Indeed Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, has introduced a bill that would permanently exempt presidential and vice presidential races from the application of Sec. 315. That bill will be before the Commerce Committee's Subcommittee on Communications at its Jan. 31 hearing.

TO OBTAIN passage of Sen. Magnuson's bill would not be difficult. Powerful members of both houses are known to favor it. But broadcasters must not settle for so little after a campaign in which they gave so much. They must make the total effort to get total relief. They must fight for repeal of everything that is left of the political broadcasting law.

If broadcasters are to be trusted to cover the campaigns for the nation's two highest offices without the restrictions of a federal law, it does not seem unreasonable that they should be trusted to cover campaigns for lesser offices with equal freedom.

Never mind how they happened to get the limited freedom they had in the 1960 campaigns; they will get no more by accident. Full freedom they have earned by their performance in the 1960 campaigns, but earning is one thing and getting is another. The getting in this case will depend on the number and vigor of the demands that individual broadcasters make for repeal of Sec. 315.

All stations that wish to be a part of the growth of broadcast journalism must take a personal interest in this fight. They must do all within their power to acquaint their congressmen with the need for repeal. The time to start the campaign is now.

Mustn't touch

IN AN exhibition of poor taste and poorer judgment the retiring attorney general, William P. Rogers, has likened an episode of ABC-TV's *The Untouchables* to "payola and the quiz shows" and has called it "another example of broadcasters failing to fulfill their duties as trustees for the public."

Mr. Rogers made his remarks at the prodding of a subordinate, James V. Bennett, director of the Bureau of Prisons, who has been carrying on a running campaign against the show. Mr. Bennett has protested to the network and to the FCC and has threatened to intervene in license renewals of ABC-TV affiliates because the program showed prison guards in an unfavorable light.

It seems to us that Mr. Bennett's own performance is at least as unattractive as that of the fictional guards in *The Untouchables* episode. He has resorted to the kind of pressure that ought to be beneath a man in his position. As to Mr. Rogers' parting remarks, we can say only that he must have been distracted by the problems of packing.

It is in poor grace for a federal official to holler to the FCC when a television program treats a government service unkindly. Television, like any other medium of communication, is subject to the libel laws, and the courts are available to any person who feels wronged by a television performance. If Mr. Bennett thinks he or his bureau has been damaged, he has the right available to any citizen to sue.

No matter what the nature of the program in question, ABC-TV was absolutely correct in rejecting Mr. Bennett's demands for suppression of a second episode.



"Hear you're having trouble finding a sponsor for that 'Dangers of Fall-out' special! Tried the hair tonic companies?"

Drawn for BROADCASTING by Sid Hix



So KPRC-TV
has the jump
on us.
So their signal leaps
out in a 75 mile
radius 7 days a week.
So they're faster
than us.
And smoother than us.
And better-looking than us.
And more accurate than us.
And better salesmen
than us.
But I ask you:
can they offer
anything to match
a mother's love?*

*No, but we try . . . with
five plans, 10 plans
and 20 plans . . .
and the world's most
considerate coddling!
Find out for yourself
by calling any
Edward Petry & Company man.

KPRC-TV
Houston's Channel 2 Station

NBC

Courtesy of Qantas Empire Airways, Ltd.

WTVR IS FIRST IN RICHMOND, VA.

43%*

*Source: ARB Nov. 1960

AVERAGE SHARE OF AUDIENCE SIGN ON TO SIGN OFF

In just 6 months time after affiliating with CBS-TV, WTVR again leads in Richmond both day and night.

- WTVR audience is NOW greater than Station "B" by 44.3%
- WTVR audience is NOW greater than Station "C" by 58.6%

and

- WTVR delivers 45.7% more homes than Station "B"
- WTVR delivers 63.7% more homes than Station "C"

Now! More than ever before, your best buy in RICHMOND

CBS TELEVISION

The South's First TV Station

WTVR CHANNEL 6

RICHMOND, VIRGINIA

Represented by Blair Television Associates

YOURS FREE

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 28, 1961

New NPC head, representing printed voice of broadcasting, delivers sound address . . . 5

$8 million dream of optimistic 1926 members has had troubles—but future is bright . . . 9

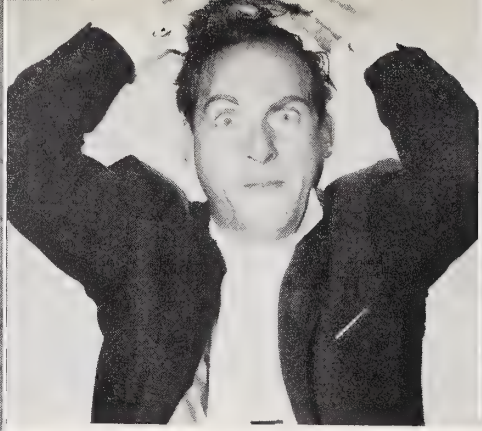
Pat's the First Lady even though John swept McGahan's Election Committee 14

New regime bypassed Harvard, but they're ready to tackle Club's own New Frontier . . . 12



'Honest John' Takes Off...







PROGRAM

1961 National Press Club Inaugural

7:00 Open House

8:00 The U. S. Navy Band Orchestra & The Sea Chanters, conducted by Comdr. Charles Brendler

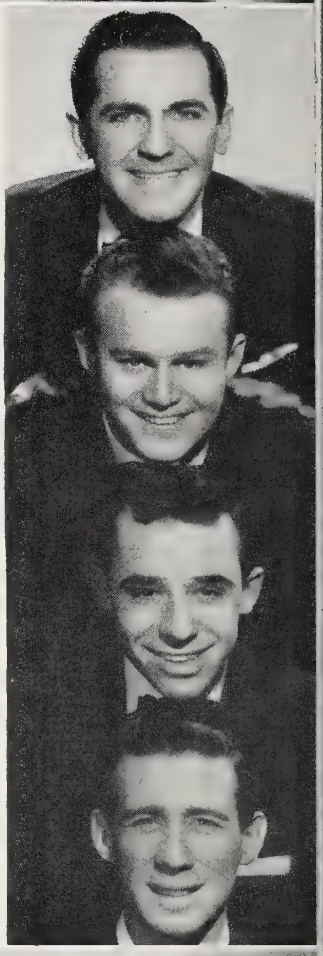
9:00 Inaugural Ceremonies
James C. Hagerty, M. C.
Chief Justice Warren administers oath to President John P. Cosgrove

9:15 Inaugural Gala
George Tapps & His Dancers
The Four Lads
Sid Caesar with Cliff Norton

10:30 Dancing
Devron's Music
Joel Margolis, producer

As it always does, the top talent of the entertainment, broadcasting and publishing worlds has turned out for an NPC inauguration. From top left, reading clockwise: James C. Hagerty, former News Secretary to President Eisenhower and now News Vice President of ABC network, M.C. of this evening's program; Sid Caesar and Cliff Norton, greats of TV humor; the Four Lads, Columbia recording artists; U. S. Navy Band, which has played for the inauguration of every Press Club president; George Tapps & Company, original interpreters of dance.







CLOSED CIRCUIT®

Abounding Johns

Washington's other inauguration reminded President Cosgrove of time early last year when former Sen. Kennedy addressed club. During preluncheon board reception, four Johns answered when Claude Mahoney, MBS, called, "Oh, John!" to John O'Brien, *Philadelphia Inquirer*. Responding Johns—Kennedy, Cosgrove, O'Brien and Horner (*Washington Star*).

Alarms & diversions

There's quiet move under way to pressure Cosgrove administration into doing something about somber atmosphere of cardroom. Chess-playing addicts have proposed installation of stereo juke box loaded with rock 'n' roll records. Next idea is to install hostess to be purloined from Gaslight Club. But there's adamant opposition to proposal that card playing for keeps be prohibited.

Under table deal

It hasn't made much progress, but undercover move is a foot at Pete Snyder's roundtable to halt questionable activities of junketing diners who mail back photos of undraped dames under tropical palms. Chief opponent of ban is Irv Foos, who contends absence of photos will practically eliminate luncheon conversation.

Unmanned

Secret plans being drafted to meet physical hazard posed by rococo backs of main dining room chairs.

First proposal to offset danger of space-wasting objet d'art *seats is to equip waiters, most frequent victims of sharp corners, with flexible steel girdles.*

Alternative is special insurance policy protecting against loss of employment and/or consortium as result of contact with chair backs.

Sedentary squeeze

Knights of Snyder roundtable on 14th Street side of dining room, capacity of which was cut from 12 to 9 seats by wide chairs, expected to hire famed cabinet maker who claims he can make three seats out of each two chairs without desecrating impeccable decor.

'26 Enero'

Speaking of the roundtable, new group of non-conformists has been formed within NPC called "The Young Turks" and promises to make its presence felt in immediate future. Youngsters have three goals: (1) to get seats at roundtable for lunches in dining room; (2) to participate in all games of chance in card room and return frosty stare for frosty stare with oldtimers who claim squatters rights; (3) to put an end to automatic escalator system in club elections by running full slate of candidates—with promise of active and colorful campaigns. To join "Turks," NPC member must be under 56 years old and outspoken antagonist of accepted world.

Nominal reward

Pierre Salinger, President Kennedy's news secretary who addressed Club luncheon Wednesday on national security, national media and assorted topics, was a victim of lax NPC security. Someone absconded with the original sketch of the seating layout for the first live Presidential news conference, which he had brought along to the luncheon. It's rumored there may be a slight reward for its return, or better still a promise of immunity from prosecution.

Recipe hunters?

Club's great crime wave—clipping of magazines in library—may be heading for climax. Cosgrove administration has taken Sicilian blood oath to avenge honor of periodical chastity repeatedly violated by club members who surreptitiously clip items from *Barrons, Time, Virginia Quarterly, Newsweek, Scientific American, Harpers,* BROADCASTING and *Ironmonger's Sunday Intelligencer.* Fie on the "cut-ups," say club literary addicts.

Cullen's hole card

Portly, cigar-chomping Vice President George Cullen has been carrying on two careers at once, unbeknownst to most NPC members. Machinations at Press Club are well known, but at other end of Avenue Uncle George has another well-oiled political machine. He's been chairman of executive committee of Congressional Periodical Gallery six years and has built up Capitol gang that many consider equal, if not superior, to that of his late townsman, Boss Hague.

$2 saved... $2 earned

Exceptionally large turnout for last Monday's membership meeting has heartened incoming club administration. Gratifying attendance was credited to a newly-created spirit among members and to fact that snow canceled out day's card at Bowie.

In an aside at meeting, one member not only supported dues increase but privately suggested that there be an even greater hike. Family requests that flowers be omitted.

Rigged?

Incredibly short period between time of NPC vote to raise club dues and time members got notices of same in mail prompts some tightwads to mumble that either (1) postal workers have begun unaccustomed sprint under Kennedy gadfly or (2) dues-boost notices were already in mail before NPC balloting.

For men—and mice?

Inside men's bar (*verboten* to all but males who make up club membership and male guests) is door to washroom. On door is word "Men." Now that does raise one very fine point. . .

Also, in connection with that door, members are hopeful that special meeting of board can expedite replacement of third letter that was stolen off door (see sketch, page 19).

Rump movement

There are signs of schism among working newsmen who can't partake of NPC's Thursday night beef feast because of office commitments. Frustrated Beefeaters, as group is called, originated among staffers of *U. S. News & World Report,* BROADCASTING and several other weeklies. Two ideas considered—move feast to Tuesdays or change deadlines.

No retirement plan

Prexy Cosgrove doesn't know it, but there's space for only one more name on "Past Presidents" plaque above lounge fireplace; naturally, it's reserved for Ed Edstrom.

Our fine specimens

Committeemen in charge of annual NPC Family Frolic are seriously considering rule that would prohibit club members from wearing shorts to outing. Remarked one shocked worker: "If Mother Nature had seen some of our guys in shorts, she would have a done better planning job on knees."

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
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ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

Executive and publication headquarters:

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER

Sol Taishoff

National Press Club

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Broadcasting Publications, Inc.

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Bureau of National Affairs

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New York Times

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Orville Crouch, Vice Chairman

INAUGURAL ISSUE

This is a special edition of BROADCASTING and its new sister publication, TELEVISION. Such souvenir issues are published irregularly—as often as we can get a staffman into the Press Club's top spot.

This Cosgrove edition was written by many people, and was edited by a staff composed of Dave LeRoy, *U.S. News & World Report*, chairman of NPC's Publications Committee; Fred Fitzgerald and Frank Beatty, both of BROADCASTING; and Fred Galbraith, *U.S. News & World Report*.

OPEN MIKE ®

Well-Wishin' John

MR. PRESIDENT: I do congratulate you on your election upon "principles only," and wish you every success during your term of office. — HERBERT HOOVER, *Waldorf Astoria Towers, New York City.*

MR. PRESIDENT: It is a privilege to salute John Cosgrove as he takes his place among local newspapermen and leaders in other fields who enhanced the reputation of the Wyoming Valley community through their activities and accomplishments.—JOHN J. MCSWEENEY, *Editor, Times-Leader, Wilkes-Barre, Pa.*

MR. PRESIDENT: Heartiest congratulations to you on your election as president of the National Press Club. There is a certain something that does not seem right about winning an election when you don't have an opponent, but I have always kind of admired that kind of politician.—PIERRE SALINGER, *News Secretary to President Kennedy.*

MR. PRESIDENT: As a member of the National Press Club since 1933, I was happy to note an account of your election as the Club's 53rd president. I congratulate you most heartily and wish for you a most successful term of office, which I know is assured. — JAMES A. FARLEY, *Chairman of the Board, Coca-Cola Export Corp.*

MR. PRESIDENT: Was happy to read about your election. Congratulations on this recognition.—J. LEONARD REINSCH, *WSB Radio and Television, Atlanta, Ga.*

MR. PRESIDENT: Since BROADCASTING magazine on Dec. 5 noted that press conferences are called news conferences and suggested that Pierre Salinger be referred to as President Kennedy's news secretary, not press secretary, a forthcoming change in the nomenclature of the National Press Club would seem obvious from the fact that its new president is an executive of BROADCASTING magazine. Conflict of interests or not, all best wishes to you for a most successful administration.—ROBERT E. KINTNER, *President, National Broadcasting Co.*

MR. PRESIDENT: Just a word to let you know how delighted we are, personally and as chief pilot for a national broadcasting organization, that John Cosgrove is at the helm of the National Press Club. For now we are at least able to envision the possibility of that sign over the stately door being changed to read: "National News Club."—ROBERT F. HURLEIGH, *President, Mutual Broadcasting System, New York City.*

MR. PRESIDENT: Permit me to congratulate you. It comes as no surprise that a BROADCASTING staff man has been given this high honor. — LEONARD H. GOLDENSON, *President, American Broadcasting-Paramount Theatres Inc., New York City.*

MR. PRESIDENT: I congratulate you on having been elected President of the National Press Club. It is a great organization and one to which I am proud to belong.—HARRY S. TRUMAN, *Independence, Mo.*

MR. PRESIDENT: As one who knew you when, and how, it is a great satisfaction to send you salutations and extra-good wishes. I am proud to recall your diligent effectiveness in past times and predict your continuing success in your new responsibilities. — BYRON PRICE, *Chestertown, Md.*

MR. PRESIDENT: All broadcasters should be delighted with [your] election to the presidency of the National Press Club. You have my warm congratulations as does BROADCASTING for being the first trade publication in any field to produce an NPC president—*Frank Stanton, President, CBS, New York City.*

Long pants for the business press

MR. PRESIDENT: Ever since I came to Washington in 1916 and scraped up enough money to pay initiation fees to the National Press Club, I have looked upon presidents of the club as Great Men. I still do.

I don't mean to flatter you—a friend of long acquaintance—but I do want you to remember that presidents of the club over the past few decades have been outstanding as individuals and as journalists. This doesn't prove anything about you, but it suggests something pretty good.

Also, there is this to it: I remember the day when the business press ranked so low in this town that it was difficult for a competent journalist from those ranks to get into the club by the tradesmen's entrance, or to rise in it. Of course, ideas have changed, and this is helpful to the entire profession, and you are the first person from the business press to climb to the dizzy heights of president. I think this is thrilling.

I congratulate not only you, but also the club.—W. M. KIPLINGER, *The Kiplinger Washington Editors.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 28, 1961

'HONEST JOHN' TAKES OFF(ICE)

■ The Army's rocket (on cover) is field-tested

■ Ours goes on the launching pad tonight

■ With a dues hike for a second-stage booster

By John V. Horner
The Washington Star
NPC President 1958

John Patrick Cosgrove of BROADCASTING and TELEVISION magazines, a man with all the obvious qualifications of Chief Executives who take office this year, tonight was inaugurated President of the National Press Club.

In a ceremony as impressive as it was electronic, he swore to high heaven and Chief Justice of the United States Earl Warren that he would run HIS club as he damn well saw fit.

A distinguished audience witnessed the formalities and a star-studded program of entertainment headed by the incomparable Sid Caesar. Former White House Press Secretary James C. Hagerty, now news Vice President of ABC, was Master of Ceremonies.

On the program with these headliners were Cliff Norton, The Four Lads, George Tapps and His Dancers and the Navy Band, directed by Comdr. Charles Brendler. Devron's popular orchestra played for the entertainment and for dancing afterwards.

Mr. Cosgrove is the 53d President—not just the 35th.

Incidentally, he is the first Catholic President of the Club since the last one.

All objective news correspondents—that is, those who panned the old Administration—agreed President Cosgrove's Inaugural Address was one of the greatest in history.

It was eloquent, they said. It was short. It was full of no specifics. And the man wrote it himself.

The members immediately warmed to the new President, who will, of course, be 43 years old this year! He hit them squarely between their ears with something they understood: he told them to play a child's game.

"Follow the Leader!" he commanded. The crowd cheered.

"We have penetrated the Old Frontiers!" he proclaimed. The excited throng roared.

"And now," he demanded, "let us charge ever onward—onward to the New Horizons, wherever they are!"

Pandemonium broke out when the President tossed his minions a direct challenge.

"Do as I say, not as I do," he instructed them.

"Ask not what I will do for you. Just tell me what the hell you'll do for me."

Phryne, the unclad lady in the painting on the Lounge wall, turned on her other side.

Everyone seemed to sense the parallel in the careers of this President and another third generation Irishman who took the helm barely a week before.

Speaking of the helm, our man has been there too. President Cosgrove is a Navy man, not a PT skipper but one who did yeoman service in World War II aboard a larger ship, the USS Gendreau (DE 639). He participated in many an important naval engagement, from patrolling at Guadalcanal, through Okinawa, and eventual Japanese occupation.

He was a talker even then. He took orders and passed them along for the captain—from the bridge. Now look where he is.

Of late, somehow, President Cosgrove

Continued on page 14

THE WHITE HOUSE
WASHINGTON

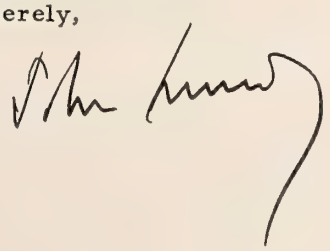
January 26, 1961

Dear Mr. Cosgrove:

I want to take this opportunity to offer my congratulations upon the occasion of your election as President of the National Press Club.

I am also delighted that I have been accepted as a member of the Club and I know that under your administration the Club will prosper.

Sincerely,



Mr. John Cosgrove
President
National Press Club
Washington, D.C.



BROADCASTING RESPECTS

John P. Cosgrove

ONE SUNDAY afternoon nearly a quarter-century ago a red-cheeked high school lad gazed enthralled across blossom-spangled Tidal Basin. "I like it here," he whispered as his mind wandered from Eastertime Washington back to the industrial gloom of the anthracite belt.

John P. (for "Patrick," according to Luzerne County, Pa., records; for "Politics" according to his Press Club friends) Cosgrove meant what he said on his one-day excursion that spring Sunday in 1937. Back at his Pittston, Pa., home he finished his high school course, earned some small capital and Greyhounded to Washington.

City room service ▪ With two years reporting background (afternoons and evenings on the *Wilkes-Barre Record*), he went job hunting around Press Bldg. bureaus and wire services, landing a job on the AP dictation desk and stringing on the side for papers back in Pennsylvania.

Late one summer night in 1939 the phone rang just as he reached home after work. Ted Koop, AP early editor, was calling. "Hitler has marched into Austria, John," Ted said. "Can you come right back?"

He could and did, spending the night taking historic copy from AP's White House and State Dept. staffers. By morning Washington journalism was in his blood—to stay. The jump upward from an AP dictation desk was a long one so he went job hunting again. An opening had developed at the National Republican Congressional Committee and he was assigned to its famous speech and handout hatchery in the garret of the Old House Office Bldg.

In 1940 Wendell Willkie lost his GOP campaign and John Cosgrove lost his GOP job. He had another handy, though, and moved to the Senate side in the office of Sen. Hiram Johnson, again writing speeches and handouts.

Came the conflict ▪ WWII arrived, leading to immediate enlistment in the Navy. John landed in naval communications as yeoman 3d class and later was assigned to the Office of Censorship as assistant, in uniform, to Ted Koop, assistant director of censorship under Byron Price. After being landlocked almost two years he asked for sea duty. He got it—two solid years aboard the *USS Gendreau* (DE639), a destroyer escort that acquired fame for its record of shooting down and warding off Japanese kamikaze planes during the Okinawa ceremonies.

In February 1946 he was released from duty and set out to find a job. After assorted assignments he joined the staff of BROADCASTING. He's now publications director of Broadcasting Publications Inc., whose founder and president is Sol Taishoff, longtime NPC member. In addition to BROADCASTING businessweekly, founded in 1931, Sol recently acquired TELEVISION, a monthly *Fortune*-type book for its namesake business.

After his first BROADCASTING pay check, John realized a longtime ambition by joining NPC. In 1953, as chairman of NPC's Publications Committee, he produced the special inaugural issue of BROADCASTING honoring Ted Koop, CBS Washington director of news and public events and first NPC president from electronic journalism.

Committee head ▪ He served three years as publications chairman, putting the Club's *Record* on a regular schedule. This energy and time-eating committee chairmanship is now held by Dave LeRoy, *U. S. News & World Report.*

During his three-year chairmanship John became interested in club politics, discovering quickly that even in NPC's relatively relaxed environment a political career has its ups and also its downs. His first political foray was a down—he lost a 5-4 board vote for a board vacancy.

One licking doesn't faze a true politician. It convinced John he could make the NPC political team. A run for financial secretary in 1955 was successful.

By that time he had framed his political strategy. It's really quite simple—always run in a club election without opposition. This involves a bit of doing: First, take club membership and official service seriously; second, build up friendships by daily contacts; third, enlist the support of key members and groups well in advance of elections to discourage competition.

It worked ▪ This methodology paid off during one election that had developed into a three-way fight for two places on the board. His blitz campaign in the "primaries" was so successful that one of the contestants withdrew a few hours before the balloting.

On the way to the presidency John had one of NPC's most important publication tasks—production of the Golden Anniversary club history, *shrdlu*—"an affectionate chronicle" of 50 dramatic years.

And on his way up the escalator he was aided by the unbelievable patience of his gracious wife, Pat, for whom late and lonesome dinners became normal routine. John had courted the former Patricia O'Hara, a Washington native, in post-war years. They were married in 1951.

At home in hills ▪ The new NPC president loves the rolling acreage of the outlying suburbs. He's a man of simple but patrician tastes—elderly bourbon, grilled steaks and good music, for example. An fm set in the living room provides dawn-to-bedtime music. He's an amateur painter, preferring landscapes. Once he glamorized his white board fence in oil and he has been active in NPC's art shows.

John is of medium height and not as heavy as his chubby cheeks would indicate. His hair is grayish for his age (42) and absolutely atypical of his auto-energized carcass. He's soft-spoken, persistent and thinks along organized patterns. A slow-burner most of the time, he can come up with a sizzling burst of temper when aggravated. He worships at Our Lady of Mercy Catholic Church in Potomac, Md., and belongs to the National Press Club Bldg. Corp. board and Cabin John Fire Board.

Platform? Of course. Broadly, he wants to see constant improvement in club service to members. His presidential campaign was directed at energizing the younger club members into more active participation and to bringing in new members who should have joined long ago.—*Frank Beatty*, BROADCASTING.

The bar boycott . . .

When Harold Brayman of the *Philadelphia Public Ledger* ran for vice president, he defeated Lorenzo Martin of the *Louisville Courier-Journal* and then, in 1938 succeeded to the presidency entirely unopposed. Mr. Brayman later became Director of Public Relations for E. I. duPont de Nemours and Co. His administration doubtless would have followed the usual round of entertainment of distinguished guests and steady development of the Club had it not been for a wholly unforeseen series of events which resulted in a remarkable revolt, now recalled as "The Bar Boycott."

It has long been an honored custom that when some tall lad has spent a bitter night at the cards, not favored by God, stripped of his last quarter, and feeling as though beaten with rods, some kindly bartender shall perform anew the miracle of Cana and turn the thin water of destitution into a wine of momentary well-being, with compassion, and without charge. One such heartening episode occurred one morning in 1938 in the taproom of the Club. No safety of mind lies in analyzing the motives of a casual reformer, but it is enough to report that such a one did run to the Club president, Mr. Brayman, and said that the bartender was giving away drinks!

Summarily, Mr. Brayman suspended the bartender one week without pay.

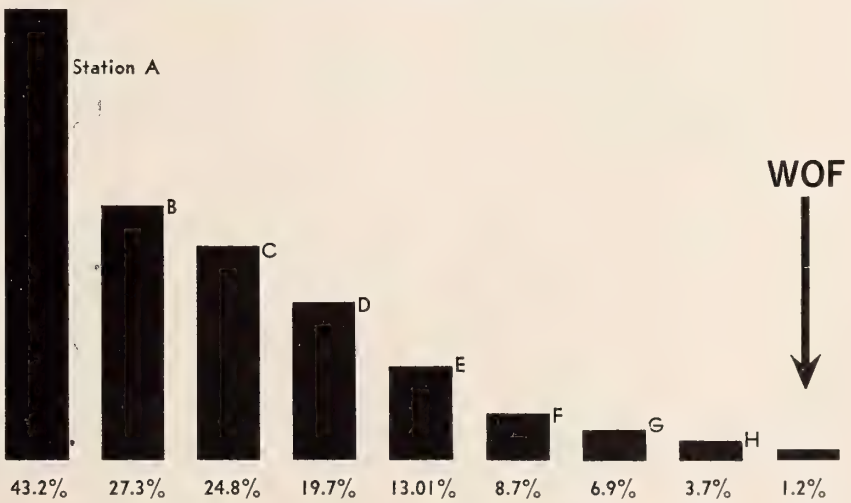
The victim, George Miller, had tended bar in the Club taproom for many years. His perennial geniality and kindliness were held in high esteem.

A rescue mission ▪ So, when customers began to drift in there were questions concerning George. Another bartender stood somewhat diffidently in his place. Aled Davies, then with the Gannett papers, was about the first to inquire, and then publicist Sam Jones. They heard the story and began to brood. As others—Henry Flynn, Frank Healy, Harvey Jacob, Ralph Collins, Steve Walter, and others of their colleagues entered, their combined brooding bore fruit in a determination to take up a collection to pay George's salary during the week of his suspension. As a member would enter the taproom, he would be accosted and the case stated. Without exception, the newcomer made his contribution, anything from a quarter to a dollar.

It would be difficult to assign proper credit for the burgeoning of the full-blown inspiration which sprang from this seedling. Almost inperceptibly the benefit collection turned into that profound political weapon, the boycott of the bar. To those of deeper feelings, *Editor's note: Sorry we don't have space to finish the tale, which is told completely in* shrdlu. *Copies of this affectionate chronicle, the Club's first fifty years, are available at* $5.25 *at the office.*



WOF IS FIRST AGAIN*



Data above are taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance.

Please note low count for WOF. Our foyer is practically all jack pine.

*First to admit it's last in WOF-land.

MONDAY MEMO

from BILL BEARD, president, Associated Business Publications, N. Y.

Huzzas for President John - - - Cosgrove!!

Those are what Webster says are "shouts of joy, triumph, approval, etc." —which is exactly what we of the business press feel an urge to send up for BROADCASTING's John Cosgrove, on account of the National Press Club is naming him its head man.

That's pretty darned significant news, we think; it makes us very proud—for John, and for businesspapers. We regard the NPC with large respect and considerable awe, especially those of us who labor in the provincial vineyards of journalism, removed from the glamor goings-on at the seat of government. (Anyway, we suppose they're glamorous and don't wish to be disenchanted.) We envisage men who come to us over the air with keyhole insight and "name" byliners huddling in the cozy NPC quarters (sometimes at the bar, maybe) trading dope on matters of cosmic import. We read of the great personages the world over addressing the august National Press Club. To us it's an *institution*—and to have a businesspaper man in its first office is pleasing indeed.

The First Such Choice ▪ The more so since it is my understanding John Cosgrove is the first from our ranks to be so recognized. That's kind of startling in a way because businesspapers are a mighty arm of journalism and growing more so by the hour. In Washington, and everywhere. So while huzzas are being raised it should be in order to shout a few for the NPC, which brings genuine credit to itself in honoring a man from the business press.

Gosh! Gratification floods into lots of quarters. I know Sol Taishoff and his able crew on BROADCASTING are delighted. Sol is a journalistic pro down to his insteps (as that recent kudo from Sigma Delta Chi further testified.) He must believe it's a fine thing for one of his staff executives to head the potent NPC. And be happy it's John Cosgrove, whom he nurtured from a mere lad in the business, and who has contributed muchly to the stature BROADCASTING has won in thirty years of splendid service to its field.



We in the Associated Business Publications insist on a slice of the glad feelings, too. You men of the broadcasting brotherhood wouldn't know much about the ABP, or necessarily care a lot. Though it's worth your observing that this group reaches back more than half a century, which was before illustrious ones like Edison and deForrest and Marconi had gotten around to spawning your business. ABP forged a code of behavior with teeth back in the early teens, pioneering which other media got around to in due course.

More Power to the Press ▪ We have helped build a sturdy field of communications and the really top-flight papers of America's business press—papers of BROADCASTING's breed—wear its emblem of membership. We are a proud group—and it adds to our pride that a man as fine as John Cosgrove who earns his b. and b. on a publication as fine as BROADCASTING is the newly-chosen president of an organization as fine as the National Press Club.

Seems like we can all enjoy a warm glow—the business press and the ABP —the world of broadcasting and its leading publication—the NPC—and, of course, President John P. Cosgrove. A flock of huzzas!

POTOMAC FEVER

By Fletcher Knebel, Register & Tribune Syndicate

John Cosgrove is inaugurated President of the Press Club. This was a case of the office seeking the man—and being ambushed on its first day out.

* * *

With Cosgrove for President and George Cullen for Vice President, the Club partakes of the new Washington trend—a Celtic Renaissance.

* * *

Robert E. Lee is installed as Secretary. He will keep the minutes—and the members will count the hours—until 1962.

Cosgrove served two years aboard a small Navy warship in the Pacific, but his aspirations for higher office are limited. The ship was never rammed and sunk.

* * *

Cecil Holland is the new Club Treasurer. As a young man he played pro basketball and now, after 30 years in newspaper work, he returns to his first love—money.

* * *

Cosgrove is Director of Publications for Broadcasting Publications, Inc., which among other things publishes a magazine called—if Dick Nixon will pardon the expression—*Television.*

NPC TOWER: LATEST REPORT

The 8-million-dollar dream of the optimistic 1926 members has had troubles—but future stays bright

by BEN J. GRANT
NPC President, 1957; member of the board,
National Press Building Corp.

Thirty-five years ago, in January, 1926, there was a huge hole in the ground at the southeast corner of 14th and F Streets in Washington, and signs on the two sides of the intersection announced that here would rise the National Press Building.

This was the fulfillment of a dream that had occupied some of the venturesome members of the Press Club for years. Yet now, with the project actually under way, the jubilation of the membership was somewhat less than unanimous.

A good many of the fellows around the old quarters in the Albee Building had objected from the start, and still had not been won over to the idea. Eight million dollars, the amount involved in the scheme, seemed an awful lot of money for a club that was always broke. Anyway, said the dissenters, a bunch of newspapermen had no business dabbling in real estate.

There were times in the months and years that followed when many other members decided the dissenting brothers probably had been right after all. Eight million dollars, as things turned out, was indeed a lot of money.

Biggest ▪ But in those early weeks of 1926, the majority said go ahead. That was the spirit of the Twenties, and the Press Club had big, fancy ideas. So the building went up—14 stories, the biggest private office building in town. (In 1961, it's still the biggest.) The Press Club itself took part of the 13th floor and all the 14th floor, for a rental of $1 a year. The remainder of the building was rented out, the first tenants moving in toward the end of the summer of 1927.

For a while, things went along fine. Then came the Depression. The building was scarcely two years old at the time of the crash of 1929. The National Press Building, like many other business enterprises, went through the wringer. There was a period of bankruptcy, then a reorganization and refinancing. Little by little, in the years that followed, the venture began to get back on its feet.

All that seems a long time ago.

No vacancy ▪ It has been years now since the National Press Building had any worry about keeping fully occupied. The building is making money. Problems remain, including the problem of a long-term debt totaling 5.3 million dollars. But the building is soundly financed, and the debt—regularly and on schedule—is being retired. The faith of the sturdy band that pushed the Club into undertaking an 8-million-dollar building has long since been upheld.

In 1960, for which figures have just been compiled, the building had its biggest year yet.

All told, mainly from rentals, the income was $1,167,000, a new record. Expenses—for operation, interest on debt, and taxes—were $1,019,000. That left a net income of $148,000, another new high. As has been the practice in past years, the earnings were applied on the debt.

Where does the Club fit into all this? What do we have to do with the building?

You might sum up the answer this way: The Club is not only the favored tenant, but also the principal owner of the building. This piece of real estate at 14th and F Streets, worth an undetermined number of millions, is the Club's most valuable asset.

The building is owned and operated by a separate corporation, known as the National Press Building Corporation. In that corporation there are 26,000 shares of common stock outstanding, and the National Press Club owns 20,000 of them. That means the Club holds 77 per cent of the stock.

It is kind of roundabout, but the Club does exercise control over the corporation. This is accomplished through a board of five trustees appointed by the Club's Board of Governors to vote the stock held by the Club. The trustees also appoint the Corporation's Board of Directors, which in turn appoints the officers and Executive Committee. All these people—the trustees, Board of Directors, officers and Executive Committee—are members of the Club.

The money problem ▪ Now the inevitable question: How long before the Club will get some cash dividends out of the Building Corporation? Probably not for a number of years. True, the building is making money, and there is no legal reason why the Corporation couldn't declare a small cash dividend. However, when the building is in debt by more than 5 million dollars, it makes good sense to apply every possible dollar of earnings toward reducing debt. That is the judgment of the men who run the building for you.

On top of that, there are some uncertainties ahead.

The biggest tenant of the building is Loew's Capitol Theater. The theater lease expires in 1962. Negotiations with Loew's have been going on for months. At the same time, studies of other possible uses for that space are being made. The building management expects to offer some alternatives to the Board of Directors meeting next month.

The second-biggest tenant, the Federal Deposit Insurance Corporation, is putting up a building of its own, and will move out of the Press Building sometime in 1962. FDIC occupies more than a fifth of all the building.

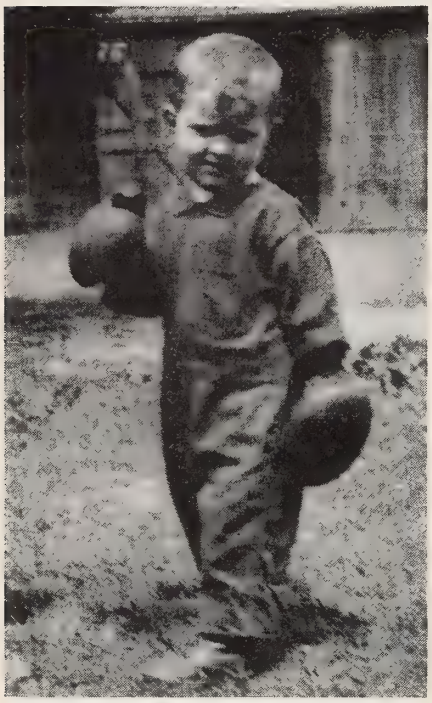
The future ▪ Over the long term, the future of the building—and thus of the Club itself—appears secure.

The outlook, in short, promises well for the Club. You can't see it in terms of money in the bank, but potentially this is a wealthy club. Incidentally, it's worth pointing out that the 20,000 shares we own didn't cost the Club anything in the first place.

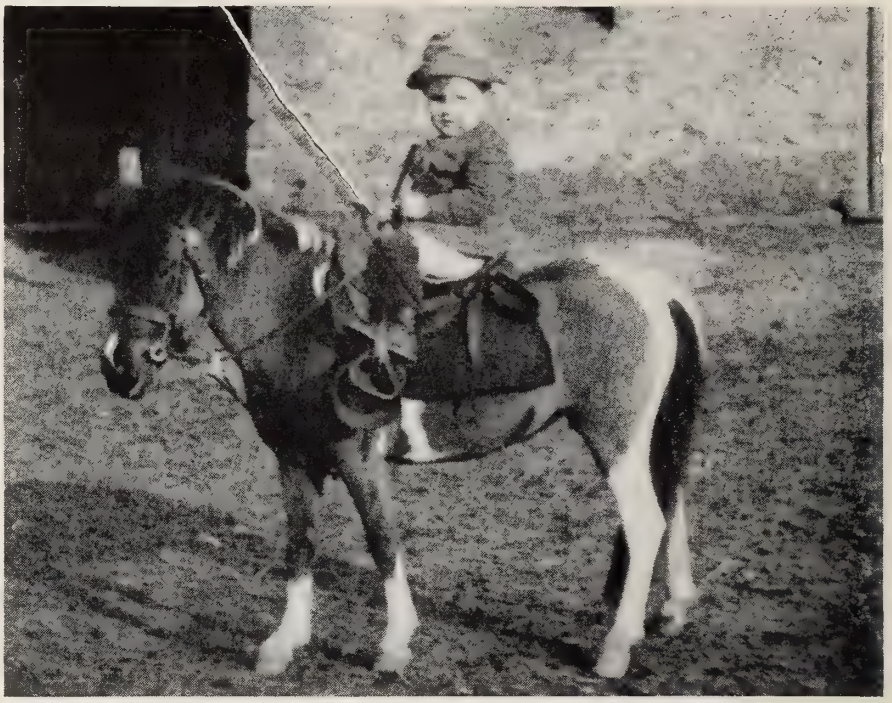
The facts about your building

Name: National Press Building.
Age: 34 years. Built in 1926-27.
Owner: National Press Building Corporation, in which 77 per cent of the common stock is owned by the National Press Club.
Size of building: 6.8 million cubic feet, 14 stories, tallest private building in Washington.
Street frontage: 269 feet on F Street, 150 feet on 14th Street.
What's in it: 1,001 offices; 11 street-front stores; 2 miles of corridors; National Press Club; Loew's Capitol Theater, the largest theater in the East, south of Philadelphia.
Tenants: Washington offices of 400 news media, United Press, Federal Deposit Insurance Corp., law offices, trade associations, many others.
Value: Cost $8 million, including land, in 1926-27. Worth more now.
Debt: $4 million in mortgage debt, $1.3 million in income debentures. Total long-term debt: $5.3 million.

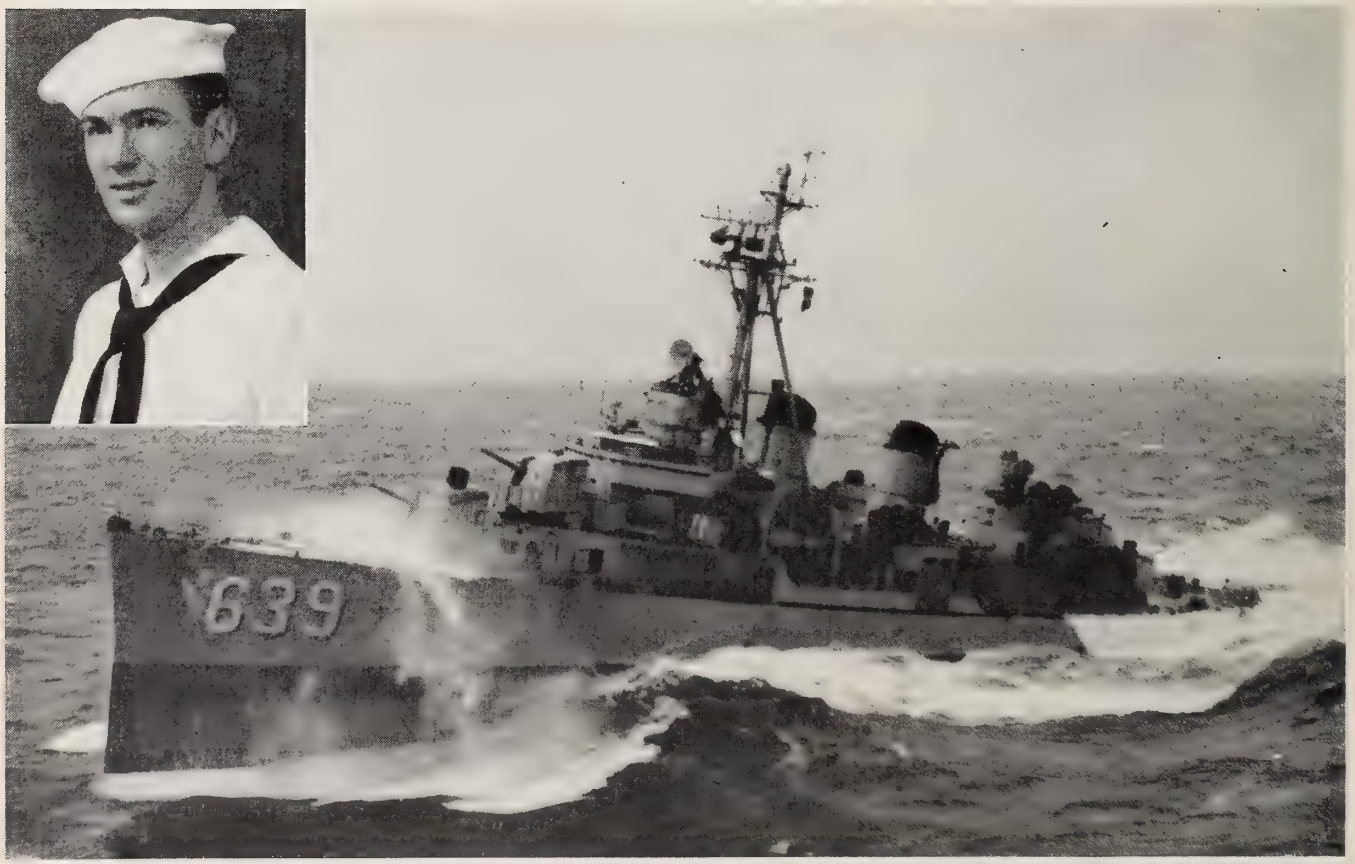
BOXER, SAILOR, BENEDICT, FIREMAN AND FARMER . . . . . .



1920 ▪ The right is cocked, the left is in reserve, and the politically-savvy smile is ready.

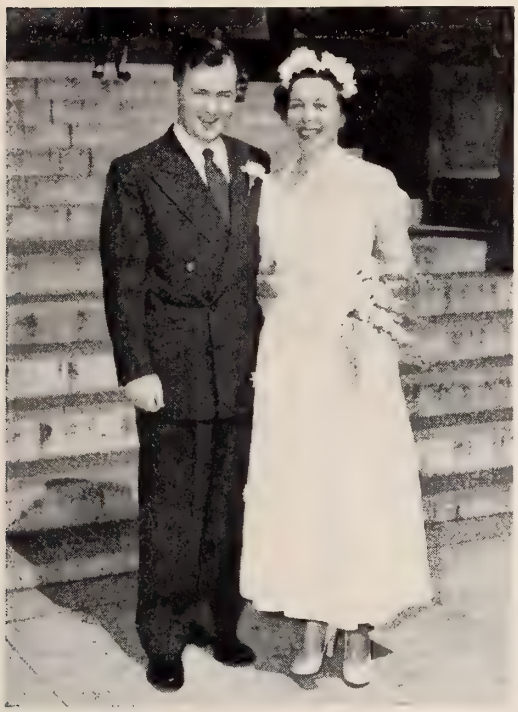


1921 ▪ The young John P. Cosgrove, of Pittston, Pa., aged 3, shows off equitation style on a pony named Victory. Too late for the great days of cavalry, he eyes other fields.



1941-46 ▪ World War II turned Mr. Cosgrove into Y3c Cosgrove, communications specialist. He served in the Office of Censorship under Ted Koop, his old AP boss who is an ex-President of the NPC and now CBS director of news and public affairs. In 1944 he went on sea duty, at his own request, aboard the destroyer escort "Gendreau."

. . . THE LIFE OF "HONEST JOHN" COSGROVE IN PICTURES



1951 ▪ Peacetime—and "Broadcasting" staffer Cosgrove marries Miss Patricia E. O'Hara in Washington.



1959 ▪ For the editor of "shrdlu," the NPC's "affectionate chronicle," a special Headliners' Club award, presented by Thomas Paprocki of the Associated Press.



Last week ▪ In a typical pose, gentleman farmer Cosgrove of Potomac, Md., protests that he has only semi-professional status on the tractor he uses for gentleman-farming.

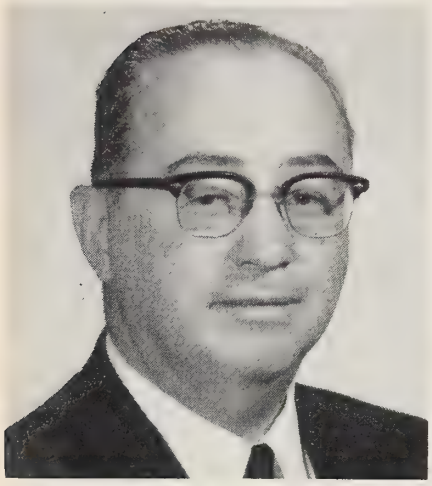


Next week ▪ Member Cosgrove of the Fire Board—"Honest John" from Cabin John—as he ponders some of the fires he'll be called on to put out as incoming President.

THE NPC'S NEW REGIME MOVES IN

Most officers bypassed Harvard, but they have all signified that they're ready and willing to tackle the Club's own New Frontier

Vice President



George Cullen

There is a hazy theory around the Press Club that the "big" man is always the Vice President. He's on his way up, and the new President, whoever he is, is having his last fling, glorious though it may be.

If there is anything to this notion, the "hot boy" around the club this year is George Cullen, better known as Landslide Cullen.

Landslide has been in the news business since 1918, around Washington some 20 years, and around the Press Club about as long. He has been a longtime chairman of the Periodical Press Galleries and is about as well-known among the slaves of the news media as the next one.

This counted in George's favor in 1957 —barely. He twice had been elected secretary of NPC without a contest. But in that fateful year he decided to run for a three-year term on the board. Several others had the same idea. And some of George's well-meaning friends urged him to turn on his rotund charm, spring for a few libations at the bar and otherwise comport himself like a well-scared candidate.

George refused to let these back-seat drivers shake his confidence. He believed in the fable of the hare and the tortoise. And he was right. He won—by three votes. Ever since he has been known as Landslide Cullen.

Having proved his theory that he could win by announcing his candidacy, Landslide did it again in December—being elected Vice President by another landslide (no opposition). In due course, since he has faith in the fates and in precedent, as well as his own unhurried talent for getting there, George will be ticketed for club President.

Before he reached his exalted position as No. 2 boy in the club, George had been vice-chairman of the Board of Governors. Back yonder some years, he served a diligent apprenticeship on the Budget and Finance Committee and on the House Committee. He did stretches as chairman of each.

An amused world was introduced to George several decades ago in Jersey City, N. J., and George was even more amused. He subsequently amused his way through development courses with the United Press in New York, Gannett papers in Syracuse and Rochester, the AP in New York, Albany and Washington. Along the line, he presided over two dailies, the *Flushing* (N.Y.) *Journal* and the *Middletown* (N.Y.) *Herald*, jumping ship before these papers folded.

For 18 years, George has been with the Bureau of National Affairs, which reaps economic, financial and business news from widespread sources at the Capitol and around town—and presently he is chief of the BNA Congressional staff. He and his devoted wife, Mabel, live in the Brandywine Apartments, a name which has no significance whatever to its distinguished tenant.—KERMIT McFARLAND



Secretary



Robert E. Lee

Robert E. Lee, new Secretary of the National Press Club, likes to say: "Yes, I was born in the South—South Orange, N. J." But no one from South Orange has ever been heard taking particular credit for that geographical mishap. Nevertheless, "The General," as he is known to his few intimates, staunchly wraps himself in the banners of New Jersey, South Orange, and his erstwhile newspaper, the *Newark Evening News*—an affiliation which however short will now result, Lee hopes, in a stream of exclusive leaks from the Pentagon.

These days, Lee does bravely bear one dubious distinction. He is the only person who ever went to Harvard who has not been offered a job in the new Administration — national Administration, that is.

In 1952 he left the United Press, with which he had for some years been inconspicuously employed, and was given a Nieman Fellowship at Cambridge. He

failed during his year in The Yard to absorb the polish, gloss, *savoir-faire,* and man-of-the-world style usually associated with those exposed to Harvard. Indeed, on occasion he has even been mistaken for a Yale man, a mien which may make him suspect along the New Frontier. As an undergraduate, he is said to have attended Amherst College, a charge which college authorities will neither confirm nor deny.

In recent years he has been more or less gainfully employed as a Washington correspondent for Ridder Publications, in which position he has conducted himself with an astounding mixture of arrogance toward his publishers and sniveling subservience to his Bureau Chief.

How often has he said to his Bureau Chief, "Come over to the Press Club, Wally, and I'll buy you a drink," only later surreptiously to place on his expense account an unexplained item "One Martini . . . $0.75," thereby seeking to aggrandize while at the same time deluding himself that the Bureau Chief thinks the better of him for the whole shabby performance.

In his new-found eminence in National Press Club politics, Lee's barroom voice is likely to be a little shriller, his opinions more assertively intoned, and his misinformation a little deeper than in the past. The Press Club is certainly to be congratulated upon its new Secretary.—WALTER T. RIDDER

Financial Secretary



Phillip M. Swatek

Surely no one is more qualified to be inaugurated tonight as Club Financial Secretary than balding, bold Phillip M. Swatek of the *Cincinnati Enquirer.*

Consider his impeccable background: He was raised for a while in a log cabin in a resort area of northern Michigan. He wasted half his life in school and the U. S. Navy playing ball, and pitched at least one magnificent game for an Illinois pro team. He was paid $5, and quit while he was ahead.

Unfortunately, his timing was a bit off when he launched an unwanted weekly newspaper in Indiana. Yet who can say that he didn't absorb the same masterful grasp of bankrupt economics as Harry Truman did in a haberdashery?

But his main claim on the new job, the *ne plus ultra* of qualifications, is his former close association with the nation's outgoing Secretary of the Treasury, Robert B. Anderson. Some years ago Mr. Anderson was manager of Texas' second-largest ranch, and our Phil was on his payroll as an "augurologist" drilling for oil. The short title for that is "jug-hustler."

Anyone who once hustled jugs for the Secretary of the Treasury comes ideally equipped for juggling deficits at the National Press Club. — LUCIAN C. WARREN

Treasurer



Cecil F. Holland

The thing the *Washington Evening Star* likes best about Cecil F. Holland is his homing instinct. He's been over the wall twice, and has come home each time. This could be an asset in a National Press Club Treasurer.

Cecil set something of an all-time record as chairman of the Speakers Committee during the notable administration of John V. Horner. Being a man of remarkably few (spoken) words, he set a record for speakers heard, words spoken, and attendance during that 50th-anniversary year.

Tennesseans, somehow or other, don't like to stay in Tennessee. This must be a good thing, because without it we'd have gone without Davy Crockett and Sam Houston and Cecil Holland. Cecil chewed on his first copy pencil in Chattanooga, on the *News and Free Press.* He chewed it well, because these days when *The Star* wants a man to cover a story straight and no nonsense, the desk hollers for Cecil.

Not all of his friends know that he has written an excellent and definitive biography of John Hunt Morgan, the Confederate raider who raised Holland with the Yankees during the Civil War.

Cecil has worked for the Washington bureau of the *Chicago Sun-Times* and the *New York Herald Tribune.* Besides having deep devotion to rectitude and to facts, he also admires a charming wife named Alice and four kids: Mary Frances, Cecil, Jr., Carden and Martha.—FRED THEROUX

Board Chairman



Kermit McFarland

Board Chairman Kermit McFarland is the only man ever to set up light housekeeping on the Press Club escalator.

Two years ago—Chairman then as now—he was marked by glass-ringed tradition for Vice President. He declined, on grounds that he lacked time to do justice to the eventual presidential plum. This year he paused in midstream again.

For many, McFarland's continued sure hand on the Board is comforting.

His lucid and influential Scripps-Howard editorials urging balanced budgets and provident stewardship have stung Democrats and Republicans alike. A unique journalist, he practices as well as preaches.

McFarland wasn't always in so little of a hurry.

He assaulted big-time journalism at age 14, by calling the state desk of the *Des Moines Register* and complaining that damned little news got in about his home town of Gowrie, Ia.

The desk agreed but, the price being right, commissioned Kermit sight unseen to fill the void. For years scarcely a sparrow fell in central Iowa that the state desk, at least, didn't hear about.

It was somewhat of a jolt to the *Register* when its veteran Gowrie correspondent announced he had bought long pants and was going to the University of Iowa, which he offered to blanket. Before graduating, Mac was Iowa City corre-

Continued on page 15

Continued from page 5
has been confused with an Army missile. People have begun calling him "Honest John."

Navy types have raised no objection because the "Honest John" is a rocket so uncomplicated that it actually works.

Installed with President Cosgrove were Vice President George Cullen of Bureau of National Affairs, Secretary Robert E. Lee of the Ridder Publications, Treasurer Cecil Holland of the Washington Star, and Financial Secretary Phillip Swatek of the Cincinnati Enquirer.

Members of the Board of Governors also took part in tonight's gala ceremonies. They are Chairman Kermit McFarland of the Scripps-Howard Newspaper Alliance; Vice Chairman Bryson Rash, National Broadcasting Company; John Cauley, Kansas City Star; Joseph A. Dear, Dear Publications; Ernest L. Barcella, United Press International; Lewis W. Shollenberger, CBS News, and Cabell Phillips, New York Times.

Pat's the First Lady even though John won

Those big campaign buttons with "PAT FOR FIRST LADY" finally accomplished their aim, though some of the Club bubbleheads gawked when foresighted members brought them out at Candidates Night on Dec. 8.

So, on election day, Pat became the First Lady . . . First Lady of the National Press Club—Pat Cosgrove, Mrs. John P. Cosgrove, that is, the first of that noble group of dames who has practically grown up in the Press Club.

Pert, eye catching, sharply groomed, built like a good swimmer (which she is) with a tinkling laugh which has developed from an adolescent giggle, Pat is a real pretty girl whose inevitable grin reveals her Irish and Italian heritage, in a way of speaking—and she usually is!

Her late father, Joyce O'Hara, was for many years one of the most charming and popular members of NPC. Her mother, the former Camille Desio, was the daughter of the first jeweler to do business on F Street. Lots of Club members bought wedding rings there.

At least two Club elders, Steve Walter and this writer, recall when they carried the new First Lady piggy-back at the age of 5, when they all used to vacation at Nag's Head, N. C. There is a legend, which says that a galloping nag, with a lantern round his neck, was used by shore pirates to lure unwary mariners onto the shoals, where their ships were looted.

Well, there's no parallel there, and we wouldn't say that John used Pat to lure votes—but she sure as heck didn't scare any away.—*CHARLES O. GRIDLEY, NPC President* 1937.

DDE

THE WHITE HOUSE

January 20, 1961

Dear Mr. President:

As you start your term of office, I send you and the members of your Administration my personal congratulations.

When you are inaugurated, I shall have been out of office for a week, enjoying private life. I can assure you that in the not too distant future you, too, will find something inviting in the thought of retirement from the office of President.

May I also take this occasion to extend, through you, my thanks to my fellow members of the Club for the many kindnesses and courtesies they have extended to Mrs. Eisenhower and myself during our stay in Washington. Both of us appreciated it and wish all of you the best of everything in the years that lie ahead.

Once again, my best wishes to you as you take your office.

Sincerely,

Dwight D. Eisenhower

Mr. John P. Cosgrove,
President,
The National Press Club,

OFFICE OF THE VICE PRESIDENT
WASHINGTON

January 16, 1961

Dear John:

I seem to be in the business lately of congratulating President-elects. I can think of no greater pleasure than in extending my best wishes to you -- a Vice President who was successful in being elected President.

Kindly allow me to wish you all the best of success and a truly big year for the National Press Club.

Sincerely,

Richard Nixon

Mr. John Cosgrove
Office of the President-elect
National Press Club

Continued from page 13

spondent for the *Register,* UP, AP and INS, most of which are still prosperous.

Cannily figuring that Eastern experience would get him an extra $10 in Iowa, McFarland headed for the *Baltimore Sun,* which farmed him out to the *Harrisburg Patriot.* Before 1929 was over he was spotted by the *Pittsburgh Press,* and a 32-year romance with Scripps-Howard began.

He became political writer and associate editor of the *Press* before moving to Scripps-Howard's Washington bureau in 1951.

McFarland lives at the Dorchester Apartments with his wife Marjorie, another *Pittsburgh Press* alumna and one of Washington's truly charming hostesses. —BILL COOPER

Board Vice Chairman



Bryson B. Rash

For a man who lost his first broadcasting job because his voice changed, Bryson Rash, a member of the Board of Governors of the National Press Club, has gone a long way with those well-modulated vocal cords.

After that inauspicious start at the age of 12 at KMOX in St. Louis, Rash has been on the air for 35 years. During that time he has covered and broadcast almost every kind of news that involves the world today, ranging from a tour of the White House to the Eniwetok H-bomb tests. During the 1954 Army-McCarthy hearings before a Senate committee, Bryson broadcast the testimony from gavel to gavel for 37 continuous days on television (weekends excepted). For the last 12 years he has had a regular daily radio and television program in the nation's capital, which must be a record. Currently he is heard on WRC and WRC-TV, the NBC-owned stations.

Well-known facts about Governor Rash are that he is a Civil War history buff, raises roses in his garden and is dominated by his two teen-age daughters, American Beauties themselves. Less well publicized are his legal education, inspired by the late Hugh S. Johnson, and his knack of locating drinkable liquids in the middle of the Pacific Ocean. Grateful Eniwetok veterans attest to the latter.

This Civil War Centennial year may find Bryson more on the battlefields than at the Club bar. His wife, Julie, still reminds him of his "lost weekend." Bryson set out solo on a research expedition near Petersburg, Va., and was unreported for two days.

"I was fighting a Civil War battle," he says, "and I couldn't bring it to a climax."—ELMER LOWER

Board Member



John R. Cauley

A native of Indiana nurtured in the political sophistry of the old Kansas City Pendergast machine, John Rowan Cauley finds the one-candidate, Russian-election system of the National Press Club a pushover.

It leaves him with time on his hands for more serious pursuits. Like being an usher and collection-plate passer at the church attended by Attorney General Robert F. Kennedy. He looks for his religious work to be more pressing and collections more generous from those with political or criminal axes to grind.

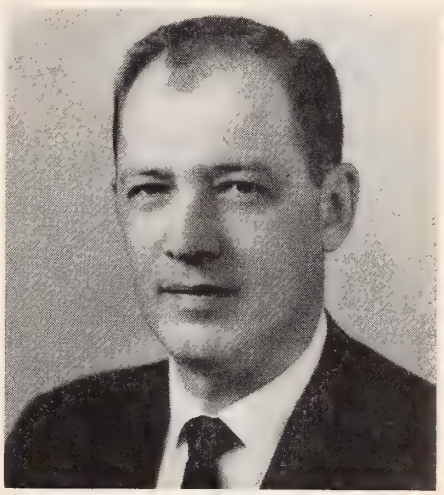
A graduate of Missouri's famed School of Journalism, John is as proud of his scholastic background as he is of his ecclesiastic bond with the Kennedys.

From the campus he went to Kansas City, where he started his upward surge in journalism on the *Kansas City Star's* financial desk. He bounded upward from the city desk to the telegraph editorship where he developed a yearning for Washington and junkets to faraway places.

He got into the Press Club political vacuum because he fortunately is possessed of one of the principal planks of a qualifying platform—bachelorhood. He has clung to that status although he must move from apartment to apartment when his whereabouts become too widely known in maidenly circles.

John is the *Kansas City Star's* expert on foreign news, but he can't resist politics—Press Club or the Kennedys'.—JACK WILLIAMS

Board Member



Lewis W. Shollenberger

Lewis W. Shollenberger is best known in television news circles as the producer of the fifth "Great Debate" between Kennedy and Nixon.

You say there were only four debates —or confrontations, as they sometimes were called? You are right. The fifth never came off.

But Lew, the original Boy Scout, was prepared—just in case. He was tapped to produce the program for all networks in his capacity as Associate Director of Public Affairs for CBS News in Washington. He made detailed arrangements, even to printing tickets which he still distributes as souvenirs of his most glorious hour—off television.

A native of Kansas City, Mo., Lew was educated at Penn State College, where with great foresight he (1) majored in economics instead of journalism, and (2) wooed Florence Long, a journalism student who decided her name had been long enough so she lengthened it to Shollenberger.

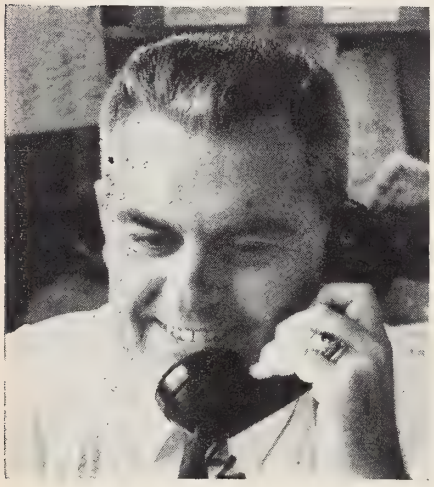
After their marriage Florence taught Lew journalism. Consequently he gave up economizing at the Federal Reserve Board to work (sic) for United Press, before it became International. Except for World War II service as a Navy officer, he has spent the last 18 of his 44 years with CBS News, cutting Presidents off the air and generally stirring things up. Only this week he produced the first

Kennedy news conference for television.

Lew has just concluded a year as president of the Radio-Television Correspondents Association. He joined the NPC Board in 1957 after having served as chairman of the Membership, Budget and Finance, and House committees—not all at the same time. A son, Bert, is at Allegheny College, and a daughter, Carol, is a senior at Woodrow Wilson High School.

In his spare time—but what television producer has any spare time?—TED KOOP

Board Member



Ernest L. Barcella

Ernie Barcella is the only Washington correspondent who ever won a major journalism award for kitchen work.

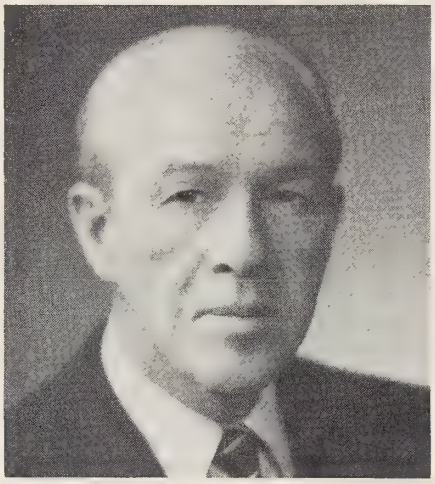
He accomplished this feat in 1959 when he received the National Headliners Award for his coverage of Vice President Richard M. Nixon's shouting match with Nikita Khrushchev in the kitchen of a model home in Moscow. Ernie was in a strategic position to cover the debate. He was standing between Nixon and Khrushchev.

He is known to his colleagues in UPI's Washington Bureau as "Coach." No one remembers whether this title is supposed to honor his position as Bureau Manager or his unrepented past as a sports writer.

Coach Barcella is a native of Hamden, Conn., and a graduate of Dartmouth. There's not much he can do about the former, but he's done his best to live down the latter. He began his newspaper career on the *New Haven Register* in 1928, has been with UP since 1930 and on its Washington staff since 1940. He has covered just about every kind of story you can mention, from baseball to bombardments, and has studied historic terrain from Iwo Jima to Gina Lollobrigida.

He has been married for 26 years to the former Louise Berniere of North Haven, Conn., an enormously patient woman. They have a daughter, Andrea, who was a homecoming beauty queen at the University of Maryland this year, and a 15-year-old son, Larry, who like his father is noted for brains rather than beauty.—LOUIS CASSELS

Board Member



Cabell Phillips

That talent for the impecunious which makes for old newspapermen appeared early in Cabell Phillips when, as a downy stripling, he forsook his native Williamsburg, Va., for Richmond, thus missing his chance to be restored with Rockefeller funds.

Now, at 55 and beyond restoration, Phillips once again will sit beyond the limelight doing the work that makes big men look good. When Richmond College failed to discern this ability in him, he left it in 1926 for the *Richmond Times-Dispatch*. The consequent mellowing of that paper's editorial outlook is generally attributed to Phillips' pioneering of the three-martini lunch, dipped in those days from the bathtub.

In the mid-1930s, hearing of the Press Club bar, he came to Washington as press officer for WPA, then headed by an obscure man named Hopkins. It can now be revealed that it was Phillips who concocted the slogan "tax and tax, elect and elect," leaked it to Arthur Krock, and made Hopkins a SOMEBODY.

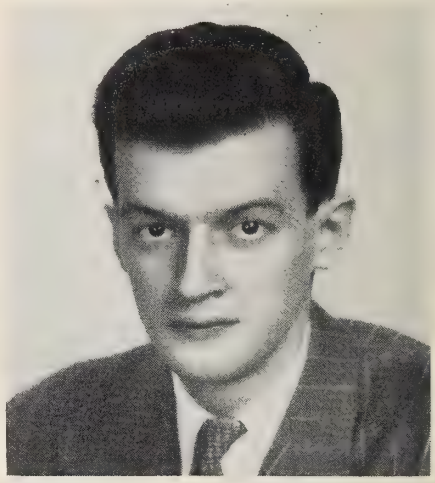
He then switched to Time Inc.'s six-man bureau, thinking to do something for the obscure Henry Luce. Luce's opportunity was lost when a witless editor, given the choice of firing Phillips or a copyboy, fired Phillips.

Luce's misfortune was the Justice Department's salvation. As assistant information director, he directed rehabilitation of an agency blackened by its role in the Court-packing plan. So successful was his work that, by 1961, Everett Dirksen could remember only distinguished lawyers as Attorneys General.

After ministering briefly to the *Chicago Herald American,* he noted the plight of the *New York Times* Sunday Department, consented to help and, as the real brain behind Lester Markel, is largely responsible for what it is today.

In the *Times'* own incisive style for describing "men in the news," it can be said that Phillips is genially lovable, works night and day, takes an occasional drink, has a wonderful sense of humor, is beloved by his cohorts and is, altogether, an absolute prince without vice.—RUSSELL BAKER

Board Member



Joseph A. Dear

The Joe Dear who keeps winning National Press Club elections is a fiction. The man who served as Treasurer and Financial Secretary, and who has now been elected to the Board of Governors, does not exist. He is an image, skillfully created and projected to win votes.

Luckily for Joe, he began with just the right political qualities. He has a steady job and no police record. He seldom says yes to anything, never says no, and always looks wise. Best of all, he knows when to keep his mouth shut, and does it eloquently.

Around this solid core, Joe has woven a political illusion—a man of the people with whom the average voter can identify himself. Listen to the kibitzers who watch him play bridge. "Gee," they'll murmur, "I did that myself one time—locked myself in the wrong hand and blew a cold 3-no-trump contract."

Politicians this shrewd are hard to find. In fact, when you have a complaint about the way the Club is being run, Joe is not merely hard to find—he vanishes completely. Perhaps it is at these times that he devotes a few moments to his family, and to being president of Dear Publications & Radio, Inc.—BILL GOLD

THE COMMITTEE CHIEFS

They do so hold meetings—some even file reports

There is no truth to the rumor that some NPC committees never meet. And only in an instance or two has there been proof that chairmen have ramrodded proposals through by declaring a quorum present based on a chance encounter in the bar.

In actuality, committee chairmen are the "sergeants" of the Press Club. Upon them fall the detailed study and the production work that keep the Club going and form the basis for Board of Governors' decisions. They and a hard-working bunch of committeemen blueprint building changes . . . edit books . . . make financial studies . . fret over dining and bar service . . . line up the world's best-known speakers . . . file annual reports.

Here are the committees, with 1961 chairmen and their affiliation:

House: Robert Roth, *Philadelphia Bulletin;* Membership: William M. Blair, *New York Times;* Library and Arts: Jack K. Burness, *Washington Post;* Subcommittee on Art Show: Martin Dietz and John Koepf, co-chairmen; Subcommittee on Archives: Leland P. Lovette; Publications: Dave LeRoy, *U.S. News & World Report;* Subcommittee on Publicity: Thomas P. Geoghegan, U.S. Steel; Fellowship: G. Douglas Stengel; Entertainment: Sidney Yudain, *Roll Call;* Games: William E. Gold, *Washington Post;* Budget and Finance: Howard Anderson, Bureau of National Affairs; Speakers: Windsor P. Booth, *National Geographic;* Bar: Sam Fogg, United Press International; General Advisory: Ed Edstrom, Hearst Newspapers; Employment: Raoul Blumberg, *Washington Post.*

A 12-man NPC Inaugural Committee gets credit for tonight's ceremonies. Kermit McFarland, Scripps-Howard, NPC board chairman, served as committee chairman, with Orville Crouch, Loew's, as vice chairman.

Committee members were Sol Taishoff, Broadcasting Publications Inc.; Edgar Shelton, American Broadcasting Co.; Ted Koop, CBS News; Claude Mahoney, Mutual Broadcasting System; Joe Goodfellow, National Broadcasting Co.; Lyle Wilson, UPI; Jack Horner, *Washington Star;* Lucien Warren, *Buffalo Courier-Express;* Tony Vaccaro, AP; Thomas D. Geoghegan, U. S. Steel, Sidney Yudain, *Roll Call.*

Frank Brunton, American Airlines, provided gardenias for the ladies.


ROTH

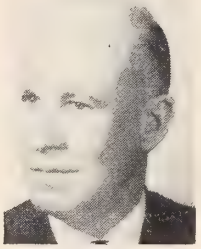

BLAIR


BOOTH


EDSTROM


LeROY


BURNESS


ANDERSON


STENGEL


YUDAIN


GOLD


FOGG


BLUMBERG


LOVETTE


GEOGHEGAN


KOEPF


DIETZ

A decade of growth in the Press Club

	Membership of Jan. 1, 1951	Membership of Jan. 1, 1961
Active	866	1,120
Non-Active	750	894
Associate	630	828
	(Total resident, 2,246)	(Total resident, 2,842)
Non-resident	1,983	1,818
Non-active, non-resident	72	231
	(Total non-resident: 2,055)	(Total non-resident: 2,049)
GRAND TOTALS	4,301	4,891

Net gain, all categories: **590**

Irish eyes are smiling

FOLLOWING Ed Edstrom into the highest administrative echelon of the National Press Club isn't going to be easy for the new president, John P. Cosgrove. The requirements are severe; the direction full of problems.

A past president, Ted Koop, summed up the situation neatly in *shrdlu,* the club's Golden Anniversary book. He put it this way:

"If the Club's leaders have possesed a single common attribute, it is simply this: a love of the club and a willingness to serve its members. The presidency is not a cloak of honor to be donned in light spirit. Today it is almost a full-time job; hence an understanding boss is a prerequisite.

"The members expect to see their President regularly. If he does not appear for a few days, they evidence a restlessness, a feeling of insecurity. For that reason, there is much taproom talk that only bachelors should be eligible for the office. A married President needs in addition to an understanding boss a sympathetic wife. She must realize that when her husband is at the Club, it is not of his own volition. He is merely attending to the needs of his constituents. Her reward for his long absences comes in a stream of social invitations—all of which naturally require new gowns."

Ted Koop was speaking from personal experience when he wrote those lines. The president must be a dozen men, he explained in *shrdlu:* politician, psychologist, man of decision, businessman to run what now is a million-dollar establishment; urbane presiding officer and witty speaker, *bon vivant* with non-ulcerous stomach, chef and dietitian.

John Cosgrove comes to the presidency with a good complement of all these qualities. Like Ed, Bill Lawrence, Jack Horner and their predecessors, he has a long-standing background in Club affairs and an earnest desire to serve.

Thank you, Ed Edstrom.

You're on, John Cosgrove!

"30" is only the beginning

THREE decades ago radio consisted of 600-odd stations, three (more or less) networks and a few thousand eager young guys, mainly ham radio operators, ex-classified salesmen and theorists who thought the "medium" had a greater future than the miniature golf course.



Drawn for BROADCASTING by Duane McKenna

"When you want to come back, John, I'll meet anything they pay."

Among them were earnest businessmen with one eye on the then Federal Radio Commission and the other on the ledger. Some of them even thought that radio had a future as a news medium. And they were disturbed because the current history of commercial radio was chronicled, if at all, in the jargon of show business.

There were a few reporters specializing in radio even in those days. Two of them thought there should be an *Editor & Publisher* of radio.

Just 30 years ago they sold their idea and got financial backing for a radio trade magazine. Martin Codel, then of North American Newspaper Alliance, and Sol Taishoff, reporter for the *United States Daily* (now *U. S. News & World Report*) who also wrote a radio column for the Consolidated Press under the incredible pen-name "Robert Mack," turned out the first issue of BROADCASTING Oct. 15, 1931. It hasn't missed a deadline since.

Despite the depression and the faltering steps of the youthful radio business, they kept the publication going. It was pretty much a two-man (plus two gal) show that operated in two offices in the National Press Bldg. Within a year they had paid off their "angel," who was caught in the depression squeeze.

BROADCASTING made it through the depression as it narrated in professional journalistic manner the dramatic evolution of the electronic media. In mid-1944 Taishoff bought the Codel half of the magazine, becoming its publisher as well as editor. Recently he added a second magazine, the monthly TELEVISION headquartered in New York. The first issue under Taishoff ownership appeared in mid-January.

Those who work with Sol know the fire of his enthusiasm and his intolerance for shoddy workmanship. They know, too, the intensity of his fight to keep the broadcast media as free as the press.

Vol. 1 No. 1 of BROADCASTING made this promise: "To the American system of free, competitive and self-sustaining radio enterprise, this new publication . . . is dedicated."

Now in its 30th year, BROADCASTING has kept its pledge. That, briefly, is the chronology of a journalistic enterprise directed by an NPC reporter with a considerable flair for business as well as aggressive reporting, and without any knowledge that these lines about his career will appear in a special issue bearing the familiar BROADCASTING bonnet.

And he's slippery, too

IT'S obvious already that President Cosgrove is going to stay out of a lot of trouble. It couldn't have been a coincidence that Club's dues were raised only five minutes before he was handled the gavel at last Monday's membership meeting.

Some day the maneuvering that hung this lemon around the neck of the previous administration may come to light. The possibilities are intriguing; some day they may provide the plot for television half-hour drama, or maybe even a spectacular.

John's debut as presiding officer at the Pierre Salinger luncheon, his first as President, gave additional evidence of his talents as an adlibber. Bob Hope never picked up a cue faster than the new President during the question-answer session where he accomplished the miracle of negotiating with absolutely no notice a frightening pun based on the "sonata" comment by Pierre and the next question. That comment will live in club infamy. His quick twist of Frank Sinatra into Frank Sonata bears out the claim that the new President is writing his own luncheon scripts.

Well, Club life's like that. Now let's see what happens to the food.


NATIONAL PRESS CLUB
JANUARY 1961
LOOK NO HANDS
STAR

TELEVISION

Television Magazine— a subsidiary of Broadcasting Publications Inc.



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 30, 1961

Pay tv close as Hartford bid nears approval; cable plan set in Little Rock 23

Tv likely to continue hot, despite upped costs of talent, Petry study says 28

Goodson-Todman new television triple threat in programs, stations, syndication 44

Spray-it-on starch competition means new money for radio and tv promotion 32

COMPLETE INDEX PAGE 7



RADIO is the music to a lyrical moment

Who else makes music the magic that can fill a million rooms . . . make a million moods? Who else has the sound that is so entrancingly persuasive? Only Radio creates this warm *response* and only Spot Radio lets you choose the time and place to match it.

[illegible]	Albuquerque	WINZ	Miami	WRNL	Richmond
[illegible]	Atlanta	WISN	Milwaukee	KCRA	Sacramento
[illegible]	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
[illegible]	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
[illegible]	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
[illegible]	Houston	WIP	Philadelphia	KREM	Spokane
[illegible]	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
[illegible]	Little Rock	WJAR	Providence	KVOO	Tulsa

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The Original Station Representative

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VITAL BUY/6TH CITY/KTRK-TV/HOUSTON

"R.C.M.P." Always Gets Its Audience. Into whatever city the Royal Canadian Mounted Police ride, audiences surrender willingly. A review in Variety tells why: "If there is anything new under television lights . . . ("R.C.M.P.") is it . . . the freshness lies in . . . every character, major and minor . . . Top thesping and solid casting get the credit here, plus some of the nicest lensing ever shown . . . will reach top acceptance wherever it goes . . . high drama and suspense in every show." No wonder audience count soared 800% over previous programming when the "R.C.M.P." series paraded into Atlanta over WLW-A. And Nielsen reveals: Baltimore, WBAL-TV — viewers up 37%; Cleveland, KYW-TV — up 85%; Columbus, WLW-C — up 71%; New York City, WNEW-TV — up 138%; in Los Angeles, KTTV — up 48%; San Diego, KFMB-TV — a rise of 20%.

Success Over And Over Again. In Boston, over WBZ-TV, with a 29.9 rating and 51% share, "R.C.M.P." leads all programs in its time period . . . captures more than twice the audience of its nearest competitor. In Cadillac-Traverse City, Michigan, over WWTV, "R.C.M.P." doubled the ratings of previous programming with a 38.6 rating and a 78% share of audience. "R.C.M.P." is the only dramatic series based on the experiences of the world-famous Royal Canadian Mounted Police ever to receive its official endorsement and cooperation. To capture bigger audiences, mount up and ride with "R.C.M.P."

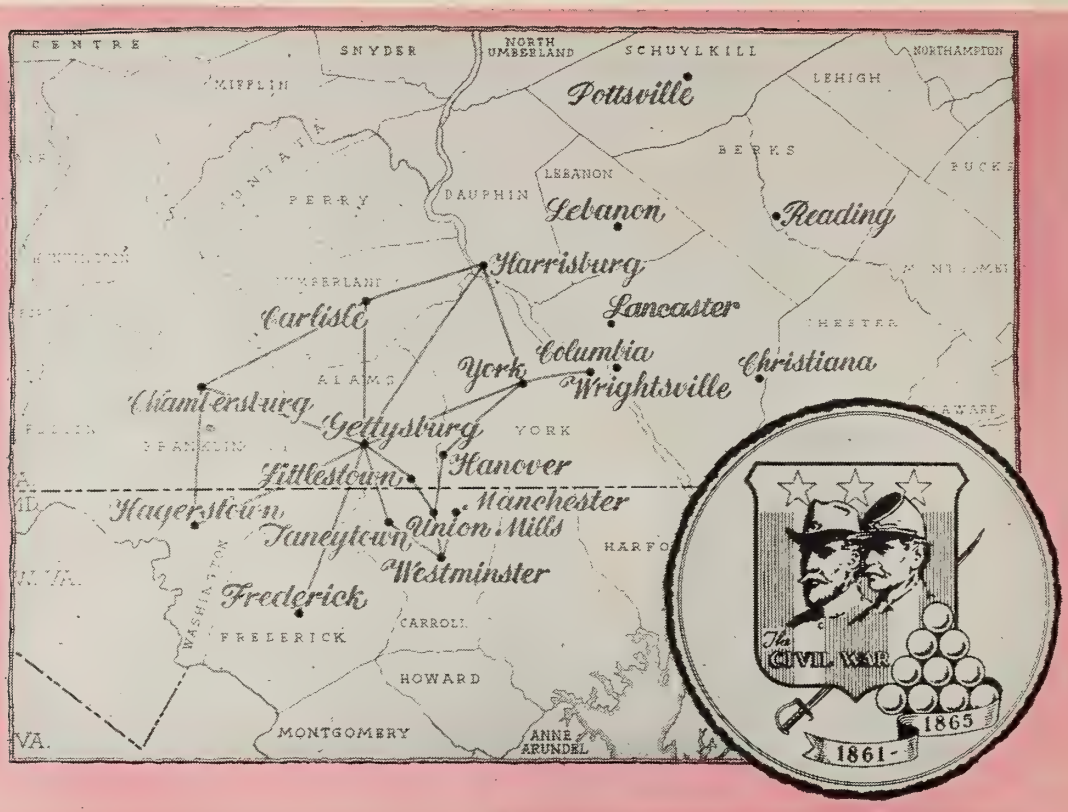
NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

CNP

they always get their audience



WGAL-TV serves the public interest









THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL-TV

Channel 8

Lancaster, Pa. · NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Rochester $6.5 million deal

In final stage last weekend was three-way $6.5 million transaction wherein Transcontinent's ch. 5 WROC-TV would be sold to time-sharing stations on ch. 10 (WHEC-TV and WVET-TV). Three Rochester entities would finally become two full-time stations. Acquired would be assets of Transcontinent's WROC-TV with Gannett's WHEC-TV operating fulltime on ch. 10, and Veterans' WVET-TV acquiring assets of ch. 5 WROC-TV. Two would jointly hold real estate and supporting tower from which both stations operate but Gannett would acquire Transcontinent's fm station.

In nut-shell, Transcontinent would receive $6.5 million figure for its tv-fm assets and real estate. Under related contract, Gannett exchanges its half-interest in WROC-TV for assets of WVET-TV. Final agreement covers Gannett's acquisition of fm and real estate for $1,135,000 figure. Transcontinent hopes to acquire another tv station to restore its quota to maximum of five vhfs. (It also owns one uhf — WNEP-TV Scranton-Wilkes Barre, Pa.).

Plum for TvAR?

Deal is all but set for Television Advertising Representatives Inc., house rep for Westinghouse tv stations, to pick one of richest representation plums to be dangled in years. If negotiations go through, TvAR on June 25 will begin representing WTOP-TV Washington, WJXT (TV) Jacksonville, Fla., and WBTV (TV) Charlotte, N. C., which have been looking for new rep since CBS-TV Spot Sales —their rep for many years—was ordered by FCC to quit representing stations not owned by CBS Network.

About $7 million annual spot billings reportedly are involved. WTOP-TV (ch. 9) and WJXT (ch. 4) are owned by Washington Post *and WBTV (ch. 3) by Jefferson Standard Life Insurance Co. All three are primary CBS-TV affiliates. This would be TvAR's first representation of stations not owned by Westinghouse.*

Abolish ratings?

Will effort be made under New Frontier auspices to abolish program ratings? Gaining momentum is notion that ratings should be done away with because of depressing effect on quality programming which loses out to mass appeal programs in lower level entertainment classifications.

This thesis may develop in House Commerce Committee investigation of rating surveys now in paper-work stage. Some light also may be thrown on administration attitude at confirmation hearings on nomination of Newton N. Minow for FCC chairmanship, tentatively set for Feb. 8.

Minow's mandate

One and only mandate given to FCC's incoming Chairman Minow from President Kennedy was to raise level of programming. Mr. Minow has emphasized that his effort will be in that direction although he recognizes anti-censorship mandate of First Amendment and of Section 326 of Communications Act. In this regard, he's believed to see eye-to-eye with FCC's outgoing Chairman Fred W. Ford who, however, will remain member of commission.

Scotus censorship dilemma

Because of dire consequences that could ensue from Supreme Court decision in motion picture censorship case (story page 62), publishing interests are strongly urging petition for reconsideration by losing Times Film Corp. While chances of Supreme Court reconsideration usually are remote, attorneys feel that in light of sharply divided court (5 to 4) and strength of dissenting opinions, reconsideration might be entertained.

First to urge immediate petition to rehear was American Book Publishers Council Inc., which indicated it would support this move amicus curiae *(as friend of court). American Newspaper Publishers Assn. likewise was being importuned to lend its support and it was learned Friday that strong segments among broadcasters favor* amicus curiae *participation through NAB in light of precedent-shattering opinion which would invoke censorship "before the fact." NAB Board session in Palm Springs, Calif., Feb. 8-10 will consider participation.*

Aubrey talks turkey

CBS-TV is still running into some areas of heavy resistance in selling its rotating-minutes sales format to affiliates, but officials say these areas are diminishing and they're now confident plan will succeed. To speed acceptances, President James T. Aubrey Jr. went on closed circuit last Thursday with what some described as "facts of life" talk to stations. What he said in effect was that new plan—sale of minute announcements in 10 a.m. to 12 noon block, effective Feb. 13 (BROADCASTING, Jan. 16, 23)—was dictated by competitive practices of other networks, that CBS-TV had held line as long as it could but that combination of higher prices and less flexibility for advertisers in that morning block left no choice but to face up to changing conditions and meet competition. Lest there be any doubt about seriousness of his appeal and of network's need for more morning business, he suggested only alternative just might be cutback in morning programming.

Study report far away

Despite FCC's action last week breaking legal impasse (see story, page 61), Network Study Staff on programming still is more than year away. After completing talent agency and program packaging phase of inquiry, commission plans to quiz at least two other groups before making final findings. Network staff, headed by Ashbrook Bryant, will turn to big tv producers, such as David Susskind and Robert Saudek, after completing Hollywood phase. Final group on agenda will be three tv networks, still months away.

Hours have it

You can now discount any vague inferences (and possibly hopeful talk) from agency folk that there will or won't be more-or-fewer hour shows on networks next season. Trend seems assured: there'll be more hour shows in prime-time than at any past period in networking.

Murrow to USIA?

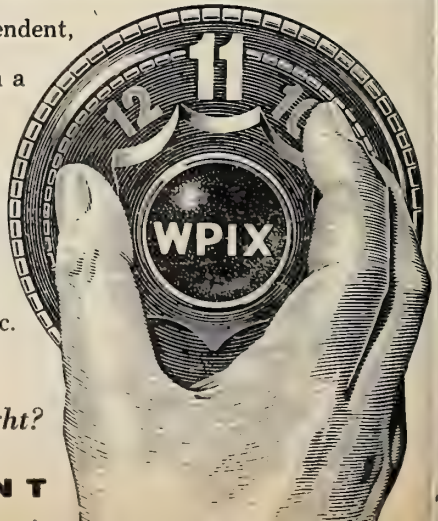
Newscast on CBS Radio Friday night reported that Edward R. Murrow would be appointed director of United States Information Agency. Late Friday there was no confirmation from White House or Mr. Murrow who was enroute to New York from Birmingham, Ala., and not available. Among others who were known to have been under consideration for job was Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International and former NBC president and chairman. He has been member of USIA Broadcast Advisory Board for past two years.

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Giant beater



New York is giant in size and sales. It is not easily sold! WPIX-11, New York's Prestige Independent, delivers the "right tool at the right time" — *minute commercials in prime evening hours* in a "network atmosphere" of fine programming, advertisers and audiences. *Programs* like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. *Advertisers* (98% of WPIX advertisers are national) like General Foods, General Motors, P&G, Coca Cola, R. J. Reynolds. A. C. Neilsen has proved there is "no significant difference" between WPIX's Audience and the leading network station in terms of income level, age, occupation, etc. WPIX-11 is a giant-beating opportunity in New York television.



where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

There are signs of a showdown in the long-pending fight by pay tv advocates as FCC approval of a Zenith on-the-air trial in Hartford looms. Telemeter grants cable franchise to community antenna operator in Little Rock. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to BOTH SRDS and Sales Management, Fall, 1960.*

NABET taking ABC strike vote

Threat of strike at ABC developed Friday when National Assn. of Broadcast Employes & Technicians announced in Cincinnati it has instructed its local members at ABC installations throughout country to vote over weekend on strike authorization against network (see story, page 48). Present contract expires midnight Jan. 31.

Clifford Gorsuch, NABET director of network relations, said union took this step after ABC negotiators stalled on union's demand to establish pension plan at ABC. He reported ABC was notified Jan. 24 that further talks on new contract would not be pursued until ABC agreed to concept of pension plan. Mr. Gorsuch added that since ABC had made no overtures by last Friday, NABET negotiators decided to seek strike authorization from its members. He said it would not be "accurate" to say that negotiations had broken down with ABC, since network can resume talks by offering to discuss pension plan.

NABET has been meeting with negotiators from both ABC and NBC since early this month. Mr. Gorsuch said negotiations are still continuing with NBC, which has pension plan for NABET members through RCA. He summarized progress at NBC negotiations this way: "It's still in a state of trading. Things are not quite as bad as at ABC."

ABC officials declined to comment on developments. It was reported network had alerted its non-union employes, who had technical training, to stand by for any emergency.

International Brotherhood of Electrical Workers and CBS which held week-long conferences in Washington, planned to continue sessions this week. Main issue is job security, according to union.

CBS-TV autumn planning ahead of other networks

CBS-TV is closest of three networks to firming its nighttime program schedule for next season, exact reversal of situation last year at this time when CBS-TV was late in planning. Only night badly in need of repair: Thursday, with possibly entire 7:30-9 p.m. block to be reprogrammed. New hour show is expected to fill vacancy on Wednesday, 8:30-9:30, while there's talk *Aquanauts* may be moved from earlier hour that night; Tuesday starts at 7:30 with *Gunsmoke* repeats followed probably with *Rifleman.* New shows mentioned: *Defenders* and *Joey Trouble,* both hour-long, while new one-hour *Gunsmoke* goes into Saturday, 10 p.m. spot.

ABC-TV's scheduling is already taking on substance with sales pitches settling on at least two programs: hour-long *The Corruptors* (Four Star) and *Dr. Kate* (Telman Productions). Of interest among several other shows on ABC-TV's probabilities: Hubbell Robinson's *Studio 61,* made up of hour-long dramas, and Warner's latest, *Las Vegas File,* also one-hour series. Half-hour possibilities: Warner's *Room For One More* (situation comedy) and *Small Town D.A.* (Ziv-UA). NBC-TV's line-up is furthest from settled, mainly because of near-complete revamp said to be as high as 70% of nighttime schedule and possibly higher.

Spotted by FCC

While Navy was given credit in press, it actually was FCC which first pinpointed location of Portuguese cruise ship *Santa Maria* (see story, page 48). Broadcasts of commandeered vessel, which used assigned call letters and regular maritime frequencies, were picked up and identified by several commission monitoring stations on eastern seaboard in early hours Jan. 25. Three definite "fixes" were obtained and this information was relayed to Navy by Frank Kratokvil, assistant chief of FCC field offices, at 3:30 a.m.

New legislation prescribes ethics for Capitol Hill

Continuing Congressional concern with ethics in government reflected in legislation introduced last week.

New York's Republican Senators Jacob J. Javits and Kenneth B. Keating proposed measure to deal with conflicts of interest in legislative branch as well as executive. Rep. John Lindsay (R.-N.Y.) is sponsoring similar bill in House.

New Yorkers' bill would require member of Congress or employe of either House to disclose financial interest of $10,000 or more in any activity subject to regulatory agency jurisdiction. Measure would also require any ex parte exchange between Congressman or Senator and regulatory agency to be made part of public record.

In separate development, joint resolution was introduced calling for creation of Commission on Ethics to help implement Government's code of ethics. Commission would be nine-member quasi-judicial body, composed of representatives of executive and legislative branches and public.

Resolution is being sponsored in Senate by Sen. William Proxmire (D-Wis.) and in House by Rep. Charles E. Bennett (D-Fla.).

Milwaukee stations to switch networks

Exchange of CBS-TV and ABC-TV affiliations in Milwaukee is coming up in April, when Hearst Corp.'s ch. 12 WISN-TV switches from ABC-TV to CBS-TV, and Storer Broadcasting's ch. 6 WITI (TV) moves from CBS-TV to ABC-TV.

WISN-TV signing with CBS-TV was announced Friday by William Goodnow, vp and general manager of station, and Carl Ward, CBS-TV vp and affiliate relations director. WITI alignment with ABC-TV was announced, also Friday, by Lee B. Wailes, executive vp of Storer. Effective dates of changeovers were given as April 30 for WITI, and "In April" for WISN-TV; presumably dates will be made to coincide. Hearst publishes *Milwaukee Sentinel.*

WTMJ-TV (ch. 4), owned by *Milwaukee Journal,* is NBC-TV outlet in Milwaukee.

KMSP-TV Twin Cities joins ABC-TV, replacing WTCN

KMSP-TV Minneapolis-St. Paul (ch. 9) will replace Time Inc.'s WTCN-TV (ch. 11) as ABC-TV primary affiliate in that area effective April 16. Signing of currently independent KMSP-TV was announced last Friday by Julius Barnathan, ABC vice president for affiliated stations, and Don Swartz, president-general manager of station. KMSP-TV is owned and operated by United Television Inc. Signing of KMSP-TV was preceded by reports of differences between network and WTCN-TV regarding affiliation relationship, despite ABC-TV's recent and apparently still untroubled association with WTCN-TV's parent, Time Inc., in co-production of four documentaries this season (BROADCASTING, Nov. 21, 1960).

4.18 viewers per household shown by ARB profile

Average of 4.18 different viewers per household—1.98 males, 2.2 females—watch television in average week, ac-

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Gottlieb

Lester Gottlieb appointed director, special programs, NBC-TV, effective Feb. 16. He replaces **Richard Linkroum** who returns to studio production. Mr. Gottlieb for the last year has been vp of General Artists Corp. talent agency with supervisory responsibility for *Perry Como* show. He formerly spent 11 years with CBS serving as vp, radio programs, director, daytime tv programs, and director, tv program development.

Jack W. Minor, director of marketing, sales and advertising for Plymouth, Valiant and DeSoto, joins Don Fedderson Productions, Hollywood, as vp in charge of sales and development. One time media salesman in East, Mr. Minor was vp of Grant Adv., Detroit, and supervisor of Dodge account before moving to Chrysler Corp., first as advertising-merchandising director of its Dodge Div., then as Plymouth sales vp before his three-model directorship. At Fedderson he will work closely with MCA, which represents majority of company's projects.



Mr. LaReau

Roger LaReau, account executive for past five years in New York office of Petry Tv, appointed to newly-created post of vp and director of client relations for Edward Petry & Co., parent organization. His new responsibilities will encompass both radio and tv and will involve liaison with advertisers and Petry-represented stations. Earlier Mr. LaReau had served in executive sales capacities with Crosley Broadcasting Co., WRDW-TV Augusta, Ga., and WTVN (TV) Columbus.

For other personnel changes of the week see FATES & FORTUNES

cording to American Research Bureau's first "comprehensive" national audience profile report, made public Friday. Based on ARB surveying conducted in November 1960, it shows largest male groups viewing are in 30-39 and 6-12 age groups (average: 0.3 persons in each group per household); among female viewers, biggest groups are 18-29 category (0.36 per household) and 30-39 bracket (0.32 per household). Report, now being received by agency, advertiser and network subscribers, presents breakdown on audience characteristics per network program (BROADCASTING, Dec. 26, 1960).

Tv music license group names two subcommittees

Two subcommittees have been named by NAB's All-Industry Tv Music License Committee to handle details of negotiations with ASCAP. Current tv contracts with ASCAP expire Dec. 31.

Named by Hamilton Shea, WSVA-TV Harrisonburg, Va., to finance subcommittee were Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; Clifford M. Kirtland, Transcontinental Television Corp., and B. Fuqua, WJBF (TV) Augusta, Ga. Mr. Shea is chairman of all-industry group, which held first meeting Jan. 26 in Washington.

William Grant, KOA-TV Denver, was named chairman of subcommittee to study legal aspects of music situation. Also on subcommittee are Charles C. Woodard Jr., Westinghouse Broadcasting Co., and John E. McCoy, Storer Broadcasting Co.

'Hong Kong' test popular

ABC-TV's "experimental" telecasting of two different episodes of *Hong Kong* in different time slots but on same evening (BROADCASTING, Jan. 16) was "resounding success," network reports. Series, normally seen 7:30-8:30 p.m. (EST) time slot Wednesday, was also seen 10-11 p.m. period Jan. 25. Latter showing, pre-empting *Naked City* for evening, won 20.9 Trendex rating and 42.1% share audience. *Naked City* usually captures 43% share audience.

Voice plans super-power portable transmitters

Plans for movable super-power radio station that can be set up in any world crisis spot within month were announced Friday (Jan. 6) by Henry Loomis, Voice of America director.

He will ask Congress for $1,859,000 for portable transmitter which includes one 50kw standard broadcast unit and three 50 kw shortwave units that can be linked together. Entire facility would be mounted on trucks and could be driven, flown or shipped to desired area.

Emergency station, it was reported, could be built within year after congressional approval and could be set up anywhere within 30 days.

Lever shifts two to JWT

Lever Bros., New York, is announcing today (Jan. 30) transfer of Air-Wick account from Foote, Cone & Belding, New York, and its Dinner-Redy account from Kenyon & Eckhardt, New York, and assigning both to J. Walter Thompson Co., New York. Both are active in tv, with Air-Wick billing about $800,000 and Dinner-Redy approximately $650,000 in television. K&E will retain Lever's Imperial Margarine and Pepsodent, and K&E will keep company's Praise, Spry and Handy Andy products.

Kennedy liked conference

President John F. Kennedy was pleased with first news conference Jan. 25, according to Andrew Hatcher, his assistant news secretary. In Columbus, Ohio, talk, he said President plans more live conferences, with number up to networks. He said all news conferences will be conducted on "open" basis with as few restrictions as possible.

TIO activities praised

Review of 1960 activities of Television Information Office highlighted meeting held Friday in its N. Y. headquarters and attended by committee members. Sixty stations in 19 cities which issue tv informational bulletins were praised as well as TIO's new *interaction* publication ,library service and addition of four stations as sponsors. Meeting presided over by Clair McCollough, Steinman Stations.

Business briefly...

R. J. Reynolds Tobacco Co. and **Whitehall Labs Div. of American Home Products Corp.** purchased co-sponsorship of "Report on Hong Kong," special telecast with actor William Holden describing life in western world's last outpost on Chinese mainland. Program has been scheduled for Feb. 2 (Thurs.) in 9-10 p.m. (EST) slot vacated last week by *Witness,* and which will be occupied by new western series, *Gunslinger,* starting Feb. 9. Agencies: William Esty (Reynolds); Ted Bates (Whitehall).

Northam-Warren Corp. (Cutex lipstick, hand care), Stamford, Conn., doubling tv budget. On Feb. 20 firm starts participation in three daytime shows on ABC-TV and seeks night participation. Tv spot schedules start in April in top 20 markets. Agency, Doherty, Clifford, Steers & Shenfield, N. Y.

1ST in Omaha!

...leads in movies

KETV is *the* movie station in Omaha for the 14th consecutive rating period. KETV's nighttime Movie Masterpiece has an 18.5 average rating, Tuesday through Sunday. Runner-up Station Y has only a *5.8* average rating.

...leads in news

More people in Omaha and Council Bluffs, Iowa, watch news on KETV at 10:00 p.m. than on any other station — every night of the week:

KETV	23.0 average
Station Z	21.3 average
Station Y	21.2 average

...leads in prime time

KETV is the leading station in Omaha from 6 p.m. to midnight — every night of the week:

6 p.m. to 9 p.m.		9 p.m. to midnight	
KETV	36.0	KETV	40.0
Station Z	31.0	Station Z	31.0
Station Y	32.0	Station Y	28.0

...leads in top-ten network shows

KETV has *five* of the Top-10 network shows in Omaha.

Source: Nielsen Station Index, December, 1960

CALL H-R NOW

KETV omaha channel 7

Ben H. Cowdery, President
Eugene S. Thomas, V.P.
and Gen. Mgr.

OMAHA WORLD-HERALD STATION
A B C TELEVISION NETWORK



The Embassy of Spain

Senorita Mercedes de Areilza, daughter of His Excellency Jose Maria de Areilza, former ambassador of Spain to the United States, photographed at the Spanish Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9

REPRESENTED BY CBS TELEVISION SPOT SALES



NEW HORIZONS IN COMMUNICATIONS

The Bell System will spend 2½ billion dollars for new equipment, new services and new ideas this year to grow with America



That's a lot of money.

But the Bell System has been investing in additional plant at a high rate for the past five years.

With those dollars, during that time, we've opened up some far-reaching frontiers.

For example:

We put nearly 15 million *more* telephones into service. We added facilities for a billion more Long Distance calls a year.

We bounced telephone calls off the moon and Echo I as a prelude to a world-wide satellite communication system.

We developed Data-Phone service so that electronic business machines can "talk" to each other over regular telephone lines. (Some day, machines will do more talking than people!)

We extended Direct Distance Dialing so that more than half our customers can dial their own Long Distance calls quickly and easily.

We introduced the lovely little Princess phone that lights up for easy dialing—and the Call Director telephone that gives business a versatile, efficient intercom system in one compact instrument.

More Advances Ahead

We're testing pushbutton phones that are faster than dialing—and an Electronic Central Office that provides telephone services never known before.

We're launching Bellboy—a small pocket receiver that tells you when someone wants to reach you on the phone.

These are only a few of the notable new products and services from Bell Telephone Laboratories being made available for nation-wide use.

Our job is BIG—and growing at a fantastic rate. Right in the midst of America's population explosion, *telephones have been multiplying faster than people!*

More Capital Needed

To meet this demand . . . to improve and extend your service . . . takes dollars by the billions. And investors will continue to put up the billions only if they expect to be reasonably well paid for the use of their money.

Only with continued adequate earnings can we conduct the research and plan the orderly expansion that keep the quality of your telephone service going *up*—while holding the price of it *down*. All these things benefit the telephone user, of course.

But, in addition, those dollars generate local jobs and opportunities—add to national progress and prosperity—and further advance the finest, fastest telephone service in the world.



FREDERICK R. KAPPEL, PRESIDENT
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President John Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—**Television Bureau of Advertising**, showing of "The Progress of Discontent," Statler Hilton Hotel, Washington, D. C., 8 a.m.

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—Minnesota AP Broadcasters Assn. Radisson Hotel, Minneapolis.

Feb. 2-3—NAB Television Code Review Board. Beverly Hills Hotel, Hollywood.

Feb. 4—United Press International Broadcasters of Minnesota, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—1961 Advertising Week.

Feb. 6—**Hollywood Ad Club** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

Feb. 6-7—**U. of Texas** Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—**Michigan Assn. of Broadcasters** annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—**Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

Feb. 11—**American Women in Radio & Television** Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age*.

Feb. 14-15—**Assn. of National Advertisers**, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—**Hollywood Ad Club** in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on FCC's proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—**Institute of Radio Engineers** 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 18—**Western States Advertising Agencies Assn.** annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—**Broadcast Pioneers.** New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—**Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

Feb. 28—**American Marketing Assn.**, New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 3-4—**U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

Advertising Federation of America 1961 Conventions

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

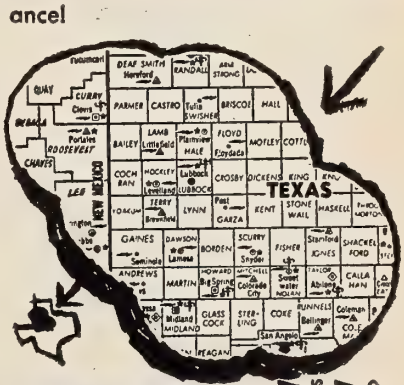
April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!





KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

west texas television network

W. D. "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

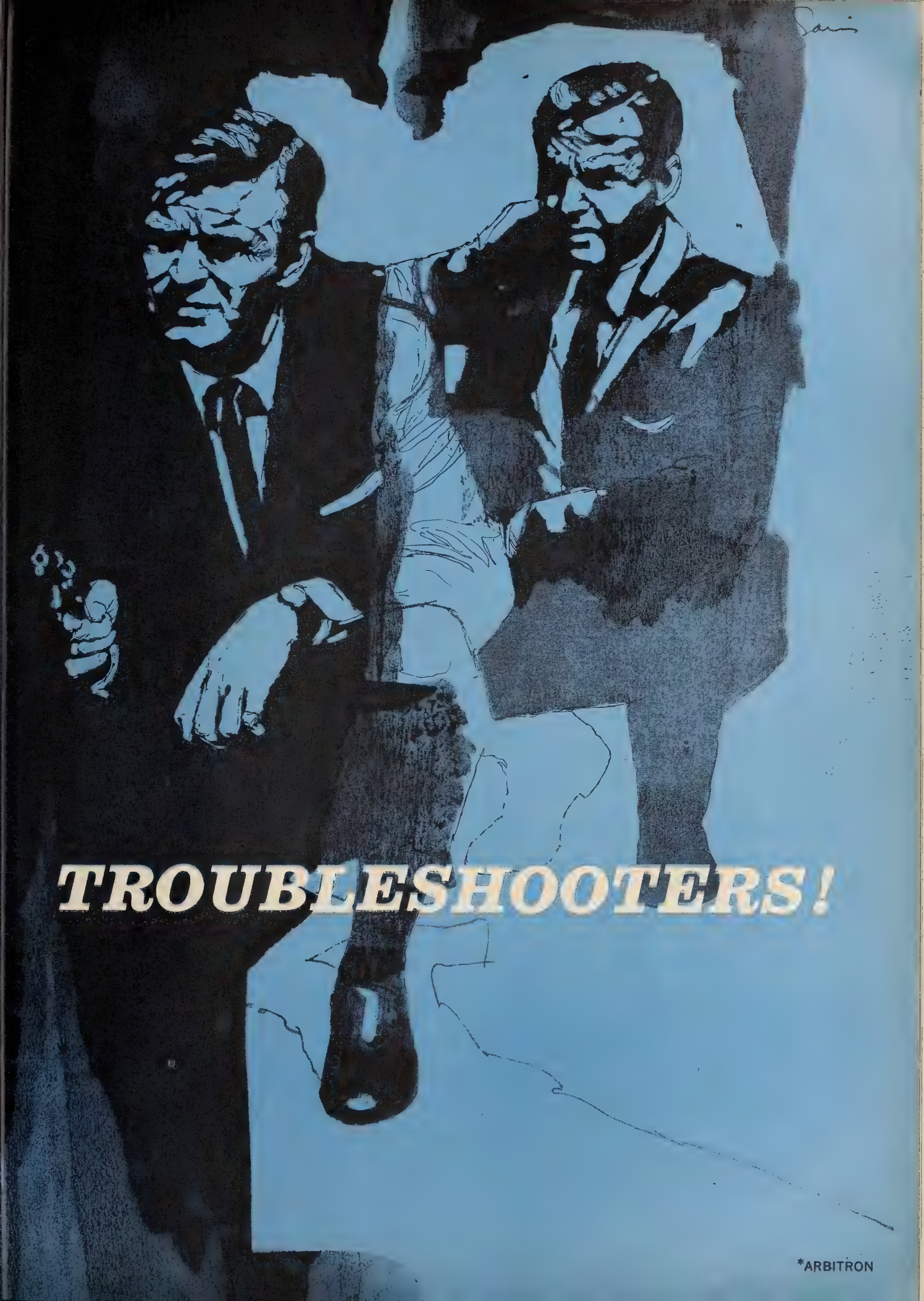
Got a tough market to crack? Call in CBS Films' "The Brothers Brannagan." In seven-station New York, this brand-new detective-action series consistently tops all competing shows! And reports from more than 100 other markets sold to date—Atlanta to Providence, Dallas to San Diego—indicate the Brannagans are taking audiences by storm.*

Sponsor action? Camel, Standard Oil of Indiana, American Stores, Blue Plate Foods, Chesebrough-Pond's, Campbell Soups, Rheingold are staking out customers with 39 Brannagan half-hours.

Co-stars Steve Dunne and Mark Roberts have just completed a month-long, nationwide personal appearance tour, making legions of new friends for the show and its sponsors! Now is the perfect time for you to get in on all the excitement. Just call . . .

CBS FILMS

** . . . The best film programs for all stations." Offices in New York, Chicago, Detroit, Los Angeles, Boston, St. Louis, San Francisco, Dallas and Atlanta. And in Canada: S. W. Caldwell Limited, Toronto.*


TROUBLESHOOTERS!
*ARBITRON

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OPEN MIKE ®

Crime & classics

EDITOR: The following paragraph is from a letter to me from my brother David, who is on the editorial staff of *Architectural Forum* and lives in Nutley, N.J. I thought it might interest you. John, quoted in the letter, is a second-grader:

> John asked me last night: "What was the name of that program where that woman wanted that man to stab that other man and he did stab him and he died?" "What?" I asked, wondering what are these kids doing at that television when I'm not around to see that they watch the wholesome stuff. And John said: "You know—that program that had the three witches and all that," Then—and only then—did I remember that we had sat together several weeks ago and watched Macbeth! I tell you, there's some awful stuff on television these days.

W. F. Allison, Account Supervisor, Ketchum, MacLeod & Grove, Pittsburgh.

For viewing only

EDITOR: We were very pleased with your excellent treatment of our new "total tape center" [THE MEDIA, Jan. 9] and wish to thank you for your efforts.

It certainly is ungenerous to point out an inaccuracy . . . but we would like to draw attention to the statement: "The tape control center is linked with the company's large production studio in East Rutherford, N. J., two smaller studios adjoining the control center at 36 W. 44th . . ."

Actually, we do not have two studios at West 44th Street; we have two client viewing rooms . . .—*Jack D. Bozarth, Vice President, Sports Network Inc., New York.*

Premature Ph. D.

EDITOR: I enjoyed your piece on Mr. Minow . . . and think you made it remarkably comprehensive as well as interesting. . . . I am flattered to have been included—though I would have corrected one bit of misinformation [CLOSED CIRCUIT, Jan. 16] if I had remembered that Mr. Minow might still be under the impression that his secretary has a Ph.D. (I broke off my studies when I went into the Stevenson campaign in 1952, and never returned to them.)—*Roxane Eberlein, Secretary to Mr. Minow, Stevenson, Rifkind & Wirtz, Chicago.*

Were you waiting for a picture?

When a jet airliner leaving New York with 106 aboard crashed and burned in a blizzard, UPI transmitted pictures 40 minutes ahead of the second best effort.

United Press International

UPI NEWSPICTURES TELL THE STORY

MONDAY MEMO

from ROGER JOHNSON, vice president-research, EWR&R, Los Angeles

A television commercial need not be a complete gamble

In this era of accelerated scientific accomplishment, moon shots, and electronic brainpower, fewer and fewer manufacturers would risk turning their products loose on the market without first testing them in the laboratory, then in the field.

Yet many of these same companies—spending proportionately as much on promotion as they are on new product development—still aren't taking even the most rudimentary precautions before committing large sums of advertising monies.

Let's Test Commercials ▪ Take tv commercials, for example. We all recognize that there is no substitute for the genuine creativity and educated instincts of experienced professional advertising men any more than there is for the performance of a highly-trained product development team. But most products continually undergo careful analysis before they are marketed while many tv commercials still are aired without benefit of adequate testing.

Erwin Wasey, Ruthrauff & Ryan's program for testing tv commercials was, in effect, pre-tested by our own people for more than six months. And today —in spite of the enthusiastic reception from our clients and our own personnel —we are constantly refining it.

On May 17 of last year, 25 women sat in EWR&R's Los Angeles projection room, watching an hour-long rerun of a *Sugarfoot* episode, complete with six commercials. Frankly, the initial results of this first experimental test were less than successful. We found women were bored watching reruns and took the opportunity during the commercials to talk to their neighbors.

However, after five such small sample tests dedicated to "learning the hard way," we launched the final large-scale test at CBS on July 9. This test proved highly successful and gave official birth to our continuing program; since then we have completed three tests and plan another shortly.

To provide geographical representation, each test is conducted in five cities across the nation—Peoria, Ill., Springfield, Mass., Santa Ana, Calif., Birmingham, Ala., and Dallas, Texas.

A Solid Foundation ▪ We launched the program by sending members of our own and client research departments to each of these cities to hire and instruct interview supervisors and interviewers. At the same time, they arranged also for facilities where tests could be held. Then, to recruit respondents, we sent out letters to names selected at random from phonebooks.

Response to this original request for respondents resulted in approximately a 5% return. Information on return post cards—including age of the housewife, education and family-size—then helped us to develop cross-sections.

More than 100 of the persons returning a card were called by a local interviewer and personally invited to a test. Acceptance and show-up varies from city to city, but averages 80%-90%.

When respondents enter each auditorium, they are greeted by the interviewers, given questionnaires to fill before the program (providing us with additional classification data) and ushered to their seats. As soon as the attendance is complete and questionnaires filled out, the interviewing supervisor in each city delivers a short talk describing the purpose of the test.

When we recruit respondents, and again in this talk, we tell them we are interested strictly in their opinion of the programs. No mention is made of our interest in the commercials because we want to approximate the situation in the home when a person views a television show.

Show's the Thing ▪ Respondents view an hour-long program consisting of two half-hour pilot films. To date, these films have consisted of "preview" episodes of *Pete and Gladys* and a half-hour episode of a western that appeared on television several years ago. Three commercials were spliced into each of these shows. After the two shows have run, respondents are given a second set of questionnaires to complete, describing their reactions to the show (i.e., to the characters in the shows, etc.). No comment on the commercials is called for at this time.

On the following day, five interviewers in each city complete calls to between 40 and 50 respondents. At this time, we state that we would like to find out what commercials the respondent remembers and what points she can recollect about each commercial.

Our interviewers tell respondents that it is their opinions which count whether favorable or unfavorable and urge them to be completely honest. Judging from the amount of comments and criticism we are receiving, we appear to be getting just this. We, quite honestly, have been amazed by the cooperation to date. Telephone interviews have averaged almost an hour and respondents frequently ask if they can come back to participate in another test.

Do They Get Message? ▪ Our telephone interviews provide us more than simply recall data: they probe into what points in commercials appeared particularly important to respondents; elements which are considered to be exaggerated or unbelievable; respondents' opinions on the main themes the commercials were trying to convey, etc.

Results have proved quite stable between tests. To examine statistical deviation, identical commercials have been placed in identical positions from test to test. Variance has been slight. Experiments indicate the only commercial receiving an added benefit because of positioning is the opening commercial. Recall scores between commercials have ranged between 12% and 61%. The average respondent recalls, unaided, three commercials.

We recognize that there are many refinements yet to be made, but we feel our clients are already realizing significant benefits from a blending of qualitative and quantitative information in depth that will result in better and more effective commercials.

Roger Johnson joined the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan Inc., as director of marketing research 10 years ago and was promoted to vice president in 1956. He earlier was associated with George Fry Associates, management consultants, Chicago, and Ford Sammis Marketing Research and Consulting, Los Angeles. Mr. Johnson taught night classes in advertising and marketing at the University of Southern California during an eight-year period.





LOCAL RETAILERS DEMAND IMMEDIATE RESULTS

IN PHILADELPHIA RADIO, THEY BUY **WPEN**

SNELLENBURGS DEPARTMENT STORE has bought **WPEN** for Nine consecutive years. No other radio station can make that statement.

RENAIRE FOOD PLAN selected only **WPEN** to promote a Sunday open house. More than a thousand people responded.

PENN FRUIT SUPERMARKETS uses more time on **WPEN** than on any other two stations combined.

In the Past 5 Years **WPEN HAS CARRIED MORE RETAIL ACCOUNTS THAN ANY OTHER LOCAL STATION.**

OUR BEST SOUND IS A RINGING CASH REGISTER

WPEN
PHILADELPHIA

Represented Nationally by **GILL-PERNA** – New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS . . . **WPEN** – *Philadelphia* • **WSAI** – *Cincinnati* • **WALT** – *Tampa*

KRNT-TV is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – five years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business – see FCC figures

Big in the lives of people in the community–see the people

Big in sales impact – see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 30, 1961 Vol. 60 No. 5

Now beginning: pay tv's decisive test

WILL CONTROVERSIAL SYSTEM BE ON AIR, WIRE, BOTH, OR NEITHER?

A showdown struggle among promoters of rival systems of subscription television began to shape up last week.

It was triggered by the imminence of FCC approval of a test of Zenith's on-the-air system in Hartford, Conn.

The two principal advocates of wired pay tv responded with expansion plans:

▪ International Telemeter Corp. announced it had granted its first domestic franchise for a cable system—to a well-financed community antenna company in Little Rock, Ark.

▪ TelePrompTer Corp. disclosed intentions to distribute a live telecast of the second Patterson-Johansson championship fight to community antenna systems on a fee basis and to install its own pay tv devices on one of its own catv systems some time next spring.

The Hartford test that the FCC a week before had announced it would authorize (BROADCASTING, Jan. 23) will be conducted by RKO General which bought a uhf station for the purpose. The Zenith Phonevision system will be used. Zenith has been promoting pay tv more than a decade and is the leading advocate of on-the-air transmission of pay tv.

International Telemeter is a pioneer in wired pay tv development. A number of years ago it operated a small system on its own community antenna setup in Palm Springs, Calif. For the past year it has been operating in a suburb of Toronto, Canada (see story next page). Last week it announced it had granted a franchise to Midwest Video Inc., a $5 million catv combine owning 10 community systems in the South and Southwest, to run a Telemeter system in Little Rock. Among the stockholders of Midwest is Winthrop Rockefeller.

International Telemeter President Louis A. Novins said that the company was "now prepared to move ahead" with wired pay tv elsewhere in the U. S.

TelePrompTer is a relatively recent entry in subscription television. Its president, Irving Kahn, said last week he expected about 100 community antenna systems to carry the March 13 fight and to collect fees from subscribers. TelePrompTer has also developed its own Key Tv subscription device and intends to make the first installation next spring on one of its own catv systems in Liberal, Kan.

Telemeter's Plan ▪ In announcing the Little Rock franchise Telemeter's President Novins said the development of Telemeter in the U. S. will be on a "grass roots" basis. "In each area, Telemeter rights will be licensed to a local group that includes important local interests with high standing in the community," Mr. Novins said.

Midwest Video, the Little Rock franchise holder, started its first community tv systems in Greenville, Miss., and in Clovis, N. M. in 1953. Since that time it has added antenna systems in Paducah, Ky.; Dexter and Poplar Bluff, Mo.; Rapid City, S. D.; Austin, Paris, Bryan and Victoria, Tex. The 10 systems serve about 38,000 subscribers.

C. Hamilton Moses, president of Midwest, last week called pay tv "one of the big, fantastic industries of the future." He said if he were 40 years

A new era in presidential reporting begins





All the nation, and much of the rest of the world, received an instantaneous record of President Kennedy's news conference last Wednesday (Jan. 25), the first ever carried live on radio and television. Nearly 400 broadcast and print newsmen attended the conference. Despite all the gloomy predictions of newspaper reporters, the conference was unmarred by camera-seeking reporters. Besides, their questions were as sharp and persistent as at the conferences held by President Eisenhower where radio-tv pickups were recorded and broadcast on a delayed basis. The big State Dept. auditorium accommodated vast quantities of electronic and optical gear, permitting many camera angles. The new CBS "Kennedy Special" rifle microphones, extremely directional, caught reporters' questions. They solved a vexing problem that marred the Eisenhower conferences, where mikes scattered around the room had difficulty picking up questions. (Story on page 52).

younger, he would devote his life to it.

"It's bound to come," he said. "Certainly it should be given a chance in the market place."

Midwest Plans ▪ The Midwest investment won't be large. Facilities and programs will be leased; the only capital expense will be for a studio to originate programs. This will cost about $40,000 to $50,000.

The Midwest group believes it can get started about 60 days after the state Public Service Commission issues an order to Southwestern Bell to furnish the facilities. It plans to initiate an all-out promotion plan to sign up subscribers, while it also begins construction of its studio and gathers together a technical crew.

It is planning to handle tapoffs from main Bell circuits itself.

The system will be a three-channel affair, with two channels purveying box office attractions for a fee. The third channel will be a "public service" circuit, providing educational programs, music and other "non-commercial" features, gratis.

The operation will be strictly intrastate, it was stressed. All programs will originate in the studios in downtown Little Rock. There are no plans at present to pick up program material from out of state.

Mr. Moses, the president of Midwest, is the senior partner of the Little Rock law firm of Moses, McClellan, Arnold, Owen & McDermott. He was at one time chairman of the Arkansas Power & Light Co. and also of the Louisiana Power & Light Co. He also has served as president of the Arkansas State Chamber of Commerce.

Winthrop Rockefeller, a Midwest Stockholder, has extensive holdings in Arkansas.

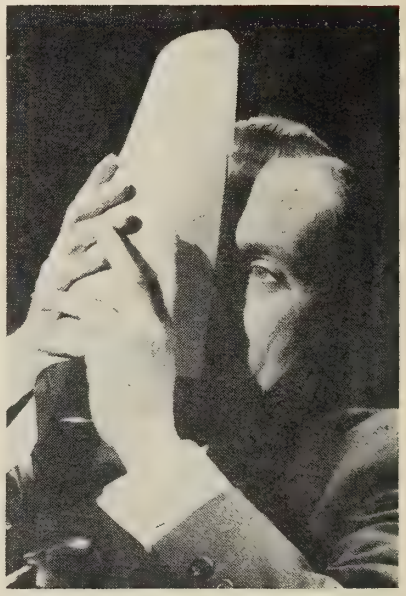
Another stockholder is Walter E. Hussman who represents his own family and that of the late C. E. Palmer. Their holdings include KCMC-AM-FM-TV Texarkana, Tex.; KAMD Camden, Ark., and minority interests in KVMA Magnolia and KXAR Hope, both Arkansas. The interests also own these newspapers: *Texarkana Gazette* and *News, Jacksonville Progress,* both Texas; *Hot Springs New Era* and *Sentinel-Record, El Dorado News-Times, Magnolia Banner-News* and the *Hope Star,* all Arkansas.

Others in the Midwest syndicate are A. B. Cobb, banker; Col. H. Byrd, oilman and a principal stockholder in the Ling-Temco electronics firm; David Grundfast, Sterling Stores, and E. O. Cartwright, Merrill Lynch, Pierce, Fen-

What Telemeter has learned in a year's operation



Programming staple on Telemeter's Canadian system has been first-run movies. Alfred Hitchcock's thriller, "Psycho," starring Tony Perkins and Janet Leigh, was shown last November, drew a 47% tune-in at $1 fee.



Comedian Bob Newhart made three appearances on Telemeter system, drew 10% tune-in each night.

A working laboratory for the Telemeter system of wired pay tv has been in operation in Etobicoke, a Toronto, Canada, suburb, nearly a year. The company has learned enough from it to confirm its belief that there's a big future for its cable coin-box.

The Etobicoke venture has been losing money, especially on programs with high costs, but the percentage of tune-in looks good to Telemeter officials when they project it to an expanded system.

Example: Comedian Bob Newhart appeared a few weeks ago for three nights on Etobicoke pay tv at a $1.25 box-office charge. He drew a total tune-in of about 30% of the 5,800 subscribers. The total take of some $2,175 failed to cover Mr. Newhart's usual fee ($2,500 per performance), but Telemeter officials counted the program a success. It proved in their view that profit is possible with a system less than twice the size of Etobicoke.

As Louis A. Novins, president of International Telemeter, put it: Forget the dollars and cents of Mr. Newhart's Etobicoke appearances. Think if a national pay tv system were in existence and 10% of the subscribers tuned Mr. Newhart in every night for three nights.

Future Telemeter operators—like the Little Rock group that announced its plans last week—will have a vast store of information to draw upon

ner & Smith partner. G. R. Morrell is executive vice president of Midwest. His wife is a stockholder.

The Phone Tie-In ▪ Just why Midwest had to initiate proceedings with the state Public Service Commission to force Southwestern Bell to furnish the facilities is not known.

A Bell system spokesman said that it is necessary to determine whether pay tv is in the public interest and, if so, what rates should be charged.

He was unable to explain why the same procedure was not required during the 1957-58 operation of a pay tv system in Bartlesville, Okla. This was sponsored by theatre chain Video Independent Theatres Inc., also with a major subsidiary operating catv systems in the southwest.

The Bartlesville "theatre in the home" ran for nine months, but was suspended after reaching a peak of about 800 subscribers and losing more than $100,000. The trial began in September 1957 and lasted until May 1958. Subscribers paid $9.50 monthly, a fee later dropped to $4.50, and could watch anything on the two channels. The facilities were built by Video Independent, sold to Southwestern Bell and leased back to the movie chain.

The agreement between Telemeter and Midwest is a regular contract providing for a percentage split between the licensee and Telemeter, it was explained. Terms are fairly flexible, it was stressed, since the Little Rock operation is a pioneering effort for the United States.

Little Rock (pop. 150,000) has about 88,000 tv homes. The Midwest pay tv operation will begin when the town is wired up. There will be no wait for a minimum number of subscribers to sign up.

Broadcast Pay TV ▪ The on-the-air system of subscription tv in Hartford will be undertaken this spring by RKO General, in association with Zenith Radio Co., Chicago radio-tv manufacturer and developer of the Phonevision system of pay tv.

Phonevision originally started with the decoding signal transmitted over telephone lines. It is now an all-broadcast system.

Under a contract with Zenith, RKO General last June applied to the FCC to run a three-year demonstration over ch. 8 WHCT (TV) Hartford, Conn. RKO General bought the uhf station for this purpose. The application, which stated RKO General proposed to spend $10 million on the project, was filed under the FCC's 1959 order that stated the commission would accept applications for a test.

The RKO General application was argued before the FCC *en banc* last October. It was opposed by Connecticut theatre owners. The commission two weeks ago announced it had tentatively approved the test request (BROADCASTING, Jan. 23).

The FCC formal authority is expected to be forthcoming next month. RKO General Vice President Jack Poor has said that the company expects to begin operating in six to eight months when it has 2,000 subscribers signed up.

The Hartford operation will have decoders and encoding equipment supplied by Zenith. An agreement also has been reached which provides that Teco Inc. will perform programming and other services for the RKO General project. Teco is principally owned by Zenith officials and stockholders.

TelePrompTer's Plans ▪ Irving Kahn, TelePrompTer president, reported the company is now negotiating with various catv systems to carry the closed-circuit telecast of the Floyd Patterson-Ingemar Johansson heavyweight championship bout from Miami Beach on March 13. The closed-circuit telecast, staged by TelePrompTer, will be presented in approximately 200 locations —theatres, arenas, halls—and Mr. Kahn estimates that about 100 catv systems also will beam the telecast.

He recalled that he experimented with presenting closed-circuit bouts to community systems last June with the second Patterson-Johansson contest, at which time 14 such installations carried the telecast. Viewers were placed on an "honor" system to pay $2 for watching the telecast. Approximately $23,500 was contributed, Mr. Kahn said.

For the upcoming telecast, he added, he hopes to use another system of collecting funds. Before authorizing the telecast to be piped into a catv system, he will request a written guarantee for a certain sum from the owner-operator. He noted that no community system will be serviced if its coverage area con-

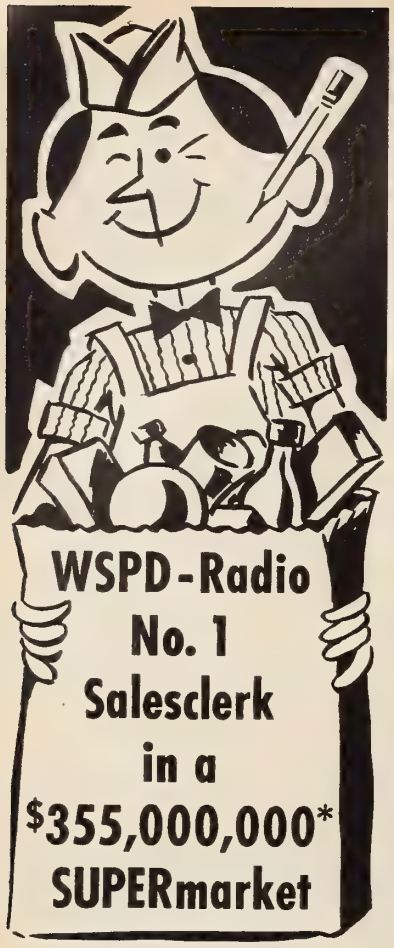


Toronto Maple Leafs games from New York's Madison Square Garden have been relayed regularly to Telemeter subscribers. Some have pulled a 20% tune-in. At $1 per game per home, income hasn't met expense.

from the Etobicoke experience, Mr. Novins said. In Etobicoke Telemeter has picked up both operational and technical knowledge that couldn't be obtained any other way.

The Etobicoke system is being operated by Trans-Canada Telemeter Ltd., a division of the Famous Players theatre chain in Canada. Famous Players is 51% owned by Paramount Pictures Inc., which in turn owns International Telemeter Corp. The Etobicoke system began operating last February with 2,000 subscribers.

By last October the system had grown to more than 5,000 connections that were spending an average of 80 cents per week each. The spending figure was estimated by Elliott-Haynes, a Canadian research firm that conducted a telephone survey among subscribers (BROADCASTING, Nov. 7, 1960). Assuming the average of spending still prevails, the Etobicoke operation is now taking in an annual gross of about $240,000.



Puts you on Top in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio
NBC • TOLEDO
a STORER station

National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

WS 5

Fair trial for pay tv is urged by Pastore

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he favors "a fair trial" for pay tv. "But," he added, "we must ever be careful that free tv is preserved."

He said he will oppose any subscription tv until it can be proven to his satisfaction "that the viewer and listener of free tv will in no way be denied the privileges and opportunities he presently has."

He said the "mistake" pay tv proponents have made in the past has been to include, in their proposed programming, events and programs already available, at no cost, to televiewers.

Televised baseball was mentioned specifically by the senator, who said that "certain baseball moguls" had claimed baseball couldn't live without pay tv. In 1957, Walter O'Malley, owner of the then Brooklyn Dodgers told the House Antitrust Subcommittee a poll had convinced him that pay tv "was the thing" for baseball.

"But you can get any kind of a baseball game—even the World Series—on free tv," said the senator. "The minute they started to include (baseball), it was the worst kind of propaganda.

"You need programs that won't interfere with free tv—something . . . that wouldn't directly or indirectly cause the advertiser to lose interest in this medium" and, consequently, withdraw support of the programs they now sponsor, he said.

Sen. Pastore feels that tv proponents have the "task and responsibility to prove to the satisfaction of the public that the millions upon millions of investors in tv sets will not be relegated to receiving only mediocre and inferior types of programs while those who have the financial means will be in the group to receive the best type of programs."

flicts with a theatre or other location that is booked to present the closed-circuit telecast of the bout, or if it will be burdensome to provide coaxial cable connections. TelePrompTer's Key Tv system will not be ready for operation for the upcoming telecast, Mr. Kahn said.

In a related move, Mr. Kahn reported last Thursday (Jan. 26) that a closed-circuit telecast of the bout from New York's Madison Square Garden has been arranged as a benefit for the New York Heart Assn. The association will sell all seats at prices ranging from $100 for the "golden circle" to $5.50 for balcony seats. Under the terms, all receipts of sales by the association above $5.50 per seat will be donated to the heart organization. Mr. Kahn said he hopes the telecast will establish the effectiveness of such special closed-circuit programs as a medium for raising funds for worthwhile causes.

The Key Tv Plan ▪ A spokesman for TelePrompTer said the company intends to proceed with its plans to test its Key Tv system of pay television in Liberal, Kan., sometime this spring. He noted that TelePrompTer already has a community antenna tv system in Liberal, amounting to approximately 2,000 subscribers.

TelePrompTer's plan is to use Key Tv as a pay tv system in part and also as an advertising-merchandising vehicle and as a carrier of public service-educational programs. Its push-button device, the spokesman said, makes possible the receiving of information from subscribers. In this connection, he added, TelePrompTer has received inquiries about possible advertising possibilities of the system from mail-order houses and credit card companies, which could receive orders for products or services by the push-button device.

TelePrompTer also is planning to establish a subsidiary, in association with Henry Kaiser, to operate both a catv and Key Tv operation in Hawaii Kai, the Kaiser-owned luxury housing development. It would be operated on the pattern of the Liberal project.

Catv's Wave of the Future ▪ Both TelePrompTer and Telemeter have been romancing community antenna operators. At last June's annual convention of the National Community Tv Assn., an organization representing about 700 of the 1,000 cable systems operating in the United States, Mr. Kahn and Paul A. MacNamara, Telemeter vice president, were the featured speakers. Both urged the catv operators to set their sights on pay tv as the coming thing for wired tv companies. It was then that Mr. Kahn introduced his Key Tv device (BROADCASTING, June 27, 1960).

The pay tv battle has been raging since 1947 when the late E. F. McDonald Jr., president of Zenith, proposed programs be sold to viewers.

Both the FCC and Congress have considered subscription tv at various times over the past five years. There have been bills pending in Congress to prohibit tv for pay, but these have never gone far. Opponents of pay tv, however—chiefly theatre exhibitors—have threatened to renew efforts to get Congress to stop pay tv development.



On Charlotte's channel 9 . . . everything's fine!

WSOC-TV takes 74.2% of evening quarter hours in Charlotte

In few major markets of America do advertisers find such massive evening preference for one television station. From 5 to 11 p. m., Monday through Friday, WSOC-TV leads in metro Charlotte quarter hour ratings 74.2% of the time. A preference more than 3 times that of Station B's 20.8%!

Latest ARB, which shows this domination, also reveals many other significant gains by WSOC-TV. Get more for your money. Get on WSOC-TV... one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Spot still competitive, fee study shows

COMPARISON PROVES TALENT COSTS FOR NETWORK COMMERCIALS HIGHER

The nation's television stations last week got the most encouraging word they've had on the new AFTRA-SAG performers' union contracts since the early, explosive stages of those negotiations late last year.

The word: Rough as they were on spot broadcasting, and despite earlier fears that spot television might suffer heavy losses to network tv or other media, the new contracts as a rule still keep spot competitive—or better. The significance of this assurance stems from the fact that a number of advertisers, particularly middle-sized and smaller ones, had protested earlier that the new contracts' hikes in talent payments for commercials used in spot television might force them to curtail their spot spending, divert spot money to network or possibly get out of television altogether (BROADCASTING, Dec. 26, 1960).

The source of the new encouraging word was an analysis of the complex new contracts as compiled by the television division of Edward Petry & Co., station representative. Petry officials acknowledged that as spot advertising salesmen they had a point of view to be advanced by the conclusions reached in the analysis. But an independent check of a number of agency sources by BROADCASTING found general agreement, based on their own evaluations, that the fundamental Petry conclusion was sound in holding that talent costs should not be a controlling factor for most clients in deciding between spot and network or, indeed, between spot and any other medium.

Network Participations ▪ If advertisers switch from spot to network tv, the report observed at one point, it will not be because of talent fees but because of networks selling participations, an increasingly sore point with reps and many stations (BROADCASTING, Jan. 23).

The gist of the Petry analysis is to show that although talent rates for commercials used in spot television rose much more than those for network or syndicated program usage, the spot rates started from a much lower base under the old contracts and hence could accommodate a larger hike without surpassing the network or syndicated rates.

"Spot commercial costs will still be lower (than network or syndicated) in most instances," a summary of the Petry report concludes. "The only situation in which the network commercial rate compares favorably with wild spot occurs when an advertiser buys less than 20 markets. Obviously this is not a practical advantage in view of the pattern of network buying."

The spot tv rates are tied to a unit system, based on the population of cities, with a higher rate of payment for larger cities. When a commercial is used on a network program or a syndicated program, the unit system does not apply. The initial fee covers production and first use; subsequent uses are paid on a progressively downward scale (example: first use, $95; second, $70; third, $60 and so on).

Guide to Effectiveness ▪ In releasing the analysis, Martin L. Nierman, Petry executive vice president, said he hoped it would "dispel whatever misunderstandings may have developed from various reports on both the negotiations and the final agreement." He voiced the hope that the study also would "help point the way toward even more effective use of television advertising—and spot television in particular."

Mr. Nierman said, "We prepared this analysis for the stations which we represent and for advertisers and advertising agencies—three groups with an equally large stake in the matter. Television is the largest and most productive of all advertising media. There should be no confusion regarding any factor which affects it or affects the cost of its commercials."

The original threat of reductions in spot tv followed disclosures that talent fees in this area, tied to a unit system, were raised from 30-50%, depending on the number of markets used, while network fees were boosted from 3 to 15%, also depending on the number of uses, with the average about 7% (BROADCASTING, Dec. 19, 1960).

Payment Examples ▪ Petry's analysis provided examples of residual payments for one actor, on camera, and compared the talent fees in comparable situations for spot and network (or syndicated program) tv. In one example the company's computations showed that for a 13-week cycle (unlimited use) the wild spot fee for 21 selected cities would amount to $213.75 as against $795 for 13 uses in 13 weeks in network or syndicated program in the same markets. In the same 21 cities, plus New York and Chicago, the spot fee is placed at $320 (for a network or syndicated program, $795); for eight specific "good-sized markets," an example of the less-than-20-market category mentioned, the spot fee is $223.75 (for network or syndicated program, $210); for the top 150 markets, the spot fee is $385.50 (for a network or syndicated program, $795). All of the examples are in terms of residual payments for one on-camera performer.

In its general summary, the Petry report asserts:

"One point we believe should be made is that the total production cost of commercials including use fees is only about 5-7% of the total tv budget. Even if the increases have been sizeable, the amount in most cases is still not large enough to influence the greater percentage of advertisers. Furthermore, savings can be made by cutting down

Comparison of spot and network talent costs

The difference in union talent costs between a spot and network campaign in 21 cities for a 13-week cycle is shown in this example:

The 21 cities, with units based on the population per city, include: Rochester 1, Buffalo 1, Baltimore 2, Boston 3, Providence 1, New Haven 1, Albany 1, Philadelphia 4, Pittsburgh 2, Durham 1, Atlanta 1, Miami 1, Tampa 1, Jacksonville 1, Norfolk 1, Richmond 1, Washington 2, Cleveland 1, Cincinnati 1, Detroit 4 and Columbus 1 (total, 32 units.).

The cost of the commercial using one actor on-camera in a spot campaign in the above markets is computed as follows, based on the unit prices established in the contracts:

$95 minimum	$95
5 units at $8 each	40
10 units at $5 each	50
5 units at $3 each	15
11 units at $1.25 each	13.75

Total $213.75 for 13-week cycle (unlimited use on these stations).

The cost of network or syndicated program for the same 13-week cycle would be computed as follows:

First use	$95
Second use	70
Third use	60
Next 10 uses $57 each	570

Total $795 for 13 uses, 13 weeks.

1959

During 1959,

wmca 570kc

ranked as one of the top three radio stations in

15 out of 30 regular New York ratings ...

1960

During 1960,

29 out of 30.

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

1961



IN NASHVILLE...

WSIX·TV8

...located in the NATION'S 47th TV MARKET**

*BOTH NIELSEN & ARB REPORT

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8,000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**TELEVISION MAGAZINE DEC. 1960

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

VIDEOTAPE

NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio

Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

on some of the unnecessary or extra people in the commercials . . .

"Second, even with the increases, wild spot rates are still cheaper in most cases than program commercial network rates. The situation could probably be best summarized by saying that spot rates were by far better than network or program rates and, as a result of the recent increases, the spot advantage has been narrowed. If someone says he prefers the network buy over spot, it is because he feels that network is more convenient, easier to set up when a good number of markets are involved and almost just as efficient on a cost-per-thousand basis The cost for commercials on the network would certainly not be the cause of a client deciding on that route, nor would it, at the same time, be an impediment.

"At first we thought shipping charges or the cost to make duplicate prints in great numbers might have been one of the serious deterrents for spot. However, we are told both of these costs are negligible. Duplicate prints can be made for about $3 each.

"Furthermore, if the program rates work out more cheaply in a certain combination of markets for a particular client, syndicated programs fall under the same cost formula and there is no reason he would have to buy network. We could offer the same commercial rates, yet with all the flexibility of regional markets by offering sponsorship of syndicated programs on an individual station basis.

Sees Acceptance ▪ "In short, we think most advertisers will grumble, but still accept the increases. If they switch to network it will be because they can get minutes in prime time at an average nighttime cost per thousand per commercial of $3, not because of cheaper commercial costs.

"As far as we can see, the advertisers doing commercials on a live local basis works out more expensively than filmed commercials on a spot basis, despite the increases. The local live charge applies each time a commercial runs. Under the wild spot, once in a market the commercial has unlimited use during a given 13-week cycle."

Agency Opinions ▪ Some agency officials questioned noted that there may be reasons why a client may want to use network tv instead of spot tv because of such factors as sponsor identification or association with the prestige of a network program. But they agreed with Petry's analysis that the issue of talent fees should not be an overriding consideration for most clients since network does not provide a cost advantage.

A check of some leading media and programming executives cited these related observations:

▪ The increase in talent fees in spot may be "just a pimple" to many tv advertisers with substantial budgets, but the overall percentage increase in cost to the small or regional advertiser can be burdensome—perhaps sufficiently to dictate a reduction in use of the medium.

▪ There will be more care in production of the commercial to ascertain whether fewer actors can be used and fewer commercials made without impairing the effectiveness of a campaign.

More careful attention will be given talent costs in the future.

The big thaw

Klondike's co-stars (show is on NBC-TV, Monday, 9-9:30 p.m. EST) are doing well with fans, but ratings are only middling and half the show remains unsold. So NBC, Ziv-UA and R. J. Reynolds are throwing out the Alaska Gold-Rush storyline and moving the stars to a sunny climate—*Acapulco,* effective Feb. 27.

In *Acapulco,* Ralph Taeger and James Coburn are cast as adventuring American beachcombers in the Mexican resort. Mr. Coburn has been Mr. Taeger's antagonist in *Klondike,* but in the new plot they'll be friends. R. J. Reynolds' agency is William Esty Co.

Spot radio needs to sell its reach, reports PGW

A radio rep has completed a study of all sales calls it made in the past year, in search of a "key" to get more major advertisers, such as the soap companies, to use spot radio.

Peters, Griffin, Woodward, which estimated some 2,000 "meetings" were held between its radio sales staff and advertiser "decision makers" over the country, has come up with this simply stated finding: "The spot radio industry has not been talking the marketing man's language."

PGW says it has probed deep enough at the advertiser level to know the main issue is "what medium can best penetrate (or reach) a market at an economical cost." PGW points out that industry material has dealt only with radio's total audience; most large advertisers and agencies have invested heavily in reach and frequency analyses for tv but little for radio, and large advertisers' image of spot radio has been one of low reach. PGW's interest in the problem of luring big advertisers led it to a deeper survey, a 100-market study developed by A. C. Nielsen Co. on "Spot Radio's Penetration" (BROADCASTING, Sept. 26, 1960).

John Guider, Pres.-Gen. Mgr., WMTW-TV
Portland, Me.—Mt. Washington, N. H.



Why MT. WASHINGTON TV Bought Warner's "Films of the 50's"

Says John Guider

"You might think we didn't need them"

"We already had what may be the largest film library in the country, including all four major packages.

"But we felt we could not miss this chance to sweeten our schedules with these strong late releases. We owe it to our sponsors.

"They're not only great audience-getters in their own right but they give balance to the good but older pictures in our popular EARLY SHOW and late WORLD'S BEST MOVIES."

Warner's Films of the 50's . . . money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

STARCH TO BLOOM IN SPRING

Spray brands waiting for warmer weather to resume heavy broadcast buys which paid off last season

A revolution last year in the $100 million (estimated annual retail sales) starch industry spilled over with profitable benefits to broadcast media, and 1961 holds even greater promise. A handful of the newly developed spray starch brands was introduced on tv and radio last summer, and only the winter weather is restraining them, and other new brands from openly renewing a competitive battle that barely got moving before the cold weather hit.

As cotton apparel replaces woolen garments on the nation's consumers this spring, these are some of the brands that will be clamoring for acceptance via tv and/or radio: Glis, Aeromagic, Easy-on, Jet Starch, Lestoil Spray Starch, Liquid Mist Reddi Starch, Perk-Up and Free Time. There are at least half a dozen others, according to one manufacturer, that have come on the market recently in various parts of the country. Glis and Liquid Mist Reddi Starch are reported to be the only ones having national distribution to date.

Report to Date ▪ The brand-by-brand report that follows below includes tv expenditures during the first nine months of 1960 as revealed last week by Television Bureau of Advertising-N. C. Rorabaugh Co.

Glis (Aerosol Corp. of America) $812,000, all in tv spot, with $692,000 of the total spent in the third quarter alone. Agency: Wellesley Adv. Assoc. Inc., Wellesley Hills, Mass. Distribution: east of the Mississippi River. Broadcast outlook: plans to make greater use of spot radio. "Dollars in radio buy more than in tv," James R. Barnet, president of Aerosol Corp., told BROADCASTING last week.

Jet Starch (The Barcolene Co., Boston) $41,000, all in tv spot in the third quarter. Agency: Silton Bros., Callaway Inc., Boston. Distribution: New England. Broadcast outlook: undetermined.

Lestoil Spray Starch (Lestoil Inc., subsidiary of Adell Chemical Corp.); no figures available as the product reportedly just got off the ground in the third quarter. Agency: Sackel-Jackson Co., Boston. Broadcast outlook: tv spot in best available time periods.

Liquid Mist Reddi Starch (Union Starch & Refining Co., subsidiary of Simoniz Co., Chicago) $173,000 in spot tv. Agency: Dancer-Fitzgerald-Sample Inc., Chicago. Broadcast outlook: increased use of tv in view of its rapid distribution to all sections of the country.

Aeromagic (General Aerosols Inc., Shelton, Conn.) $34,000 in spot tv. Spot radio was also used last year, but no figures available. Agency: Lampert Adv., New York. Distribution: currently moving west into Michigan from central New England. Broadcast outlook: plans to increase use of tv spot this year. Dr. Winston H. Reed, president of General Aerosols, is credited as the inventor and originator of spray starch. Aeromagic, which he introduced in May, 1959, was the first brand introduced in U.S.

Easy-On Spray Starch (Boyle-Midway Div., American Home Products) $262,877, all in network tv. Agency: Cunningham & Walsh, New York. Distribution: National. Broadcast outlook: continued exposure on Boyle-Midway's lineup of network tv programs.

Perk Up Instant Spray Starch (T. M. Products Co., Chicago); purchased a few tv spots in third quarter of 1960. Agency: Gourfain & Loeff, Chicago. Broadcast outlook: undetermined .

Free Time Spray Starch (Dynamatics Inc., New Canaan, Conn.); currently using spot tv and radio in upstate New York and in several New England markets. Agency: Wade, Walden & Whitman, Westport, Conn. Broadcast outlook: spot buying will keep up with pace of distribution growth in northeastern states.

A full-house for Detroit's WJBK

In what was believed to be "the most concentrated media advertising purchase" of its kind, the Detroit district of the Lincoln-Mercury (and Comet) Dealers Assn. bought every available spot on WJBK Detroit for a two-week period, beginning Monday (Jan. 23). The buy, placed through Kenyon & Eckhardt, Detroit, on behalf of 21 Mercury and Comet dealers in the Detroit area, consists of a total 2,613 one-minute announcements, plus 92 five-minute newscasts. The average per day comes to more than 200 one-minute announcements during each 18-hour broadcast period.

An unusual sidelight to the purchase was this: K&E submitted the proposal for the campaign on Jan. 20 and it was accepted by the dealer association committee on Jan. 21. The commercials were created by K&E's creative team in New York that same day and produced that night and the following day (Jan. 22) which was a Sunday. A special radio line rented from NBC fed the recorded material to the station in Detroit that same day. It was edited by K&E producers and station technicians that night and the first announcement was broadcast over WJBK at 6:01 a.m. last Monday. Less than three days passed from campaign conception to execution.

HAMM'S TOPS ARB LIST

Favorite commercial of viewers for sixth month

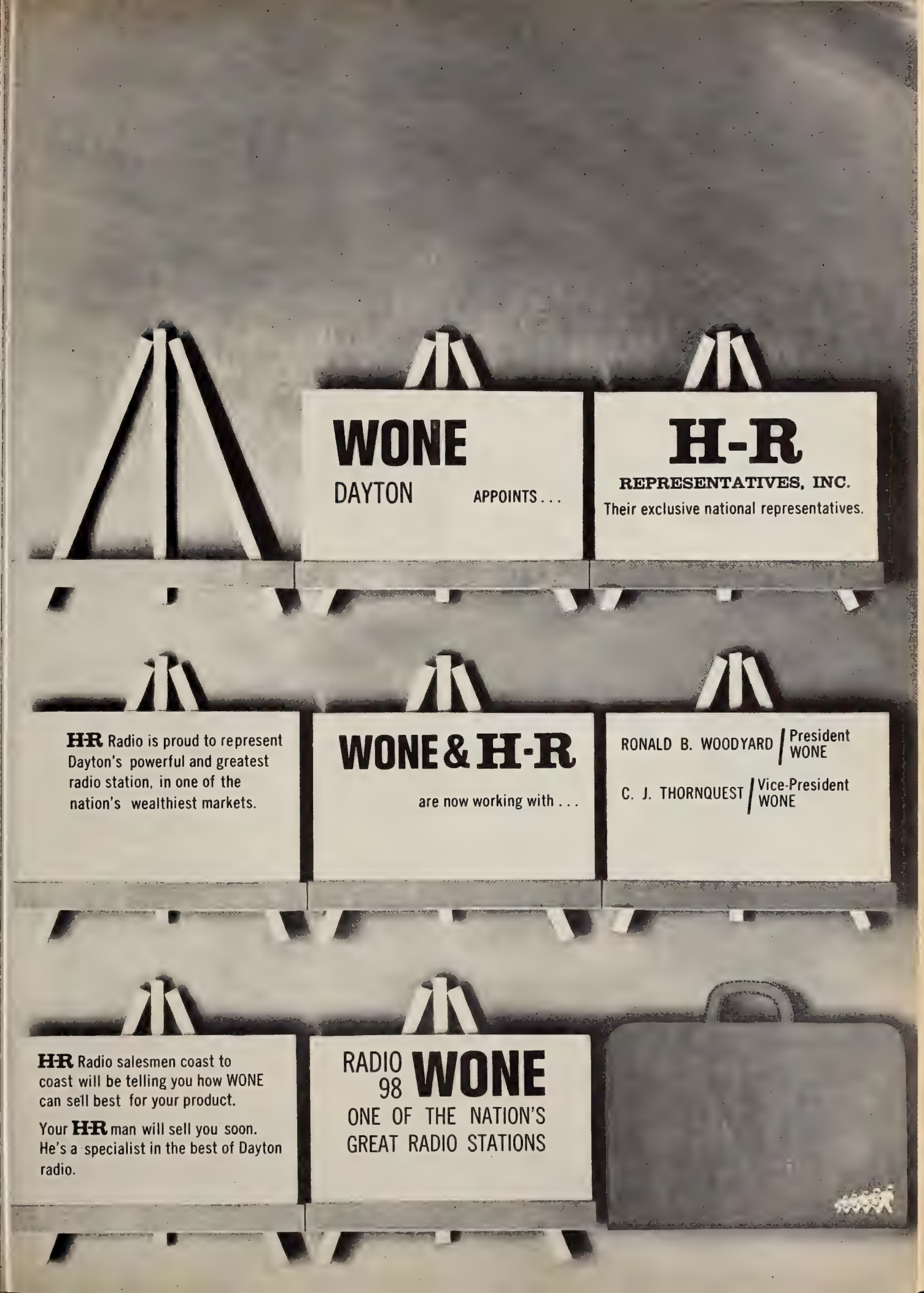
American Research Bureau's November tally of the nation's favorite tv commercials showed Hamm's beer (Campbell-Mithun) in the No. 1 spot for the sixth consecutive time. Runners-up honors went to Ford (J. Walter Thompson) and Piel's beer (Young & Rubicam), a reverse of their positions in the September ranking.

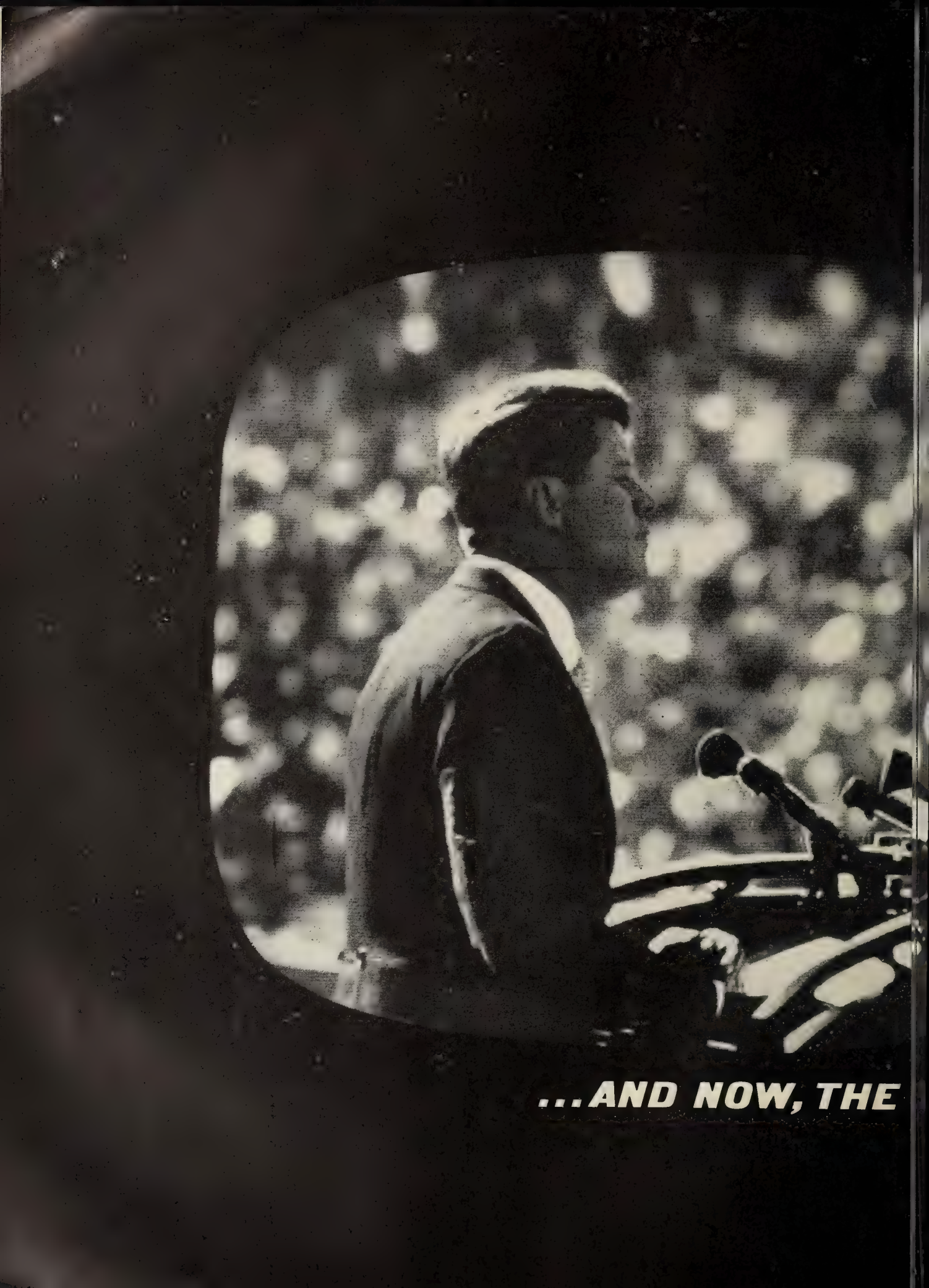
Based on ARB's tv-national report, results were tabulated from diaries placed during the week of Nov. 10-16, in which each diary-keeper noted his favorite tv commercial for the survey week.

The top 25 favorites and their agencies were:

Rank		% commercial mention
1.	Hamm's beer (Campbell-Mithun)	5.4
2.	Ford (J. Walter Thompson)	4.3
3.	Piel's beer (Young & Rubicam)	4.1
4.	Alka-Seltzer (Wade)	3.5
5.	Wrigley's gum (Arthur Meyerhoff & Assoc.)	3.4
6.	Burgermeister beer (BBDO)	3.3
7.	Falstaff beer (Dancer-Fitzgerald-Sample)	2.7
8.	Maxwell House (Benton & Bowles)	2.7
9.	Mr. Clean (Tatham-Laird)	2.3
10.	Johnson baby products (Benton & Bowles)	1.9
11.	Dodge (BBDO)	1.9
12.	Ivory soap (Compton)	1.7
13.	Kellogg's cereal (Leo Burnett)	1.7
14.	Maypo cereal (Fletcher, Richards, Calkins & Holden)	1.6
15.	L&M (Dancer-Fitzgerald-Sample)	1.6
16.	Jax beer (Doherty, Clifford, Steers & Shenfield)	1.5
17.	7-Up (J. Walter Thompson)	1.4
18.	Snowdrift (Fitzgerald Adv.)	1.4
19.	Post cereal (Benton & Bowles)	1.4
20.	Oreo cookies (McCann-Erickson)	1.4
21.	General Electric (Young & Rubicam)	1.3
22.	Jello (Young & Rubicam)	1.1
23.	Campbell soups (BBDO)	1.1
24.	Texaco (Cunningham & Walsh)	1.0
25.	New-Soft (Fitzgerald Adv.)	1.0

These listings do not attempt to measure audience size or effectiveness, but only indicate a preference for the commercial.


WONE
DAYTON APPOINTS . . .
H-R
REPRESENTATIVES, INC.
Their exclusive national representatives.
H-R Radio is proud to represent Dayton's powerful and greatest radio station, in one of the nation's wealthiest markets.
WONE & H-R
are now working with . . .
RONALD B. WOODYARD / President WONE
C. J. THORNQUEST / Vice-President WONE
H-R Radio salesmen coast to coast will be telling you how WONE can sell best for your product.
Your H-R man will sell you soon. He's a specialist in the best of Dayton radio.
RADIO 98 WONE
ONE OF THE NATION'S GREAT RADIO STATIONS



...AND NOW, THE



INAUGURATION

There are no more telling tests of network leadership than those occasions when all three networks broadcast the same event. In recent months this has happened often: the conventions, The Great Debate, the elections. And because it provided the most comprehensive, responsible and perceptive coverage, more people watched each of these events on NBC than on any other network.

Last Friday, the Inauguration ceremonies for President John F. Kennedy were covered by all three television networks.

During those hours when all three networks were simultaneously covering Inauguration events more than half the viewing audience chose to watch NBC. NBC's audience was larger than the combined audiences of the other two networks. In New York alone, WNBC-TV's share was 70% greater than the next station's.*

NBC's coverage reached 28,000,000 families, the largest home audience for any single event or program in television history.**

The reason for this preference? NBC's continuing commitment to the nation's viewers to present all the news with speed, accuracy, clarity and responsibility.

NBC TELEVISION NETWORK

NBC

*TRENDEX 11 AM–3 PM E.S.T. **NBC RESEARCH DEPT. ESTIMATE 11 AM–5:30 PM E.S.T.

HARPER CALLS FOR MORE PRODUCTIVITY

Advertising, marketing, government asked to help

Advertising and marketing services must make a more intensified effort to improve their own productivity, Marion Harper Jr., president of Interpublic Inc. (formerly McCann-Erickson Inc.), said in Chicago last Monday in a talk on marketing and the national growth rate. Among other things, he called for a better audit of advertising and media performance.

He asked the government to aid, too, by trimming personal income taxes, revising laws that fail to encourage full competition and by widening circulation of basic marketing information to eliminate wasteful duplication of research.

Mr. Harper also urged the advertising and marketing industries to establish a "distribution productivity center" as a "workshop for conducting distribution studies and holding seminars." Such a center also "would assemble case histories of programs and methods that have reduced the effort of moving a product between producer and prospect" and would be a central repository for the literature and research of the field.

The claim that we are living in a mature economy with saturated markets "is literary fantasy," Mr. Harper said. In the context of the same argument, advertising is held to be the villain, forcing more goods on people who don't need them, he observed.

Victim, Not Villain ▪ "Rather than being the villain of the piece," he said, "the advertising-marketing profession in a sense is the victim. For the last increment of sales, it must expend excessive funds and energy. In a growing economy, however, the additional sale is much more economical. Energy can be devoted to developing consumer values that meet minimum buying resistance and not be diverted into offensive salesmanship."

How can advertising and marketing improve its own productivity? Here are Mr. Harper's suggestions:

▪ "We should refine methods for auditing of advertising programs to measure their actual accomplishment. We should assign specific objectives to an advertising program; establish benchmarks of awareness and attitudes among prospects, and measure what an advertising program contributes in relation to these benchmarks.

▪ "We should develop new forms of cooperation within the marketing field. This might include new measurements of effectiveness of mass communications in a period when advertising itself has become an almost $12 billion industry, with the prospect of doubling over the next 10 years.

▪ "Each of us should be a kind of missionary for investment in communications research—market research, media research and advertising research.

▪ "While continuing to improve skills in advertising—the largest share of paid communications—we should help build the stature of professionalism in all other marketing communications skills. Too often research, promotion, merchandising and public relations are placed in the shadow of advertising.

▪ "We should encourage investment in product innovation, based on a continuing knowledge of the market.

▪ "We should contribute to the continuing development of market philosophy, both in a practical and theoretical sense. This job should not be left solely to the universities.

▪ "We should shy away from the generalities of advertising's daily vocabulary—nebulous talk about images, impact and reach. This, in itself, would be a gain in productivity.

▪ "The advertising and marketing field might give far less time to introspection and preoccupation with its own image; and devote the time saved to clients and customers."

Raise Output ▪ Touching on the national economy Mr. Harper said we shouldn't spend time debating whether growth rate should be 3%, 5% or 10%. Instead, he said, "if we concentrate on a major program for heightening our productivity—a concerted effort to raise output of goods and services, both public and private—I think we'll be satisfied with the growth rate that emerges."

As for the saturated market argument, Mr. Harper noted that one out of every three American automobiles is at least seven years old. Their replacement would create a market as large as all car ownership outside of the U. S. and would absorb about 3½ years of auto production at its present rate, he said.



Mr. Harper

Holding that continuing wartime tax rates "are now reaching down into incentives for growth and reinvestment and into the supply of funds for personal spending," Mr. Harper said a 10% cut in personal income taxes "would add approximately $4 billion to the after-tax income of consumers." Even if the immediate impact were initially modest, he said, "its cumulative impact in time would far outweigh the tax reduction itself."

He further urged that leaders in government, business and labor who are responsible for creating a favorable economic climate become "more keenly aware of marketing as an economic stimulant." Manufacturing advances are constantly winning attention while "marketing hardly ever rates a mention in contributing to productivity."

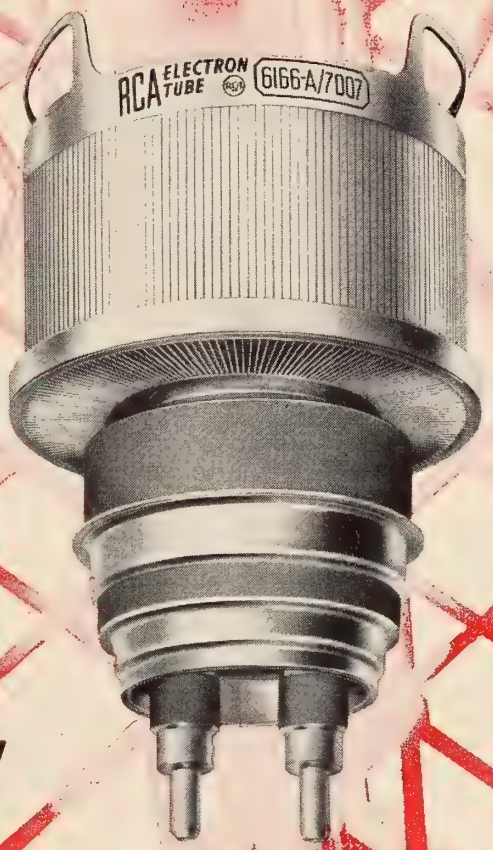
Benefits ▪ Advances in marketing, he said, have resulted in better and fuller use of our human resources and thereby have increased productivity. Household innovations, for example, have freed housewives from 12- and 16-hour workdays and added them to the labor force in larger numbers than men in the past decade, he said.

"Appliances, convenience foods, new cleaning aids are all products of manufacturing," he noted, "but almost all of them have been conceived and developed within the area of marketing. They have come about through intensified concern with the changing needs and wants of the consumer. We have no measurement of this total contribution to the national product, but we can judge it to be considerable."

New products are a primary stimulus of economic growth, Mr. Harper continued, and their successful marketing raises total production and living standards. He said government can best "help marketing help national growth" by insuring free competition and effective communications. He called for re-examination of legislation that has protected individual segments of industry or sought to preserve a status quo "under the name of stability." He questioned whether fair trade laws and fixed prices "penalize the efficient for the sake of the inefficient."

Mr. Harper said, "We are experiencing what I might call the marketing frustration of 1961. Like all frustrations, it can best be relieved by determination to do something about it."

His talk was made before a joint luncheon meeting of the Chicago Federated Advertising Club, Sales Marketing Executive Clubs and American Marketing Assn.



LONGER LIFE EXPECTANCY THAN EVER BEFORE!

RCA-6166-A/7007

To replace RCA 6166

First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:

– It demanded more rugged construction

– It demanded longer life expectancy

– It demanded higher voltage and plate dissipation ratings

To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large-area, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.

ADVANTAGES

- Easily broad-banded
- Improved life expectancy
- Ceramic-metal construction provides extra safety factor during set-up and tune-up
- Has a higher voltage and plate dissipation rating (with lower drive) than 6166
- Wide terminal contact surface
- Silver plating for superior rf conductivity

For more information, contact your RCA Broadcast Tube Distributor, or write Commercial Engineering, *RCA Electron Tube Division, Harrison, N. J.*

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

CBS-TV looks hungrily at two ABC-TV shows

NETWORK COVETS 'PETER GUNN,' P&G'S 'RIFLEMAN'

CBS-TV drew a bead on two spots on the ABC-TV night schedule as the competitive battle line for next fall's network programming sweepstakes in prime-time began to take shape last week.

The two programs CBS-TV reportedly aims to corral are *The Rifleman* and *Peter Gunn*. Both are among the few which are advertiser-controlled on ABC-TV. A spokesman for Procter & Gamble, sponsor and controlling advertiser of *Rifleman* (now slotted in the Tuesday, 8-8:30 p. m. period), said the matter was being discussed. But there was no indication that P&G is ready to move the show (it would be placed by CBS-TV in the same Tuesday period).

There also were reports P&G might expect CBS-TV, along with *Rifleman,* to take *The Law and Mr. Jones* (also P&G-controlled and currently in the Friday night ABC-TV lineup at 10:30 p. m.). Bristol-Myers has been controlling advertiser (R. J. Reynolds now alternates) on *Peter Gunn,* which at the beginning of this season was moved by the advertiser from NBC-TV to ABC-TV.

While CBS-TV eyed P&G and other blue-chip business on ABC-TV, Revlon, Ford and NBC-TV were in the talking stage on Revlon's anticipated move into regular tv series sponsorship next season. Revlon during this season has been picking up sponsorships along the way, mostly specials, but says it needs regular bread-and-butter exposure on network tv to add to Splash product's promotion via one-time shot productions. The two possibilities on NBC-TV are *Alfred Hitchcock* (Tuesday, 8:30-9 p. m.) and *Wagon Train* (Wednesday, 7:30-8:30 p. m.) in which Ford already participates.

Revlon seeks to obtain half of Ford's sponsorships in both shows: giving Revlon one-fourth of hour-long *Wagon Train* and half of the 30-minute weekly *Hitchcock.*

Agency planners, heads now deal in time buys

Agency media people at the planning and supervisory levels now deal also with broadcast time salesmen—it's no longer a matter of the salesman making contact with just the timebuyer.

This fact of agency life came last week from Herbert Zeltner, vice president and media director, Lennen & Newell, at a timebuying and selling seminar held in New York under auspices of the Radio & Television Executives Society.

Mr. Zeltner also had two important pieces of advice: (1) salesmen ought to tailor their presentations to specific agency contacts and thus eliminate unnecessary effort and time; (2) they should concentrate on faster servicing, now more important than in the past because agencies are finding it increasingly necessary to speed up account servicing, and buyers are becoming more market-knowledgable.

The Lennon & Newell media head also discussed possible sources of new personnel, suggesting that media people might expedite plans to obtain new blood from colleges, universities and from formal training programs instituted within the agencies themselves. As several other media executives in the past few weeks have done, Mr. Zeltner urged that agencies eliminate "haphazard job-hopping and talent raiding."

Mr. Zeltner also recommended a harder agency look at available rating and audience research, warning that the point has been reached where there's too much to be understood and properly used, and the total cost of these to an agency is becoming excessive.

The top spenders in network television

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	October 1960	Jan.-Oct. 1960	Jan.-Oct. 1959
Agriculture & farming	$ 157,193	$ 1,663,456	$ 1,497,287
Apparel, footwear & accessories	877,720	6,749,447	4,981,339
Automotive, automotive accessories & equip.	7,176,596	45,013,630	37,857,558
Beer, wine	785,913	6,846,061	5,445,281
Building materials, equipment & fixtures	114,473	1,850,591	2,633,477
Confectionery & soft drinks	1,309,589	11,911,926	9,867,941
Consumer services	387,930	2,987,941	2,673,420
Drugs & remedies	7,925,860	68,204,355	60,017,763
Entertainment & amusement	24,840	867,307	383,278
Food & food products	10,582,460	93,205,047	93,166,675
Freight, industrial & agricultural development	49,270	296,800	263,377
Gasoline, lubricants & other fuels	1,295,635	12,725,425	7,081,940
Horticulture	....	371,250	249,608
Household equipment & supplies	2,556,983	25,241,594	25,147,965
Household furnishings	301,475	4,643,754	3,190,405
Industrial materials	1,901,144	19,436,713	16,956,539
Insurance	988,397	10,796,454	8,477,567
Jewelry, optical goods & cameras	1,816,937	9,751,660	9,466,295
Office equipment, stationery & writing supplies	476,063	2,896,537	3,492,078
Political	839,128	906,268	....
Publishing & media	93,047	1,798,256	5,261
Radio, tv sets, phonographs, musical instruments, accessories	555,496	4,513,909	4,420,591
Retail or direct by mail	56,609	93,401	....
Smoking materials	6,148,353	63,632,607	62,484,911
Soaps, cleansers & polishes	6,224,557	58,003,324	56,181,359
Sporting goods & toys	407,768	2,234,060	1,871,646
Toiletries & toilet goods	9,459,147	93,054,518	84,827,329
Travel hotels & resorts	....	765,173	879,795
Miscellaneous	751,497	7,157,062	6,793,795
TOTAL	$63,264,080	$557,618,526	$510,314,480

TOP 15 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR
October 1960

1.	Procter & Gamble	$3,602,798
2.	General Motors	3,581,302
3.	American Home Products	2,695,535
4.	Lever Brothers	2,143,068
5.	General Mills	1,936,185
6.	Gillette	1,736,693
7.	Colgate-Palmolive	1,621,495
8.	General Foods	1,548,876
9.	R. J. Reynolds	1,442,976
10.	Sterling Drug	1,254,849
11.	Texaco	1,019,554
12.	E. I. duPont de Nemours	1,017,677
13.	Liggett & Myers	966,611
14.	Philip Morris	957,799
15.	Kellogg	934,356

TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB/LNA-BAR
October 1960

1.	Anacin tablets	867,238
2.	Gillette razors & blades	789,792
3.	Winston cigarettes	656,434
4.	Oldsmobile passenger cars	646,746
5.	Prestone anti-freeze	579,848
6.	Betty Crocker cake mix	557,625
7.	Bayer aspirin	557,500
8.	L & M cigarettes	555,091
9.	Chevrolet passenger cars	542,009
10.	Salem cigarettes	513,590
11.	Longines watches	507,098
12.	Texaco, Inc. (general promotion)	485,550
13.	Commander cigarettes	483,057
14.	Dristan tablets	443,100
15.	Pontiac passenger cars	439,790



We've given birth to a new statistical fact . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

Suit Yourself

Every advertiser wants to look his best on television, for he knows that how he looks to his vast audience can greatly affect his sales. And how he looks often depends on the kind of program he sponsors.

For instance, a western or a mystery may be tailor-made for one advertiser while a comedy or drama may bring the best results for another. In short, different advertisers require different types of programs – depending on their products and their marketing objectives.

But to *any* advertiser, the crucial test of a network's performance is: *How well is the network doing with the type of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audience in every category of entertainment* – as shown by these nationwide Nielsen ratings for all regularly scheduled nighttime programs (6-11 pm, Oct.-Dec. 1960):

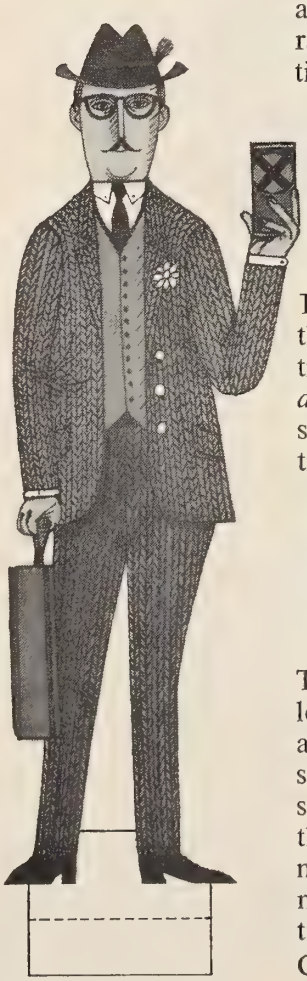
	CBS	NET B	NET C
COMEDY	19.9	18.1	17.0
DRAMA	15.9	NONE	13.8
VARIETY & PERSONALITY	20.1	14.8	18.5
WESTERN	25.2	20.7	22.4
MYSTERY & ADVENTURE	19.6	18.3	14.5
NEWS, PUB. AFFAIRS, SPORTS	13.5	9.6	13.8
TOTAL NIGHTTIME	19.3	18.0	17.6

The CBS Television Network also wins the biggest average audience for *all* nighttime programs with *the most evenly balanced schedule in network television* – as shown by these percentages of network time devoted to various types of programs:*

	CBS	NET B	NET C
COMEDY	25%	19%	9%
DRAMA	13	0	8
VARIETY & PERSONALITY	19	6	21
WESTERN	12	21	27
MYSTERY & ADVENTURE	20	47	25
NEWS, PUB. AFFAIRS, SPORTS	11	7	10
TOTAL	100%	100%	100%

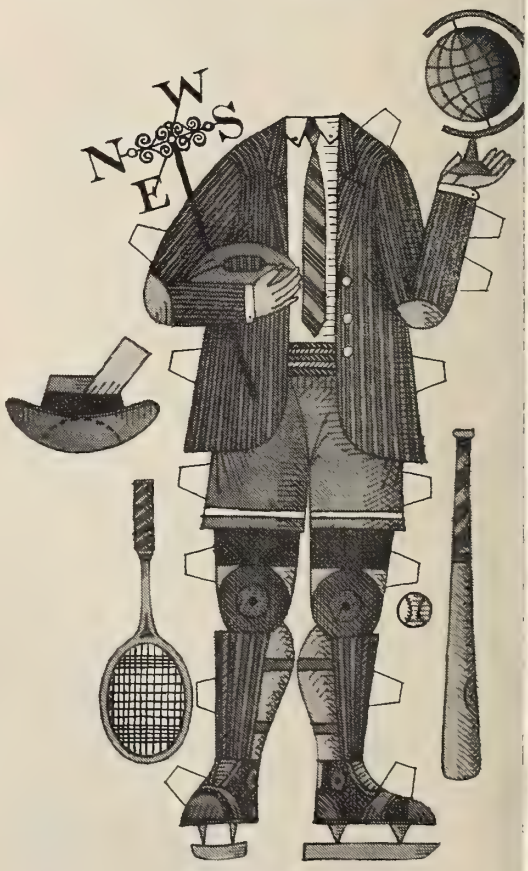
This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that suits them best. It also explains why for the past six years advertisers have committed more of their budgets to this network than to any other single advertising medium. They like our styles.

CBS TELEVISION NETWORK





COMEDY



NEWS, PUB. AFFAIRS, SPORTS

*Program titles on request.



DRAMA



MYSTERY & ADVENTURE



VARIETY & PERSONALITY



WESTERN

Gillette adds million to network tv output

Gillette Safety Razor Co., Boston, is putting an extra $1 million in network tv before next spring. This is on top of the regular boxing, bowling, baseball and football budget and should bring the total somewhere near $13 million for the year that started last fall.

The new money is divided among eight nighttime shows on three networks, a total order that calls for 106 minute commercials for the period culminating on Father's Day, June 18. Augmenting the year-around Friday fights and bowling on ABC will be *The Roaring 20's, Stagecoach,* and *The Islanders* (and the new *Asphalt Jungle* which replaces *The Islanders* in April). On CBS Gillette will have minutes in the new *Gunslingers,* which replaces *The Witness* this week, and on NBC *The Americans, Michael Shayne, The Outlaws,* and *Laramie.*

A. Craig Smith, vice president and advertising director, said the extra tv would give the company exposure during the first half of the year comparable to that in the second half when Gillette sponsors the All Star baseball games, World Series (both on NBC, tv and radio), NCAA football (ABC-TV) and year-end football specials (NBC, tv and radio), all in addition to the continuing boxing-bowling Saturday hour on ABC-TV.

Informed outside estimates are that the new winter-spring package brings the Gillette yearly tv billing above the record level reported last spring, when Gillette contracted for an $8.5 million fight-baseball-football package on ABC-TV (BROADCASTING, March 21, 1960).

Schick moves to NC&K as A.S.R. appoints B&B

The second stage of a chain reaction conflict of product interests occurred last week when broadcast-heavy Schick Inc. took its electric razor account (it billed more than $3 million in 1960, half of which was spent in broadcasting) from Benton & Bowles to Norman, Craig & Kummel.

Earlier this month, B & B was appointed to handle the Gem safety razors and blades, Pal injector and Personna blades account (BROADCASTING, Jan. 23, 1961) for A. S. R. products, a division of Philip Morris Inc. A. S. R. had billings of $1.6 million, or only one half of the amount involved in the Schick account, but B & B also handles the advertising for Parliament cigarettes, another Philip Morris product. It was this conflict which is believed responsible for the agency accepting the A. S. R. account, formerly handled by Kenyon & Eckhardt.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 19-25 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thurs., Jan. 19	**Untouchables** (9:30 p.m.)	ABC-TV	36.9
Fri., Jan. 20	**Flintstones** (8:30 p.m.)	ABC-TV	29.9
Sat., Jan. 21	**Gunsmoke** (10 p.m.)	CBS-TV	28.7
Sun., Jan. 22	**Candid Camera** (10 p.m.)	CBS-TV	34.5
Mon., Jan. 23	**Danny Thomas** (9 p.m.)	CBS-TV	23.0
Tue., Jan. 24	**Garry Moore** (10 p.m.)	CBS-TV	24.8
Wed., Jan. 25	Perry Como (9 p.m.)	NBC-TV	25.3

Copyright 1961 American Research Bureau

Hamms signs contract for baseball colorcasts

Theo. Hamm Brewing Co., St. Paul, Minn., signed a $1.5 million two year contract with WGN-TV Chicago last Wednesday for the colorcasting of the daytime home games of the Chicago Cubs and White Sox. Hamm's will be half-sponsor of the games.

The rapidly growing beer firm has sponsored baseball on WGN-TV for the past eight years, with last year the first in color. Night games are in black-and-white. Campbell-Mithun, Minneapolis, is Hamm's agency.

A heavy broadcast advertiser that is aiming for eventual full national distribution, Hamm's this season will sponsor the new Minnesota Twins (formerly the Washington Senators) at home and on the road on radio and tv. Hamm's will use a regional radio network of some 40 stations in five states and a tv network in that area of 10 to 12 stations. Key outlets have not yet been selected. Hamms owns the radio-tv rights to the Twins.

The brewing company this season will be in the second year of its two-year contract for sponsorship of the Baltimore Orioles on WBAL Baltimore and a regional radio network of 40 stations and on WJZ-TV, that city, and a regional tv network of four stations. Hamm's owns radio-tv rights to the Orioles. The firm took over the Gunther Brewing Co., Baltimore, in 1959.

Business briefly...

Procter & Gamble Co., Cincinnati, through Benton & Bowles, N. Y., will sponsor three special programs on NBC-TV this spring—*How Tall Is a Giant,* a repeat presentation of a drama presented under P & G auspices last June and now scheduled for March 23 (7:30-8:30 p.m. EST); the annual presentation of the television industry's "Emmy" awards on a date still undetermined, and *The Square World of Jack Paar,* consisting of filmed sequences of Mr. Paar's various trips abroad, which is set for Jan. 31 (10-11 p.m. EST).

Carling Brewing Co., Carling's Black Label beer, Cleveland, and **The Mennen Co.,** Morristown, N. J., signed co-sponsorship of the Patterson-Johansson heavyweight championship fight March 13 (Monday) on ABC Radio. There will be no home tv coverage of the fight, which will originate in Miami. The entire radio package for the fight is valued at over $350,000, according to Robert R. Pauley, ABC vice president in charge of the radio network. Agencies: For Carling—Lang, Fisher & Stashower, Cleveland; for Mennen—Warwick & Legler Inc., N. Y.

Red L Foods Corp., frozen seafood dinners, Great Neck, N. Y., plans a major Lenten season advertising drive on spot tv. Starting the first week in February, Red L will blanket 13 major markets with a series of nine different one-minute, 20-second and 10-second commercials in prime tv spots. All the commercials star Edward Everett Horton, Hollywood actor. The market list: New York, Syracuse, Buffalo, Albany-Troy-Schenectady, Boston, Hartford, Providence, Portland (Me.), Pittsburgh, Cleveland, Detroit, Grand Rapids and Minneapolis-St. Paul. Agency: Smith/Greenland Co., N. Y.

Parker Brothers Inc., games, Salem, Mass., has launched a four-week spot radio campaign, reportedly the most intensive in the company's 78-year history, in 23 southern cities. More than 1,500 one-minute spots for the game of "Rook" will be aired in the eight-state campaign that ends in mid-February. Agency: Badger & Browning & Parcher Inc., Boston.

Rep appointments...

- KTEN (TV) and KADA Ada, and KWSH Wewoka, both Oklahoma: Weed as national representative. Clarke Brown Co. remains south and southwest regional representative.
- WRIM Pahokee, Fla.: Breen & Ward as national representative.

"More than $3,000 a week in billing – both announcement and program – dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with *Videotape** for slightly over two years and our *one* machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine – and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." • • • • To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department BF.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



MR. FRED FLETCHER,
EXECUTIVE VICE PRESIDENT,
WRAL-TV, RALEIGH, NORTH CAROLINA

*TM AMPEX CORP

New Goodson-Todman game: diversify

FOOT SOLIDLY IN NON-GAME TV SHOWS; EYE ON STATIONS, SYNDICATION

Program packagers Mark Goodson and William Todman, whose abilities in establishing television's top quiz-and-game-show attractions have made them the kingpins in that category, are well on the way to diversification into other types of programs—live and filmed.

And Goodson-Todman Productions, New York, also has an eye out for a possible move into station ownership and the syndication field.

Though only one of the three Goodson-Todman programs to start on the networks in January is of the non-game variety (*One Happy Family*, a situation comedy, on NBC-TV), G-T has a half-dozen other non-game shows, all adventure series, in various stages of development: *The Yank, Las Vegas, U.S. Secret Service, Medical Detectives, Tigerero* and *The Cop. Las Vegas*, an hour-long series starring Peter Graves, starts next season on NBC-TV.

Bud Austin, executive vice president of the company, needed few words to tell exactly why Goodson-Todman is diversifying: "To keep growing, it's an economic advantage not to have all your proverbial eggs in one basket." Besides program development, there is talk at G-T of expansion into station ownership and the syndication field. He said various station properties have been "looked at," and "we think we can bring great creativity to a network affiliate."

First Winner ▪ Goodson-Todman is building on a firm foundation. In 1946, a $15 investment in a demonstration record launched a CBS Radio quiz show titled *Winner Take All*, set off a long string of audience participation programs. Although earlier program ideas had failed to sell, Mr. Goodson, as an announcer, and Mr. Todman, a writer-director, were earning in the five-figure bracket and could take some risks.

Programs produced by the company last year represented more than $20 million in gross time and talent costs and the gross total accruing to the company exceeded $5 million. The tv packagers recently announced that 1960 represented a 25% increase over 1959, and they predicted a 30% increase in 1961, "when we expect to achieve a 50-50 ratio between live and film shows without any loss of the former."

The shop produced a succession of long-lived programs based on the formula that people like to play simple, uncomplicated games and make guesses: *What's My Line?*, the oldest half-hour on network tv (11 years), *Beat the Clock* (10 years), *I've Got a Secret* (10 years), *The Price Is Right* (5 years), *To Tell the Truth* (4 years) and *Play Your Hunch* (2 years). The premieres this month of *Say When* on NBC-TV (Jan. 2) and *Number Please* on ABC-TV, which replaces *Beat the Clock* today (Jan. 30), indicate no loss of interest in tv games and panel quizzes by Goodson-Todman, the networks or advertisers. "In fact, advertisers are more interested than ever in sponsoring them," according to Mr. Austin.

Altogether, including a situation comedy, *One Happy Family*, which started Jan. 13 on NBC-TV, G-T's share of network programming stands at a highly respectable total of 25 half-hour segments per week.

Wet Feet ▪ Mr. Austin, who joined the company five years ago as assistant to Mr. Todman, expressed G-T's approach to filmed shows this way: "We're in the film business to stay. The tempo is being stepped up and we hope to bring the kind of imagination to films that has been demonstrated in our live programming. We're getting our feet wet slowly because we are methodical and thorough. Much time, energy, and money goes into our researching and development of new programs . . . to the point of abandoning many projects after we have gotten quite far into them. We seek built-in longevity through uniqueness and audience empathy."

In 1959, he continued, "we had two pilots—*Rebel* and *Philip Marlowe*—and we sold both. *Rebel* was renewed by Proctor & Gamble and Liggett & Myers long before their options were up. In 1960, we also offered two pilots, *One Happy Family* and *The Yank*. *Yank* is under option to ABC-TV and may get an April start. We've never shown a property we didn't honestly think would be a smash hit."

Though they normally wet their toes slowly, they can jump in fast when necessary. To illustrate, Mr. Austin said the *U.S. Secret Service* project was started when Harris Katleman, executive vice president of G-T's film arm in Hollywood, called Mr. Todman to tell him he had just finished reading a book about the government service and he went on to describe how a film series could dramatize its work. Within 10 minutes after the call, Messrs. Todman and Austin were on their way to Washington to start the ball rolling. They received promises of cooperation and access to files. Mr. Katleman was called



Cross-country script meetings via AT&T's "Speak-A-Phone" system (note small speaker box on the telephone stand) are a daily routine between New York and Hollywood offices of Goodson-Todman Productions. Harris Katleman (inset,r), west coast executive vice president, is shown here in a typical script consultation with (l to r): Bill Todman, Bud Austin, Mark Goodson.

to assign writers, and the first scripts now are nearing completion.

The work of the U.S. Public Health Service will be treated in *Medical Detectives,* a series derived from *New Yorker* magazine articles later published in book form. The program fits G-T's requirements for uniqueness, Mr. Austin explained, because it informs as well as entertains. Dealing with mysterious diseases that strike individuals or communities, *Medical Detectives,* he said, "is really like a mystery when you watch these public servants as they uncover the problems and find the necessary remedies."

'Marriage' Plan ▪ New ideas in live series are being generated at G-T, too. Without going into specifics, Mr. Austin indicated that "genuine public affairs shows with strong emphasis on entertainment" are in the developmental stage. He refers to these plans as a "marriage of public affairs shows and game shows." In the syndication area, Mr. Austin said, "there is nothing definite yet regarding Goodson-Todman's plunge into it, but there are plans afoot to organize a syndication operation."

Long, thoughtful consideration goes into a G-T game show, with most of them taking a year to make ready. One example: *The Price is Right* cost $50-60,000 by the time it was up for sale. "It turned out to be a smash daytime show," Mr. Austin said, "and when it moved to a 7:30-8 p.m. slot on NBC-TV it clobbered the competition immediately. It's been in the top 15 rated shows list ever since its inception and every time it has changed time periods."

Is Goodson-Todman bored with panels and games? Far from it. "We feel a special thrill every time we see one of them start on the air," asserts Mr. Austin. "Every opening for us has the same magic and excitement that an opening night has for a Broadway producer." Networks and sponsors, however, maintain a more nervous attitude. Mr. Austin claims game shows build audiences slowly. The networks and sponsors "have a tendency to cancel them too quickly," he says, as in the case of

Tv film shows do big job for Texas Optical Co.

The Texas Optical Co., Houston, can say with reason that "the eyes of Texas" are on television. It has the sales charts to prove it.

Back in 1956, Texas Optical dipped into tv for the first time, using Ziv TV's *Boston Blackie* series in five markets in the state. In subsequent years, it poured more and more money into the medium, sponsoring Ziv-UA programs largely, and now spends almost $500,000 in tv.

In the past four-and-a-half years, the company has had a Texas-sized growth, more than doubling the number of offices to a present total of 82 in 44 cities. And television is credited with playing a most significant role in this expansion program. Ed Allen, advertising-public relations manager for Texas Optical, points out that each customer is required to fill out a form, including one question on the source of his recommendation to the optical house.

"It is out of this 'depth research,' Mr. Allen observes, "that we have been able to compute reliably that three-quarters of our clients have been attracted to the company by tv, with another one-quarter listing radio and newspapers as the trigger of their interest" in the firm.

Texas Optical's most recent purchase has been Ziv-UA's *Miami Undercover,* starring Lee Bowman and Rocky Graziano, in three Texas markets. The company plans to add more markets throughout the state by March 1. In addition, Texas Optical is currently using spot tv generally and sponsoring three other Ziv-UA programs—*Sea Hunt* starring Lloyd Bridges; *Tombstone Territory,* with Pat Conway and Richard Eastham and *Lock Up,* starring Macdonald Carey. The company's agency is Erwin Wasey, Ruthrauff & Ryan, Houston.

Mr. Allen cited his company's continuous reliance on Ziv-UA shows for its regional exploitation in these words: "We have great success with them." He gave one dramatic example of tv's sales-pulling power. During the past year, the company advertised its contact lenses exclusively on tv—and sold more than 25,000 pair during that period, said to be about 10% of all the contact lenses sold in America.

Texas Optical was founded in Beaumont, Tex., in 1905 by Dr. S. J. Rogers. At the inception, the company consisted of Dr. Roberts and one girl. Today the company has more than 600 employes and two laboratories for its 82 offices in 44 cities throughout Texas.





Employe fits former Miss Texas (l) with glasses on tv spot. Texas Optical sponsors Ziv-UA's 'Miami Undercover'.

Play Your Hunch, which started on CBS-TV, moved to ABC-TV and finally settled at NBC-TV.

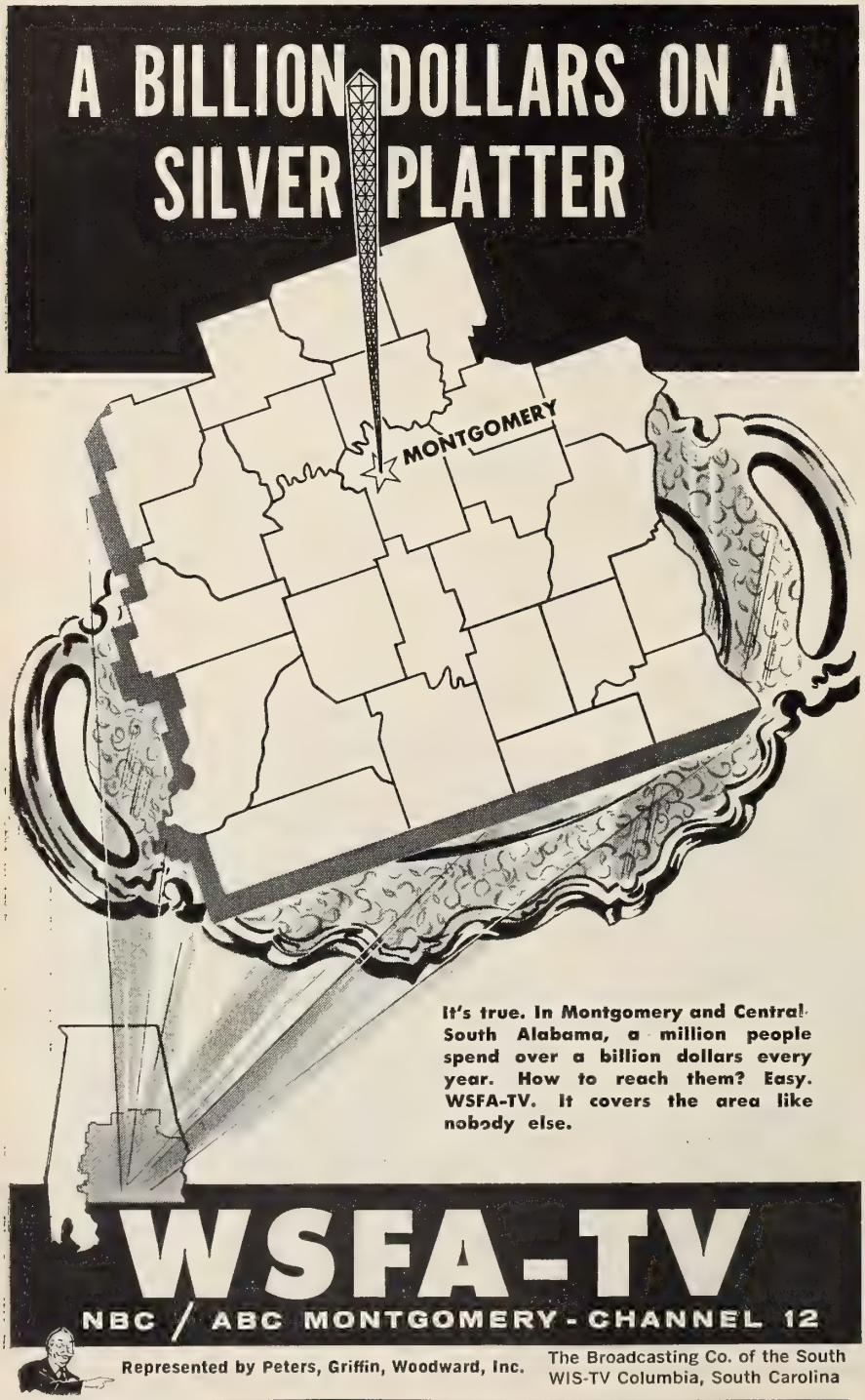
He says the fact game shows present no special production problems is one reason why the networks like them. But a major obstacle G-T has faced through the years has been the lack of trained people in this program category. Since there is no other training ground, G-T has been developing its own people —from producers on down. To name one: Jean Kopelman, producer of *Beat the Clock* and *Number Please,* who started as a secretary and was Messrs. Goodson and Todman's first employe. (G-T's current staff totals 100, while some 350 others work on the actual physical production of programs.)

Another bane of the company is the job of finding skilled m.c's for game shows. These have the difficult role of being "on-air producers," according to Mr. Austin, and they are "rare fellows." He said more than 100 personalities from all over the country were interviewed before Art James of NBC-TV was named m.c. of the new *Say When* show.

So Little Time ■ "The big problem with tv today, and it's true of everyone in it," asserts Mr. Austin, "is that there is no time for anything. Networks and agencies do not fully recognize the need for enough time to prevent mistakes. When you stop to consider that a tv series is shot in 15 weeks, which is the average amount of time it takes to film one feature-length movie, you have to admit the idea is preposterous." G-T joins many other producers in dreaming of the day when an agency or a network says: "Here's the money, take a year and come up with something good."

He said G-T allows enough time to prevent errors in production. Writers, he said, "also must have time and that is a reason why we develop our own." He criticized the writers of "cold, calculated hokum in the script factories of Hollywood, where they hit upon a formula and from then on merely reassign roles, change the stars and shift the locale." It's his understated observation that "great writers don't work that way."

Goodson-Todman's pride in "being different" sometimes goes beyond the production effort. No one is more aware of this than the management of New York's Seagram Building. When Messrs. Goodson and Todman negotiated their lease for space in the bronze skyscraper they were against a central lighting system that would keep their ceiling fixtures illuminated throughout the night. Both men insisted they could not work at night, as they frequently do, with uncontrolled lights. The special alteration work was done, and their darkened windows are the only flaw in an otherwise perfect plan to make the building a nighttime landmark.



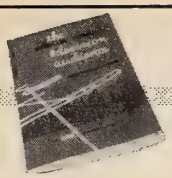
NETRC makes appeal to industry for funds

In an unusual and first public appeal for financial support from industry, the National Educational Television & Radio Center, New York, last week distributed a booklet, "The Fourth Network," to more than 2,000 business organizations throughout the country.

The booklet describes the activities of National Educational Television (NET), the tv arm of NETRC, which provides programming to 49 educational tv stations throughout the U. S., and suggests that industrial organizations consider supporting NET programming as a public service-public relations effort.

The work of the center has been supported largely by various foundations, but contact with individual business organizations has resulted in financial aid from such companies as International Business Machines, Mead Johnson Labs., Eli Lilly & Co., American Cyanamid Co. and Field Enterprises. Companies receive a brief credit mention on each program.

This initial success has prompted the center to make a more direct and public appeal for broadened financial support from industry.



ARB LAYS IT ON THE LINE FOR YOU!

KELO-LAND TV Swamps America's 103-County Market More than 3 to 1

Your new ARB Television Audience Report gives you the incredible story of KELO-LAND'S rating superiority in every page of the report, every hour of the broadcast day, every day of the year!

ARB Television Audience Report Nov. 1960

Covering KELO-LAND'S tv audience in South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
MONDAY THRU FRIDAY		
6:00 P.M. to Midnight	47,800	10,900

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
SUNDAY		
Sign-on to 6:00 P.M.	17,400	5,000
6:00 P.M. to 10:00 P.M.	60,500	19,500
10:00 P.M. to Midnight	29,700	6,500

	METRO AREA SHARE OF AUDIENCE SUMMARY		
	KELO (CBS-ABC)	Others	Others
SATURDAY			
6:00 P.M. to Midnight	76.1	19.9	4.0



and market-by-market comparisons of ARB TV Audience Summaries show that KELO-TV SIOUX FALLS with its KELO-LAND booster hookups gives you —

24.8% more viewers than the highest rated Omaha station.

27.7% more viewers than the highest rated Des Moines station.

93.0% more viewers than the highest rated North Dakota station.

51.6% more viewers than the highest rated Duluth-Superior station.

KELO tv LAND

CBS • ABC



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NBC-TV rushes news on Portuguese pirates

With the aid of remote audio pickups, still photos, sketches, library films and rear screen projections, NBC-TV news produced a half-hour, special news report in less than 48 hours on the disappearance of a Portuguese cruise ship Monday morning (Jan. 23). Entitled *Piracy in the Caribbean,* the special (Tuesday, Jan. 24, NBC-TV, 10-10:30 p.m., EST) climaxed a whirlwind day of network activity.

After conferring with Julian Goodman, vice president for news and public affairs, and William R. McAndrew, executive vice president for news, NBC President Robert E. Kintner decided at 10 a.m. Tuesday to present a special news report on the missing ship *Santa Maria* at 10 p.m. EST that evening. It was to pre-empt the first half-hour of a scheduled repeat of *Life in the Thirties,* and gave NBC news 12 hours to get the show on the air.

The Gulf Oil Corp. (Young & Rubicam) immediately agreed to buy the program as part of the arrangement under which the company sponsors *NBC Special News Reports* (BROADCASTING, Dec. 12, 1960), which may be scheduled only hours before air time. Chet Hagan, appointed to produce the special, chose Robert Priaulz to direct, Robert Sorenson as film editor and Frank McGee (flown in from Pittsburgh where he was addressing a sales meeting) to narrate.

With a minimum of visual material available, NBC supplemented its coverage with special visual and audio effects that included sketches of the Portuguese rebels who seized the ship and remote audio inserts from San Juan, P. R., Washington and St. Lucia.

CBS-TV programmed its missing ship report on *Eyewitness to History* (Friday, Jan. 27, 10:30-11 p.m., EST). News correspondent Walter Cronkite narrated the report, which included a study of the political events in Portugal which led to the vessel's takeover. The material was gathered by camera crews and correspondents dispatched to San Juan, Lisbon, Guatemala and Brazil.

ABC-TV gives up 'Game,' may set sports special

ABC-TV has given up on a baseball *Game of the Week* and is showing prospects a tentative sports special for Saturdays.

With addition of two more major-league cities, the network has stopped trying to piece together a network under the baseball blackout requirement that in effect eliminates prime markets from a network. ABC tried the *Game of the Week* last season as part of the big Gillette package of fights, bowling, football and baseball. The games were scheduled 4-6:30 p.m. (EST) Saturdays, after the CBS-TV *Game of the Week.*

Now ABC is considering a flexible two-hour Saturday special that would move around the country covering a variety of events. The program switch was learned after announcement of new winter-spring plans for Gillette, which has revealed no baseball plans for this summer beyond its traditional All-Star Games and World Series, both on NBC (for Gillette plans, see page 42).

Union talks accelerated

With the end of contract deadline at midnight tomorrow (Jan. 31), negotiations between the Alliance of Television Film Producers and the Assn. of Motion Picture Producers with IATSE and the so-called "basic crafts" unions accelerated to three sessions last Wednesday.

An evening session added to the previous daytime and afternoon schedule ran until 1 a.m. as representatives of producers and unions attempted to reach an agreement on a new contract before the expiration of the present one. Company presidents Dick Powell of Four Star Television and Taft Schreiber of Revue Productions, as well as Joseph Vogel of MGM and Barney Balaban of Paramount, attended Wednesday's meetings, first time any top company executives had been present.

Program notes...

Midas touch ▪ Lyricist Alan J. Lerner, who has the Midas touch—Broadway's *Camelot* is his latest gold mine—has been named executive producer of the new MGM-TV series, *Harry's Girls.* The show, a romantic comedy, is based on the adventures of an American song-and-dance troupe travelling through Europe. Larry Blyden stars in the series with Ralph Levy producing and Joseph Stein as head writer and script supervisor. The first three episodes have already been filmed on the Riviera, with additional scripts to be shot in Rome, the Mediterranean area, Paris and London.

Extra mileage ▪ Highlights of the 1960 Winter and Summer Olympic Games will be presented Feb. 12 on CBS-TV's *The Sunday Sports Spectacular* (Sun. 2:30-4 p.m. EST). CBS-TV, which had exclusive coverage of the games, will review 26 of the events in the special program, which will be produced by Peter Molnar and narrated by sportscaster Bud Palmer.

Total of 39 ▪ Carlton Fredericks *Living Should Be Fun* radio show has been sold to WFLA Tampa; WJMX Florence, S. C.; WSOR Windsor, Conn., and WAQE Baltimore. This brings the program's total markets to 39.

Gratis ▪ *Alice in Washington,* a travel motion picture that takes Lewis Carroll's character to Washington, D. C. via jet plane, is available for free-loan to television stations, clubs, churches and community organizations from Association Films Inc., N. Y. The 19-minute color film, presented by American Airlines, shows many Washington sights and includes side-trips to Mt. Vernon, Williamsburg, and Jamestown.

Korea closeup ▪ A full-hour *Project 20* treatment of the Korean War will be produced for presentation on NBC-TV next season, according to David Levey, vice president, programs and talent. Donald B. Hyatt, NBC director of special projects and producer-director of *Project 20,* will be in charge of the new program, tentatively titled *The Korean War.*

English series ▪ An NBC-TV task force flew to England last week to tape a

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 30-Feb. 3, 6-8 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 30-Feb. 3, 6-8 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 30-Feb. 3, 6-8 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 30-Feb. 3, 6-8 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 30-Feb. 3, 6-8 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 30-Feb. 3, 6-8 (11:15-1 a.m.) **The Jan Murray Show,** part.

Jan. 30-Feb. 2, 6-8 (11:15 a.m.) **The Jack Paar Show,** part.

Feb. 1, 8 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Feb. 1, 8 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 2 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Feb. 3 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

Feb. 4 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Feb. 4 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Feb. 4 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Feb. 5 (3-5 p.m.) **NBC Opera,** sust.

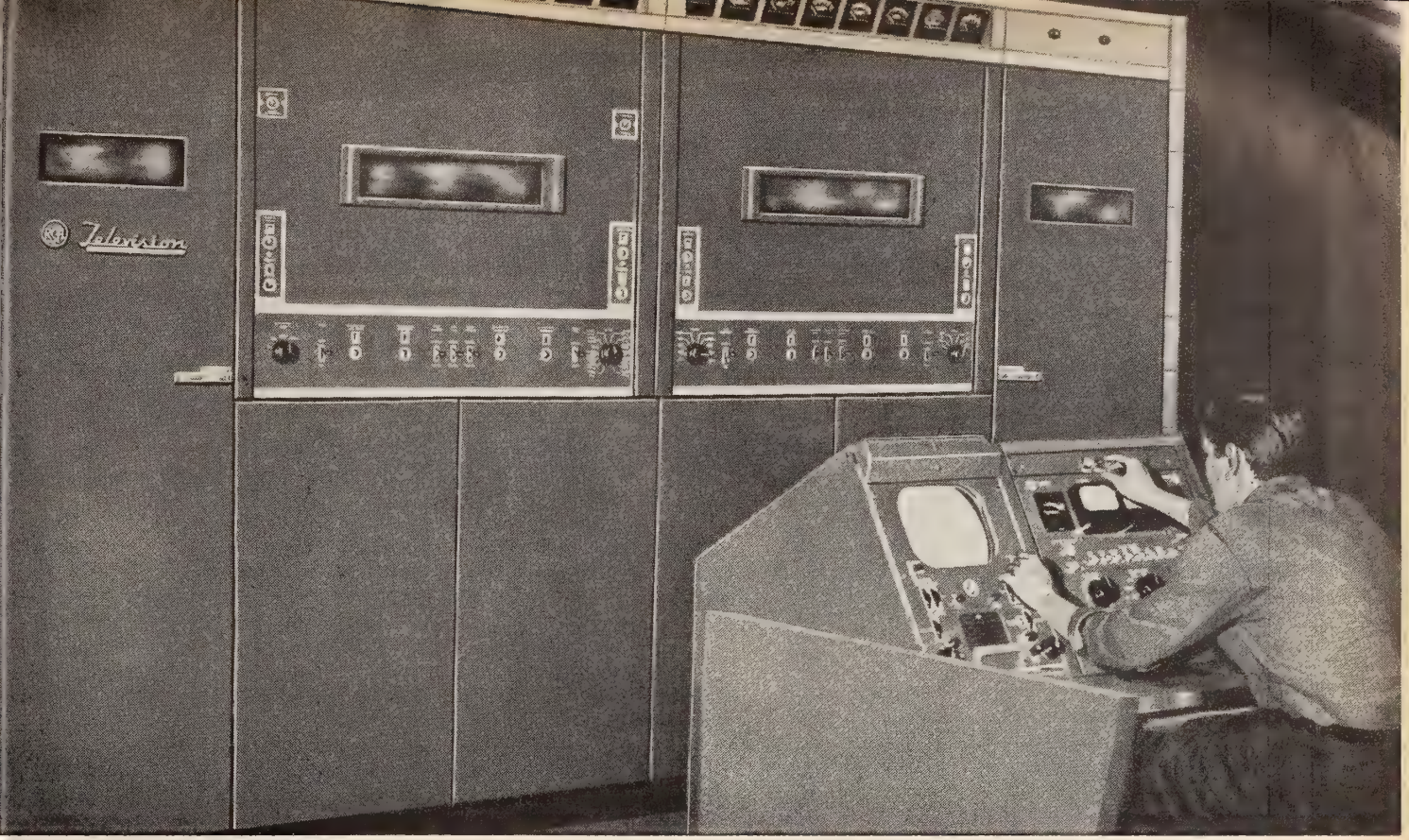
Feb. 5 (6-6:30 p.m.) **Meet the Press,** sust.

Feb. 5 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 5 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Feb. 7 (7:30-9 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Feb. 7 (10-11 p.m.) **Story of Love,** Whitman Chocolates through N. W. Ayer.



MPACT TT-11AH TRANSMITTER

Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

(features that make it easy to operate and improve performance)

1. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.
2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.
3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.
4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.
5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.
6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.
7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.
8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.
9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.
10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

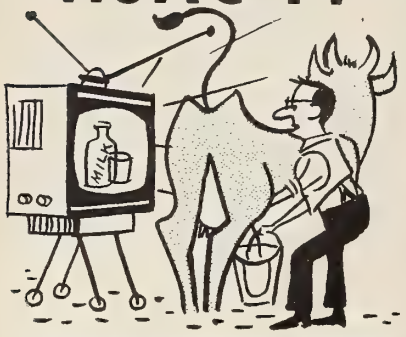
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series of four religious programs at Oxford U. with the National Council of Catholic Men. The series, titled *England Revisited*, will be presented on the *Catholic Hour* in August (Sun., 1:30-2:30 p.m. EST).

Cronkite re-anchors ▪ CBS News correspondent Walter Cronkite has returned to the *Eyewitness to History* series (Fri., 10:30-11 p.m. EST) as anchor man, a position he left early last year. Charles Kuralt, who has been the program's narrator, becomes in-the-field correspondent for the series.

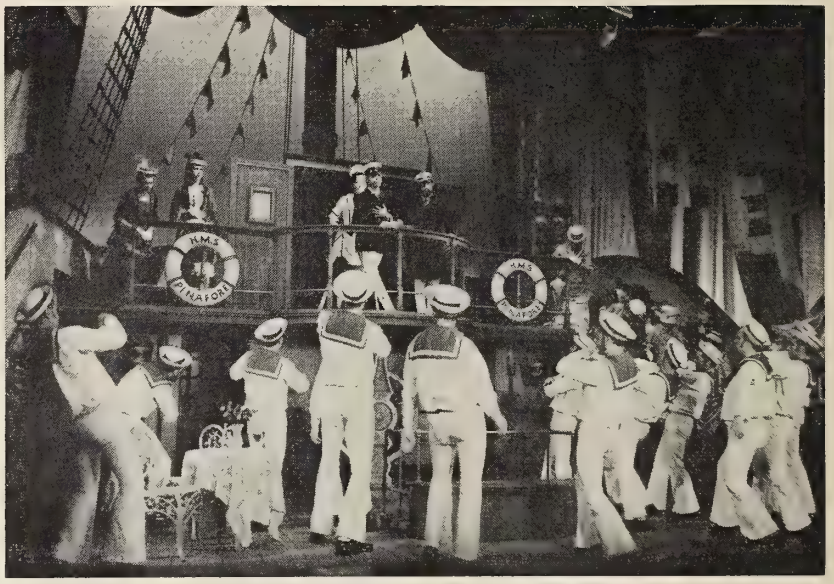
Mental health award ▪ ABC-TV's daytime series, *Road to Reality*, has been commended by the Assn. for Improvement of Mental Health for "bringing . . . a broader understanding of the field of mental health."

BMI honors 164 ▪ Broadcast Music Inc., N. Y., reported last week it has presented Certificates of Achievement in the field of popular music during 1960 to 101 writers and 63 publishers. The BMI awards are presented annually to writers and publishers of songs which have won public acceptance measured by radio and tv performances, phonograph record and sheet music sales and by coin machine plays.

CBS repeats aid ▪ CBS Inc., which gave financial assistance to the New York Philharmonic's seven-week U.S.-Canadian tour last summer, has announced a second grant to the symphony orchestra. CBS said last week it will help pay for the orchestra's first visit to the Orient during April and May, an itinerary that includes a two-week concert tour in Japan and concerts in Anchorage, Alaska, Winnipeg and Toronto on the return trip. CBS Radio has broadcast the Philharmonic's weekly concerts for 31 years; CBS-TV has featured the orchestra for the past four years.

MGM's tv income increases

MGM's television business is better than ever, the firm's quarterly report to stockholders disclosed. Gross tv income for the 12 weeks ending Nov. 24, 1960 was $4.1 million up $915,000 over the same period the previous year. The breakdown of tv revenues shows licensing of pre-1949 feature films and shorts to tv stations providing $2.6 million with filmed series and commercials produced for tv bringing in an additional $1.5 million. The report also indicates that the firm has contracts outstanding as of Nov. 24, 1960, which will provide for a gross income of approximately $19.3 million to be earned after that date.



Theatre-style 'Pinafore' taped for tv

A 78-minute taped version of Gilbert and Sullivan's "H.M.S. Pinafore" is headed for distribution throughout the United States by Richard B. Morros Inc., New York. The production was taped in a special theater constructed in the CBC studios in Toronto before a live audience and made use of theatrical, rather than television, techniques in the staging, including long camera shots and booming voices. It was directed by Dr. Tyrone Guthrie and Norman Campbell for a single showing on the CBC last October. Mr. Morros indicated that the "Pinafore" tape will be available for both an evening and afternoon showing by tv stations so that both adults and children may view it.



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NEW YORK, N.Y.

New look in presidential news sessions

LIVE MIKES, CAMERAS, PROVIDE 'INSTANTANEOUS' COVERAGE TO WORLD

Instantaneous reporting of presidential news conferences by radio and television is here to stay, judging by the success of last week's live coverage of President Kennedy's initial appearance before newsmen.

The historic "first" occurred last Wednesday as all major networks fed a live account of the conference to the nation, and to the world as well. A smoothly produced broadcast provided listeners and viewers with a better version of this important news event than was available to 400-odd newsmen who attended in person.

All the fears and dire predictions of print media reporters were dispelled as the new President faced newsmen in the recently built auditorium in the State Dept. Ham acting by reporters was practically nonexistent, aided by a new rule eliminating the requirement they identify themselves when asking questions.

The spectre of a major presidential blunder that couldn't be corrected because the broadcast was live didn't seem to concern Mr. Kennedy as he fenced with questioners who asked penetrating questions involving Soviet relations.

In fact, the President himself took care of this spectre during the 40 minutes of news announcements and question-answer exchanges, responding to a newsman's query (see box this page).

A technical innovation at news conferences led to near-perfection in the audio version, considering the difficulty of picking up the questions asked from points all over the 800-seat auditorium. Two "Kennedy Special" microphones flanking the President on the stage were installed by CBS, which provided the pooled broadcast. These rifle-like mikes aimed at questioners proved to be highly directional and efficient.

Reporters in the auditorium could not hear many of the questions because the directional mikes were not tied into the public address system.

Facilities ▪ Besides on-stage camera pickups, several live and tv newsreel cameras were set up across the center of the auditorium. A number of hand newsreel cameras were used. The 12th and 13th rows of seats had been removed for a camera platform. Some two dozen still cameramen worked from the platform and from stations against the walls.

J. Leonard Reinsch, communications advisor to President Kennedy, participated in the technical arrangements. Bob Wilson, tv consultant to Pierre Salinger, presidential news secretary, was in charge of the installations. Lew Shollenberger, CBS News, produced the pooled telecast for all networks. Bill Linden, WTOP-TV Washington, was director. Mr. Shollenberger was stationed at a mixing panel off stage.

Broadcast on-the-scene reporting of White House news conferences was first permitted by President Eisenhower early in his administration, with James C. Hagerty, his news secretary and now ABC news vice president, receiving much of the credit for this innovation. The conferences were recorded on audio tape and 16 mm film. This permitted editing before the recordings were made available to radio and television, a privilege Mr. Hagerty seldom used.

Mr. Salinger told a National Press Club luncheon a few hours before President Kennedy's conference that he had first suggested live broadcasts some time ago. Mr. Kennedy approved the plan, believing advantages of better public contact would more than outweigh the danger of a mistake.

Since the President and Mr. Salinger thought it would be desirable to hold occasional conferences at the dinner hour because of the large audience available, they suggested a period between 6-7 p.m. to the networks. For the first live broadcast the networks offered 6-6:30 p.m., indicating they would stay to the end. The conference lasted 40 minutes.

Frequency ▪ Mr. Salinger said conferences will be held "weekly or oftener, more frequently than during the last administration." Dinnertime conferences will be held about every other month unless special news developments warrant more frequent scheduling. Present planning leans toward alternate morning and afternoon conferences to give newspapers in each class an even break.

During the luncheon Mr. Salinger took occasion to comment on the feuding between print media and broadcasting. "Newspapers must realize that television is here to stay," he observed. "All of you should get along together." But he still shows no indication he will adopt the modern term "news conference" to replace the outmoded "press conference."

He said he is setting up machinery to coordinate the flow of news from federal agencies. This is designed to improve accessibility and not to serve as a censorship device, he said. On the other hand he insisted careful attention will be given the problem of protecting national security. In addition he plans to meet soon with Rep. John E. Moss (D-Calif.), chairman of the House Subcommittee on Freedom of Information.

Mr. Salinger indicated he may liberalize rules for accreditation of correspondents who cover presidential conferences. He proposed as a general rule

There weren't any goofs last Wednesday

Will live broadcasting of President Kennedy's news conferences lead to presidential goofs and international complications?

The President himself isn't convinced the hazard should prevent live pickups. He made this clear at his Jan. 25 news conference, the first ever reported instantaneously by radio and television. Here is the question-answer exchange in which his views were expressed to the news gathering.

Q.—Mr. President, there has been some apprehension about the instantaneous broadcast of presidential press conferences such as this one, the contention being that an inadvertent statement no longer correctible as in the old days could possibly cause some grave consequences. Do you feel there is any risk or could you give us some thought on that subject?

A.—Well, it was my understanding that the statements made by the, by President Eisenhower, were on the record. There may have been a clarification that could have been issued afterwards but it still would have demonstrated, it still would have been on the record as a clarification, so that I don't think that the interests of our country are—it seems to me they're as well protected under this system as they were under the system followed by President Eisenhower. And this system has the advantage of providing more direct communication.

HENRY WATTERSON
could have been the "Col. Henry" of WPTR

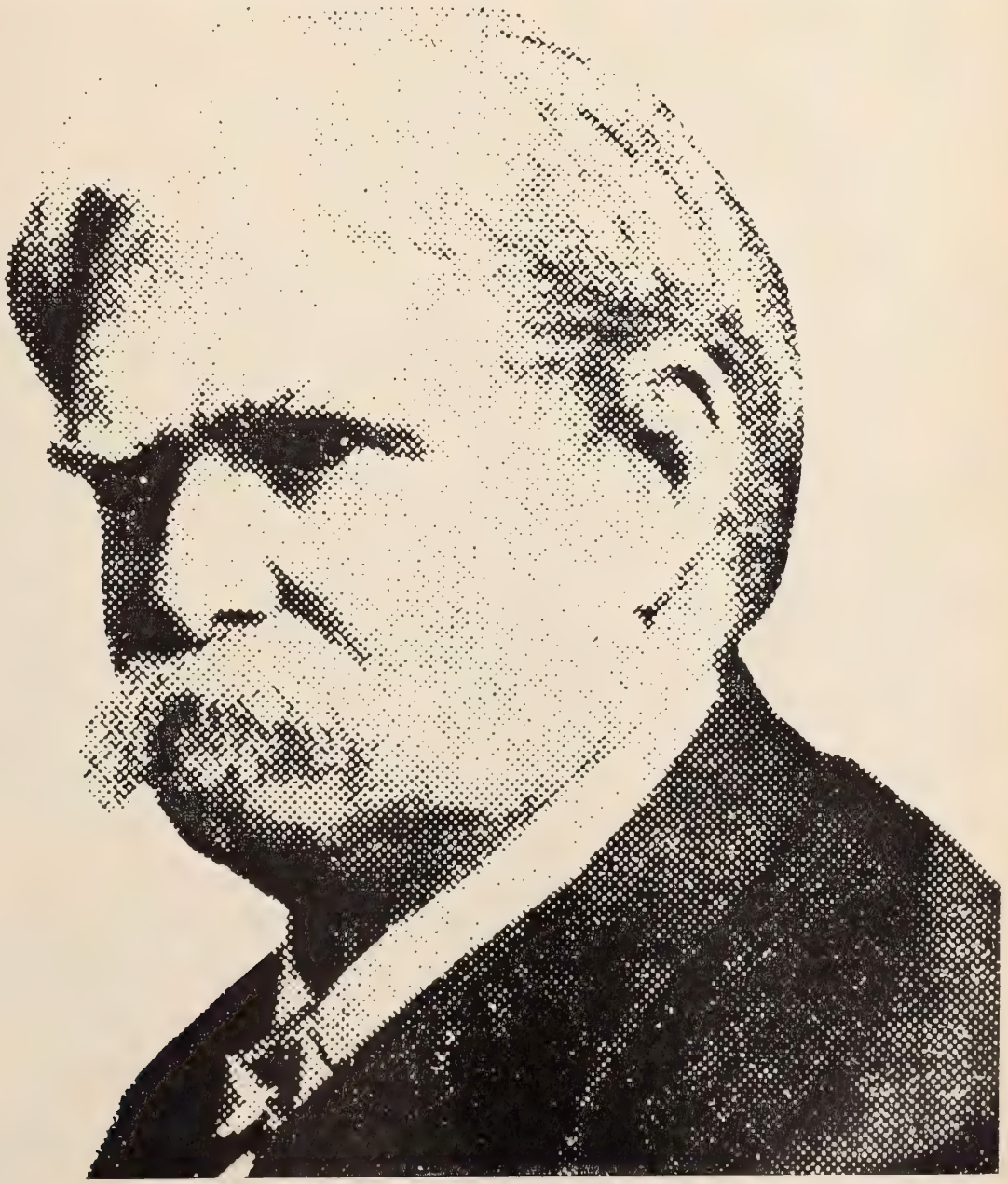
Because WPTR creates the kind of exciting, independent radio that would have fit Watterson's temperament like a glove. The "Colonel", as he was affectionately called, saw the news not as news alone but as an obligation to take a position on it as well. In the process, like WPTR, he lit a lot of fires.

Yet this very dissemination of news (48 broadcasts every day) and the independent thinking about that news (editorials whenever and as often as necessary) has made WPTR the outstanding radio voice it is today... and the Number 1 public service station in its area as well.

In the process WPTR has lit a lot of fires with both audience and clients, too. According to Pulse it is the dominant station in this 2,000,000 plus market. Local sponsors give it more local advertising than the next three stations combined. At the national level it carries more total advertising than the next two stations put together. In every way—people buy what it has to sell.

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the admission of newsmen accredited to the House and Senate news galleries.

While all networks carried full coverage of the first Kennedy conference, the Salinger procedure provides that those desiring live coverage in the future must clear with him. It was recognized that networks and stations might prefer to use clips of more newsworthy segments when news interest in conferences is not running at a high pitch. In any case, they will have the right to do live reporting if they desire.

Spacious facilities ▪ In a story dealing with broadcast aspects of the conference the *New York Times* said, "There is some speculation here (in Washington) that eventually the reporters will simply stay by screenside to do their stories and that the President will have to rely on the cameramen and sundry frustrated hams among the press corps for questions." But the *Times* added, "If this is what the future holds there was no hint of it tonight."

From an industry standpoint the spacious facilities of the State Dept. auditorium permitted effective use of equipment, in contrast to the crowded little room used by President Eisenhower. The main camera platform was about 55 feet from the stage. Circular in shape, it accommodated live cameras over a width of more than 75 feet. This permitted several camera angles, since side shots of the President were made onstage and reporters also were picked up from the stage.

Worldwide coverage was given the first Kennedy conference by the Voice of America, radio network of U. S. Information Agency. USIA's film service recorded the entire conference, shipping prints to 100 overseas posts. British Broadcasting Corp. broadcast the audio live, 11-11:40 p.m. United Kingdom time.

Watchdog group ready to issue JFK rundown

The first volume of the Senate Watchdog Subcommittee's exhaustive record of last fall's presidential campaign is scheduled to begin rolling off the presses this week.

The work—which may well become a best seller for the government—contains virtually every speech and news conference comment made by President Kennedy in his successful contest with former Vice President Nixon.

It's title—*The Speeches, Remarks, Press Conferences and Statements of Senator John F. Kennedy, August 1 through November 7, 1960.* Its length —over 1,000 pages.

Volume II, which will contain all of Mr. Nixon's statements and remarks, will follow shortly and is expected to be even longer. Four succeeding volumes will be published in the next few weeks.

COURT OK'S FCC IN BOSTON

Agency told to re-evaluate ch. 5 applicants with three-year-old grant to WHDH-TV revoked

In the first court ruling on the notorious *ex parte* cases, the FCC was vindicated last week by the U. S. Court of Appeals in Washington. A three-judge court approved the commission's plan to revoke the 1957 grant of Boston ch. 5 to the *Boston Herald-Traveler.*

The court decision, in a *per curiam* unsigned order, approved the FCC proposals to rehear the Boston ch. 5 case, and vacated the three-year-old grant.

The FCC's decision to revoke the ch. 5 grant and to reopen the Boston ch. 5 case was made originally last July (BROADCASTING, July 18, 1960). The commission decision followed a full hearing before Special Examiner Horace Stern, retired chief justice of the Pennsylvania Supreme Court. WHDH Inc., the licensee of the cancelled tv station, was found guilty of engaging in "a pattern" of off-the-record contacts with FCC commissioners. The commission also found that a second applicant, Massachusetts Bay Telecasters Inc., had had improper contacts with members of the FCC.

The court told the FCC to "re-evaluate" the contestants for the Boston vhf frequency.

The third applicant is Greater Boston Television Inc.

Meanwhile, two of the four applicants in the Miami ch. 10 case—also up for review because of alleged off-the-record contacts—filed briefs before the same court. These were filed by Public Service Television Inc., National Airlines' subsidiary, the present grantee of ch. 10 there, and North Dade Video Inc., one of the applicants.

Meanwhile in Miami ▪ In the Miami ch. 10 case, the FCC found that three applicants—National Airlines, WKAT and North Dade—had engaged in extra-legal representations to former Commissioner Richard A. Mack and others. It ordered Public Service off the air, and awarded the channel to L. B. Wilson Inc., the only one of the four applicants found innocent of off-the-record activity.

Public Service charged the FCC erred in disqualifying it from reconsideration. It also claimed that the commission made a mistake in issuing the grant to L. B. Wilson.

In the course of the Public Service brief, the claim is made that it had followed "well established" practice and should not be penalized for this. The point was made in these words:

"It is an acknowledged, well-recognized fact, as we will show, that the commission has condoned, accepted and even encouraged *ex parte* communications as Commission practice. Indeed this seemed the usual mode of procedure in cases involving important television licenses. No statute, decision or administrative rule, published or unpublished, forbade such communications. No one condones the commission's judicial laxity or questions the need for the establishment of clear and definite procedural standards in adjudicatory proceedings. We contend, however, that it was unfair, arbitrary and capricious for the Commission to impose a new-found standard of conduct upon an applicant who followed the former accepted practice. We submit that the Commission in judging Public Service cannot ignore a quarter-century of institutional custom and usage."

North Dade opposed the commission's finding that it too was guilty of off-the-record activity in hiring former congressman and former FCC commissioner Robert F. Jones to attempt to sway Congress to prohibit a tv grant to an airline.

North Dade claimed that there is nothing in the record to indicate that Mr. Jones was hired for or engaged in "political and extra-judiciary pressures." The applicant claimed that the commission had applied a more rigid standard to it than it applied to WHDH Inc. in the Boston ch. 5 case.

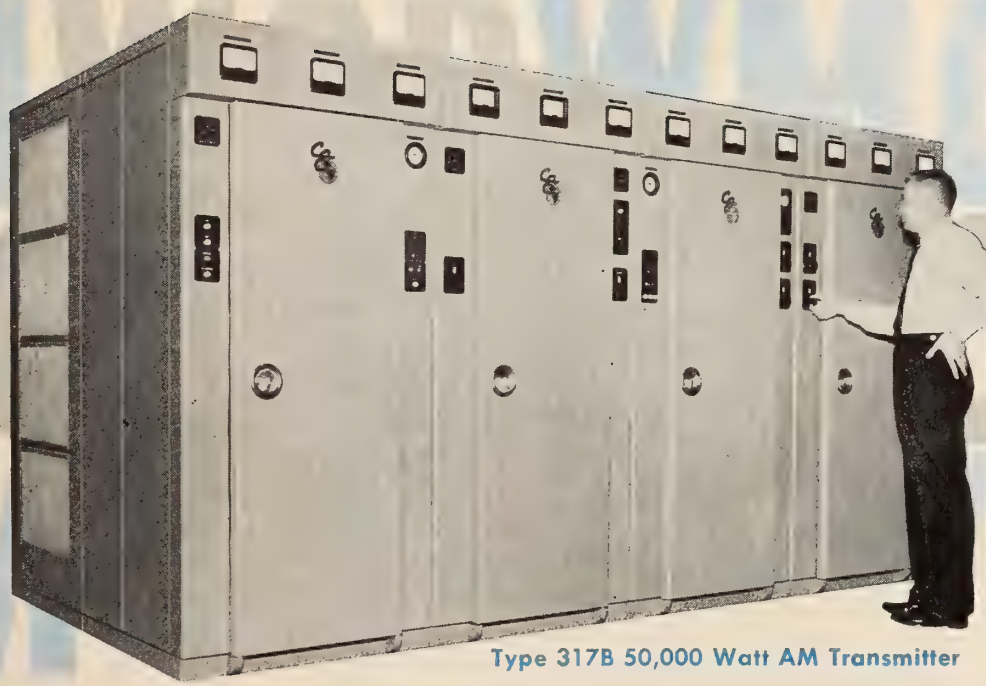
Under the expedited procedure set up by the appeals court, briefs by the FCC, L. B. Wilson and the Dept. of Justice are scheduled to be filed Feb. 6. Reply briefs are due Feb. 16 from all parties. WKAT Inc., the original applicant appealing for review, has dropped out of the case.

FCC asks Congress for tall towers bill

The FCC has asked Congress to require owners of abandoned radio towers to continue to paint and illuminate them to prevent their becoming a hazard to aircraft.

The commission last week also requested legislation that would eliminate the requirement of an oath on certain FCC forms. Both requests were accompanied by suggested bills in the form of amendments to the Communications Act.

In proposing legislation to require the painting of abandoned towers, the commission said both government and



Type 317B 50,000 Watt AM Transmitter

ACCEPTANCE! Every one of these leading stations bought a new Type 317B 50,000 watt transmitter from Continental Electronics. These installations are reasons why you should consider the years-ahead design and quality of Continental transmitters. They are reason enough for you to investigate the preference, reliability and maintainability of Continental Electronics transmitters and related equipment.

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Campaign coverage impressed Hill—Hartke

The broadcasting industry's "outstanding service" as the result of Sec. 315 relaxation during the 1960 political campaign will have great bearing on efforts in Congress to provide greater freedom, according to Sen. Vance Hartke (D-Ind.), a member of the Senate Commerce Committee.

As author of bills to provide Sec. 315 relief, Sen. Hartke told the National Religious Broadcasters convention Jan. 25 in Washington that exclusion of news and public affairs programming from equal-time provisions of Sec. 315 "has allowed more realistic coverage of political figures."

And he added that suspension of equal-time requirements for the presidential campaign "paved the way for the finest coverage provided, and for the innovation of the so-called debates."



Sen. Hartke

Sen. Hartke said "the increased quantity and quality of public affairs and public information programs both on a network and local station level has been encouraging. The extensive and comprehensive coverage of the important political campaigns exhibited the value of these great communicators in our democratic society. The general atmosphere of increased interest on the part of broadcasters in the public welfare has been significant."

Kept the Trust ▪ Most radio and tv stations, he observed, "have used these new freedoms well. Their reaction has been consistent with the trust placed in them by those of us who sponsored and fought for the enabling legislation in the Congress. The additional service provided to the American people by virtue of these bills is truly outstanding." He said he believed these developments in the broadcast industry "have had a beneficial effect on those who take so much enjoyment and information from radio and television."

Sen. Hartke noted wide acceptance of the added information and public affairs programming appearing "in depth and regularity" on nearly every station. "The non-entertainment program is enjoying unprecedented success," he said. "Some have commendable ratings and many are commercial. Who could ask for anything more, Programmers have awakened to the fact that there is a market for information. . . ."

Commenting on the study of independent agencies by James M. Landis, special assistant to President Kennedy, as well as the report of the House Legislative Oversight Subcommittee, Sen. Hartke pointed out they do not agree on recommendations though both criticize the functions of governmental control.

He noted he had introduced a resolution calling for a commission to study the FCC, spectrum allocations and the full scope of governmental supervision and control of broadcasting.

"It is important that the government have control and supervision over certain areas of broadcasting," he said. "And it is important that the limited resource of the spectrum be used to the best advantage for our nation's future. But there is room for governmental control only in certain areas, most of them technical and engineering.

"Expression of thought and ideas has long been a constitutional guarantee in our country. Yet, to a degree, many of these liberties of free speech have been denied to the broadcasters of our nation. These are denied in order that the radio and television spectrum be used carefully and in the public interest."

Record Speaks ▪ Sen. Hartke praised use of the right to editorialize. Liberalization of Sec. 315 will depend on the way broadcasters themselves have used the freedoms they have been given with actions have spoken louder than any words could on their behalf, he said.

He suggested religious broadcasters take advantage of technical skills and new broadcast freedoms in spreading their message, mentioning debates on moral and theological issues as ex-

private flying interests have expressed concern over the increasing number of tall towers, particularly those over 1,000 feet. The commission said owners of the towers should be required to paint and illuminate them until they are dismantled.

The commission said that the oath requirement should be eliminated because it creates a burden on the public and the FCC. The FCC suggests substituting for the oath a warning that false statements are punishable by fine and imprisonment.

Legislation to carry out both of the FCC's suggestions were passed by the Senate last year but died in the House.

Jerrold appeals catv case to Supreme Court

Jerrold Electronics Corp., Philadelphia, has asked the U. S. Supreme Court to reverse a lower court decision that it violated the antitrust laws in selling equipment to community tv systems and requiring that Jerrold be exclusively hired to service this apparatus. The U.S. District Court's decision was issued last July (BROADCASTING, August 1, 1960). It also forbade Jerrold from acquiring any new catv properties without court approval.

In its petition for review, Jerrold asked the Supreme Court to determine "whether a small manufacturer, with limited capital, launching a new speculative industry and in competition with multi-million dollar giants, violated Sec. 1 of the Sherman Antitrust Act by following a general policy, started in late 1951 and ended in 1954, of selling newly developed, sensitive, unstable and highly complex electronic equipment for a catv system, only in conjunction with a contract for servicing the system?"

Jerrold also questioned the lower court's injunction against acquiring any new catv systems if the companies are operating companies which "consume rather than resell in any form" the products of the manufacturer.

Jerrold owned nine catv systems at the time of the trial. Late last year it sold these to H&B American Corp., Los Angeles, for $5 million. It is installing a new catv system, in partnership with Alliance Amusement Co. theatre chain, in Ottawa, Ill. Earlier this month citizens of Ottumwa, Iowa, turned down a bid for a catv franchise from Jerrold (BROADCASTING, Jan. 23).

NLRB to hear charges against AFTRA by KXTV

The National Labor Relations Board has ordered a hearing Feb. 13 in Sacramento, Calif., on a charge American Federation of Television & Radio Artists is engaging in secondary boycott activities against KXTV(TV) Sacramento.

AFTRA and National Assn. of Broadcast Employes & Technicians struck at the station last September. KXTV has

amples. He observed that broadcasting commands "improved respect" as a result of performance since it was bombarded with charges of corruption, deceit and mediocrity. "A great change has taken place in broadcasting," he asserted.

Rep. Walter H. Moeller (D-Ohio) told NRB that freedom of broadcasting "stems from the very taproots of American democracy and embraces not only freedom of the listener from paying a license tax on receivers but—and perhaps of even greater importance—the freedom from government-controlled-and-administered broadcasting." He noted that recent history is replete with examples of loss of freedom where the right of free expression has been stifled. He reminded broadcasters they must guard their freedom by exercising "a responsibility of reasonable use."

Sen. Karl E. Mundt (R-N.D.) joined Sen. Hartke in lauding broadcasting for its public service programming. He said tv and radio "have a tremendous impact and a great value at hearings in Congress."

Touching the controversial issue of commercial religious time, he said, "Your desire to buy time on radio and television is going to be rewarded by acceptance." Stations in some cities and the NAB television code are opposed to the sale of time for religious programming.

Sen. Mundt said he is a firm believer "in the value of permitting radio and television access to committee meetings within reason and on appropriate occasions."

charged the unions have engaged in a joint campaign to bring about a boycott of advertisers that are heard on the station.

Appeals by 23 striking members of the two unions for unemployment compensation have been denied by an appeals referee who held the strike was based on voluntary action by the employes and was not forced by the station, according to KXTV.

NLRB has been holding a hearing in Sacramento into union charges that KXTV, a Corinthian station, has engaged in unfair labor practices.

Sacramento Superior Court has dismissed charges by Bob Stone, announcer, who sued the station for $210,000 for allegedly using his video tape commercials during the early part of the strike. Judge Albert Mundt denied claims KXTV had misappropriated property as well as charges involving involuntary servitude and unfair competition.

GO PLACES WITH WIXIE



WXYZ-TV (WIXIE) is on the move...
Our late movie is something special. Through the magic of video tape, Don Ameche is featured as nightly host. Mr. Ameche flies into Detroit semi-monthly to shoot his portions of HOLLYWOOD THEATRE, exclusively on WXYZ-TV every night at 11:30.
This is another first in television for us . . . another reason for you to buy the station that always moves your product. So, go places with WIXIE...the station that's going places!

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

Rigid 3-year holding plan opposed

BROADCASTERS HIT FCC "ANTI-TRAFFICKING" PROPOSAL

Broadcasters and their legal advisers were almost unanimous in their condemnation of an FCC proposal to severely curtail the sale of stations which have been owned by the selling licensee for less than three years.

The gist of the objections, in comments filed last week, argued that the proposals espoused by the FCC are unnecessary, illegal, were never intended by Congress, would stifle free enterprise, would add cumbersome burdens to the already overloaded commission and would not touch the principal target—trafficking in licenses.

In the few cases where trafficking is suspected, the respondents said, the commission has ample authority to deal with them under existing statutes. Any further rules would only mean intrusion of the government into private enterprise where it does not belong, according to many of the comments.

By a 5-2 vote, the commission asked for comments on its plan to curb trafficking (BROADCASTING, Dec. 12, 1960). The proposed rules would require an automatic hearing on a proposed sale if (1) the seller had operated the station for less than three years or (2) a major change in the station's facilities had been approved within the past three years. Exempted from the hearing would be *pro forma* assignments and sales due to inadequacy of operating funds, death or disability of station principals.

Practically all the parties commenting said that they were in favor of the principle involved but that the FCC was trying to cure the evil in the wrong way. Only one broadcasting entity—Westinghouse Broadcasting Co. — favored any part of the proposed new rules. Multiple-owner Westinghouse said that a hearing in the sale of stations held less than three years would "serve the public interest." However, the respondent said that applying the rule to changes in facilities would work to the detriment of the industry.

NAB Speaks ▪ The FCC always has had the authority to designate a sale application for hearing, NAB stated in its comment, and therefore "the imposition of a time limit as the determining factor as to whether a hearing should be held is both artificial and unnecessary. . . . There is no magic in numbers. The public interest may well be served by a transfer within six months or may not be served by a transfer after three years."

Each sale application should be considered on its own specific set of facts, NAB said, with any hearing to be scheduled after the commission has been unable to determine from such review that approval would be in the public interest.

If, NAB continued, the commission finds that some rule-of-thumb is necessary for administrative convenience, then additional exceptions to the rules should be made. This should include, among others, licensees operating at a substantial loss.

Pierson, Ball & Dowd ▪ "Any proposal such as the instant rule is perforce artificial and arbitrary in that it will of necessity automatically place the same requirements of a hearing upon the obviously innocent as well as the obviously guilty," the Washington law firm of Pierson, Ball & Dowd said in a statement filed for its station clients.

Also, the firm stated, the proposed rule "involves clear distortions of both the language and the purpose" of Sec. 310(b) of the Communications Act and is "based upon factual premises which are unwarranted." Underlying the proposal is an "implicit and explicit assumption" that there is something inherently contrary to the public interest in selling a station at a profit, the lawyers said. Such an assumption ". . . has serious regulatory implications which go considerably beyond a narrow consideration of the proposed rule."

After considering the question many times as to whether it can control or limit the profit involved in the sale of a station, Pierson, Ball & Dowd pointed out that the FCC determined in the AVCO case that it did not have such power. "If licensees were deprived of their right to sell their stations at a profit, there would be a danger that the licensees would attempt to milk all possible profit from their day-to-day operations at the expense of sound development of their stations," the attorneys stated.

Based on "many years" of experience in appraising, financing and negotiating sales of radio and tv stations, station broker Blackburn & Co. told the commission that the proposed amendment "would change the whole nature of American broadcasting, making it less



WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

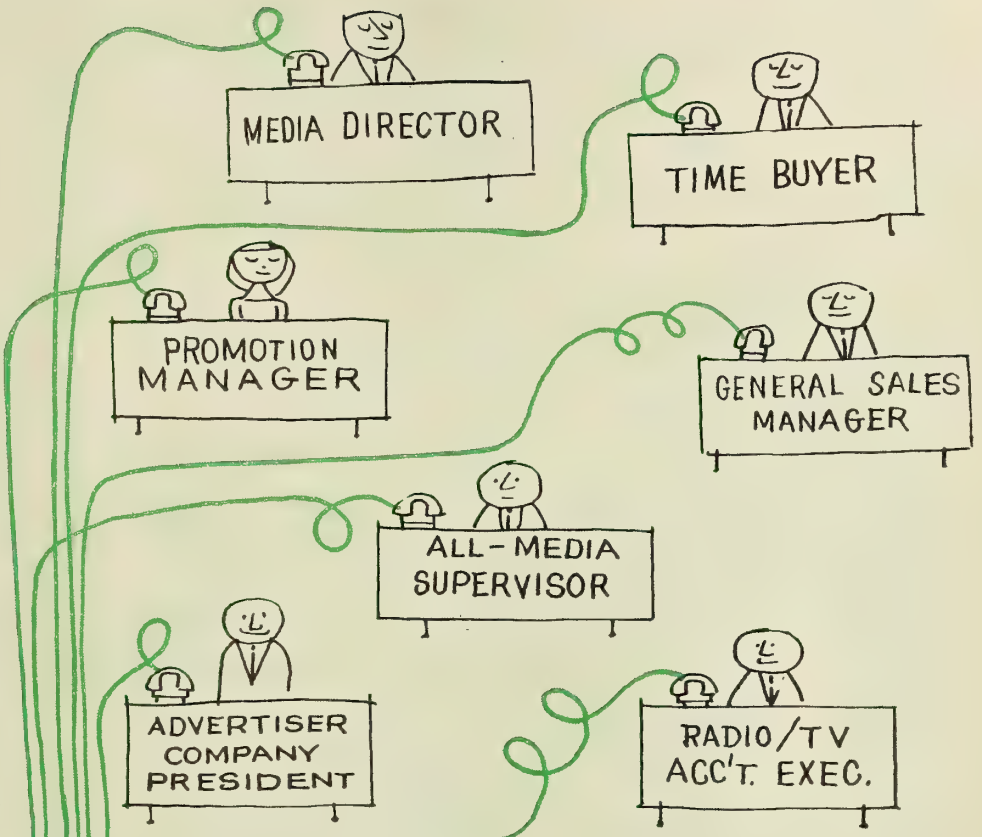
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attractive to owners and reducing its ability to operate in the public interest."

Blackburn said that it will not handle a station which is being resold after a few months' ownership with a big profit and, consequently, its business would not be materially affected by the three-year rule. "But we do feel that any further rigid rules and restrictions are not only unnecessary but dangerous," Blackburn said. "We submit that this rule would result in less radio, not more."

Another broker, Paul H. Chapman Co., opposed the rules in comments filed before the original Jan. 16 deadline was extended (BROADCASTING, Jan. 9).

A Legal Opinion ▪ Smith & Pepper, Washington law firm, told the commission that it should issue a general policy statement concerning trafficking and, thereafter, should review each case individually. The new rules would limit sales where profits are not involved—necessary for trafficking to be considered according to the FCC's own definition in the WMIE-TV case, Smith & Pepper said.

Sam J. Albritton, president of WSMT Sparta, Tenn., pretty well summed up industry sentiment when he stated: "I wish to advise that I am opposed to the FCC's proposed rulemaking. . ." Followed by the title and docket number, this was the full extent of Mr. Albritton's comment.

Commenting for some 20 station clients, the Washington law firm of Haley, Wollenberg & Bader said that abuses in the past cannot be avoided in the future by a "purely mechanical three-year rule." The firm recommended that the commission "review closely" questionable sales and "act vigorously against any proposal which is found to constitute unlawful or undesirable trafficking."

R. W. Burden Jr., president of KEEP Twin Falls, Idaho, said that he purchased 50% of that station in 1959, plans to buy more broadcast properties, and that it is his right ". . . to operate and sell any radio station that I may have an interest in as the market conditions so warrant."

Jointly-owned WARN-AM-FM Ft. Pierce, Fla., and WKDN-AM-FM Camden, N. J., charged the FCC does not effectively utilize the powers it now has. "Since the commission is already under congressional criticism for delays in its functions, it would be unwise to add to the duties of the agency further time consuming decisions . . ." caused by the proposed hearings, the stations commented.

Disarming Simplicity ▪ Multiple-owner Storer Broadcasting Co. expressed the opinion that the commission's proposal is "disarming in its simplicity. . . . This simple proposal, however, is drastic and far-reaching in its consequences—results which the commission well may not intend."

The mandatory hearing would require an 18-month to 2-year delay in a proposed transfer, Storer said, thus working to the detriment of the transferor. "The transferor's staff would be demoralized, advertising sales and revenues would be damaged, programming would be impaired and in most cases the transferor would be forced to withdraw his application to avoid complete disruption of his station," Storer told the commission. "By delaying agency action, the agency would deny justice."

KING-AM-FM-TV Seattle charged that the undue restrictions proposed on sales are contrary to sound public policy and would discourage sales to highly desirable applicants. KING praised Commissioner Rosel Hyde for his dissent (to which Commissioner T. A. M. Craven concurred) and said that his views deserve "thoughtful consideration." The station said that it "deplores the present proposal [and] is particularly concerned by the dangerous trend it appears to reflect."

Echoing the sentiments of many others, KHVH-TV Honolulu said that the commission now has all the powers it needs to curb trafficking.

At the request of NAB and Storer, deadline for commenting on the proposal was extended to last Thursday (Jan. 26), (BROADCASTING, Jan. 16). However, with FCC business hours curtailed that day because of a second heavy snow storm in eight days, respondents were given until the "next full FCC working day" to comment—Friday.

SEC. 315 DUE HILL EXPOSURE

Senate Commerce Committee approves double take by communications and watchdog subcommittees

The Senate Commerce Committee, at its organization meeting last week, in effect gave the go-ahead to a two-pronged look into Sec. 315 of the Communications Act and the effects of its suspension last year.

It approved the plans of the Communications Subcommittee for hearings tomorrow (Jan. 31) and Wednesday on how the suspension served the public interest. In addition, it gave its watchdog unit a new, if temporary, lease on life. This three-man group—created to watch for abuses of the freedom broadcasters had last year in political reporting—had been scheduled to die tomorrow.

The Communications Subcommittee, headed by Sen. John O. Pastore (D-R. I.), will hear a preliminary report by the FCC on the study it is making of the equal-time provision and the results of its suspension. In addition to FCC Chairman Frederick Ford, witnesses at the hearing tomorrow will include LeRoy Collins, NAB president; Frank Stanton, president of CBS; and Robert Kintner, president of NBC. Robert Hurleigh, president of Mutual, Alfred Beckman, ABC Washington vice president, will testify Wednesday.

Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, has introduced legislation to make permanent the temporary suspension, which applied only to the presidential and vice presidential candidates. Sen. Pastore, however, has indicated he favors broadening the exemption to candidates for lesser offices.

The preliminary appraisal of the effects of last year's suspension is designed to provide the subcommittee with an idea of how far Congress should go in modifying Sec. 315.

In breathing new life into the watchdog subcommittee, the parent Commerce Committee gave it additional time to complete its study and make its report. The subcommittee, either directly or through the FCC and other sources, has received "thousands" of complaints from viewers charging bias on the part of broadcasters in their coverage of last fall's campaign.

The three-man subcommittee plans to hold hearings on several of the complaints that are "illustrative" of most of those received. The watchdog staff is scheduled to start preparing this week for the hearings.

Among other matters at its organization meeting, the Commerce Committee voted to ask Congress for an appropriation of $315,000 to conduct its activities for the year beginning Feb. 1.

Mansfield bill in House too

Rep. John S. Monagan (D-Conn.) has introduced a House version of Sen. Mike Mansfield's (D-Mont.) bill (S 227) to reimburse political parties for radio-tv time purchased for their presidential and vice presidential candidates. Like the Mansfield bill, Monagan's measure would provide Federal payments for this expense of up to $1 million to major parties (those receiving over 10% of the vote) and up to $100,000 to minor parties (those receiving between 1 and 10% of the vote).

Is he being a nice guy or peddling influence?

How are you going to tell when a "contact" is for the purpose of off-the-record representation or whether the guy is just being nice?

This is the question which is troubling James M. Landis, special assistant to President Kennedy in charge of reorganizing the federal administrative agencies. The subject came up in Mr. Landis' appearance on *Meet the Press* Jan. 22 (NBC-TV, 6 p.m. EST).

Mr. Landis stated baldly that he was much concerned with the question of *ex parte* representations, but he feared there was no quick answer. He said that it would be very questionable whether a requirement that all *ex parte* occurrences be put on the record would cure the problem, because, he asked, how is a commissioner to know whether a contact was for ulterior purposes? This might defame an innocent person, he pointed out.

President Kennedy, meanwhile, appointed a three-man task force to look into drawing up a code of ethics for government employes. Named to the committee were Prof. Baelis Manning, Yale Law; Jefferson Fordham, U. of Pennsylvania Law, and former chief Judge Calvert Magruder, 1st Federal Circuit, chairman.

Among other highlights of Mr. Landis' interview (he was questioned by Anthony Lewis, *New York Times*, Sander Vanocur, NBC News; David Wise, *New York Herald-Tribune*, and Lawrence E. Spivak, program producer and regular panel member):

▪ The President's responsibility requires that he see that the laws are carried out efficiently and with dispatch. A strong tie to the White House does not mean White House influence on individual cases; it could mean better administration.

▪ There's no desire to increase regulation for the sake of regulation. The reorganization plan would give the President more power to revise agencies, but this is for the purpose of increasing efficiency. If this is accomplished it might be beneficial to the regulated industries; it might result in less regulation.

▪ Opposition on the part of some congressmen to the bill to give President Kennedy reorganization powers will tend to disappear when it is made clear that the authority will be used to make government more efficient. The proposed legislation, similar to authority given to President Truman and President Eisenhower, would permit the President to reorganize any government agency or department unless specifically vetoed by either house of Congress.

▪ The so-called "independent agencies" are supposed to be independent in the sense that the commissioners are to decide things as they think wise and not as some member of the Executive Branch may tell them.

Mr. Landis was disturbed by some instances where congressmen have financial interests in industries whose regulatory policies are set by these same men. "It is hard to put down any flat rule," Mr. Landis said, because some of these committees "have such a large jurisdiction."

Two more outlets get short-terms

Lashing out once again with its recent authority granted by Congress, the FCC last week issued two more short-term license renewals. The 15-month renewals were granted WITT Lewisburg and WKVA Lewiston, both Pennsylvania.

In addition to setting renewals shorter than the customary three-year period, the stations were admonished by the commission about previously indicated "unauthorized transfer of control of WITT to WKVA." That application was subsequently dismissed.

WITT's sale to WKVA was dismissed June 16, 1960, at request of the parties involved. The commission has charged that a transfer of control took place without due FCC authorization.

Robert L. Wilson is sole owner, president and general manager of WKVA. WITT has over 60 stockholders. Majority interest is held by Warren and Jeanne Fisher, who own 600 shares of the 4,000 shares outstanding.

Previously the commission issued short-term licenses to five stations owned by Richard Eaton (BROADCASTING, Dec. 12, 1960) and to WSTS Massena, N. Y. (BROADCASTING, Jan. 23).

Give up withheld data, FCC orders witnesses

Three tv programming talent organizations and their officers were ordered by the FCC last week to appear at a commission hearing with records subpoenaed last October, but which have refused to produce (BROADCASTING, Oct. 24, 1960).

The commission ordered MCA Inc. and its vice president, Taft Schreiber, and Dick Fishell & Assoc. and Promotions Unlimited and their executives—Dick Fishell, Betty Langley and Mary Rothschild—to testify and produce the documents. The FCC thus affirmed an order by its chief hearing examiner, James D. Cunningham (BROADCASTING, Dec. 5, 1960).

The matter arose during hearings held by Mr. Cunningham in Los Angeles as part of the commission's overall programming inquiry. Mr. Schreiber refused to produce a list of the tv programs MCA Inc. packages without prior commission agreement to treat it as confidential and walked out when his counsel was refused permission to make a statement for the record.

Promotions Unlimited and Dick Fischell & Assoc. spokesmen also left the witness stand without being excused, claiming they were denied due process. All parties asked the FCC to reverse Mr. Cunningham's November ruling.

Last week, the commission dismissed the petitions for reconsideration and ordered the parties to appear at a hearing to be set by the chief hearing examiner. If they fail to do so, the FCC warned, action will be instituted in federal court.

'Payoff' rule invoked in Laurel application

FCC Chief Hearing Examiner James D. Cunningham turned thumbs down on a petition to dismiss an am application—filed by Milton Grant and James R. Bonfils—in exchange for $10,010 from the remaining applicant to cover costs (BROADCASTING, Dec. 19, 1960, and Oct. 24, 1960).

Authority for the decision was an amendment to the Communications Act, effective last September, which requires parties dropping out of a hearing to prove in detail that their expenditures were both "prudent and legitimate."

Mr. Cunningham dismissed the Grant-Bonfils application—with prejudice—but did not sanction the proposed $10,000 payment to Mr. Grant and $10 to Mr. Bonfils by Interurban Broadcasting Co., the remaining applicant for 900 kc at Laurel, Md. The hearing examiner agreed that Mr. Grant had listed expenses in excess of the $10,000 recompense, but stated that he had not produced evidence to show that these expenses were "prudent and legitimate."

Among expenses listed by Mr. Grant: $2,354 paid to his attorneys, Dow, Lohnes & Albertson (the firm has rendered a further bill for $6,250); $4,034 to his engineer, George W. Davis (who has filed suit for further payment of $6,765); rent payments for site, an

aggregate of some $3,000; out-of-pocket expenses and for transcript of hearing, some $1,000.

Mr. Grant is an air personality with WTTG (TV) and WWDC Washington. Some time after he proceeded to apply for the Laurel frequency, his parent company Metropolitan Broadcasting Co., issued a rule stating that employes could not own or hold substantial interest in other broadcast stations. The rule specifically exempted Mr. Grant, but in his petition for dismissal of his application he explained that owning the Laurel station might prejudice his future with Metropolitan.

In his memorandum opinion and order, Mr. Cunningham said that Mr. Grant had not provided the FCC with a sufficiently detailed breakdown of what his expense money had gone for. For example, the examiner stated, Mr. Grant's rent arrangement ($2,957) was not presented with full details.

Mr. Cunningham expressed the opinion that the two had had "every opportunity to make the necessary showing but had failed to do so."

Westinghouse buy protested by WHYN

WHYN Springfield, Mass., last week asked the FCC to put the brakes on the proposed purchase of KLAC Los Angeles for $4.25 million by Westinghouse Broadcasting Co. Westinghouse, WHYN maintains, already owns its allowable quota of seven am stations and therefore cannot add another without disposing of one.

The question before the commission is whether Westinghouse's WBZA Springfield is a "standard broadcast station," WHYN said. "There can be little question . . ." that it is, the protestant stated, in that it has a separate transmitter, antenna and other broadcast equipment from WBZ Boston, the station which it repeats. Also, WHYN pointed out, WBZA is licensed separately from WBZ.

The protesting outlet said that the WBZA operation provides no local service for Springfield and "no longer fills any needs of the community"; that WBZA was first licensed in 1925 and has repeated WBZ programs since.

WHYN asked the FCC to set the WBZA renewal application for hearing. If such renewal is denied, the station said, then the FCC could approve the Westinghouse purchase of KLAC (BROADCASTING, Dec. 12, 1960). However, it was maintained, if WBZA is renewed then Westinghouse must be required to dispose of one of its radio stations. In addition to WBZ-WBZA, Westinghouse also owns am outlets WOWO Ft. Wayne, Ind., KYW Cleveland, KEX Portland, Ore., WIND Chicago and KDKA Pittsburgh.

MOVIE CENSORSHIP UPHELD

Supreme Court, in upholding Chicago ordinance, strikes strong blow at communications freedom

The spectre of prior censorship of communication faced the nation last week as the result of a Jan. 23 U. S. Supreme Court decision that ran contrary to past rulings of the court.

In a 5-4 decision that drew one of the most violent dissenting opinion's in history, Justice Tom C. Clark wrote a majority opinion which upheld the right to censor but withheld an opinion as to the methods by which it should be accomplished. The ruling was handed down in the Chicago case of Times Film Corp. vs the City of Chicago.

First to rise in protest was President Eric Johnston of the Motion Picture Assn. of America. He said the ruling "should be a trumpet call to all believers in free expression."

The highest court rejected an appeal to strike down the half-century-old Chicago ordinance providing for film censorship. Justice Clark held that states should be free to select the best method of preventing the showing of obscene movies. This beat down the Times Film claim that pornography laws should be invoked after a film had been shown. At issue in the case was refusal of the petitioner to submit its "Don Juan" foreign film for review by the Chicago police commissioner, issuer of exhibition permits.

Joining Justice Clark in the decision were Justices Felix Frankfurter, John Marshall Harlan, Charles E. Whitaker and Potter Stewart. Chief Justice Earl Warren was flanked in his dissent by Justices Hugo L. Black, William O. Douglas and William J. Brennan. Justice Douglas also wrote a dissent in which Chief Justice Warren and Justice Black joined.

Not Absolute ▪ Basic censorship authority was at issue in the case, Justice Clark wrote, noting that "it has never been held that liberty of speech is absolute." He refused to accept the claim that previous restraint cannot be justified regardless of the capacity for or extent of evil.

In dissenting, Chief Justice Warren wrote: "This case clearly presents the question of our approval of unlimited censorship of motion pictures before exhibition through a system of administrative licensing. Moreover, the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches." He added it has "endangered" the first and 14th Amendment rights of all others engaged in the dissemination of ideas.

The Chief Justice's dissent noted the decision "gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving picture these officials deem unworthy of a license. It thus gives formal sanction to censorship in its purest and most far-reaching form, to a classical plan of licensing that, in our country, most closely approaches the English licensing laws of the 17th century which were commonly used to suppress dissent in the mother country and in the colonies." He added, "Although it is an open question whether the impact of motion pictures is greater or less than that of other media, there is not much doubt that the exposure of television far exceeds that of the motion picture."

The dissent of Justice Douglas said in part: "As long as the First Amendment survives, the censor, no matter how respectable his cause, cannot have the support of government. It is not for government to pick and choose according to the standards of any religious, political or philosophical group. It is not permissible, as I read the Constitution, for government to release one movie and refuse to release another because of an official's concept of the prevailing need or the public good." He added that the First Amendment was designed "to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law, and other fields. . . . Its aim was to unlock all ideas for argument, debate and dissemination."

Still some holes in the 'New Frontier'

Several key government posts of interest to broadcasters remain to be filled by President John F. Kennedy, though most of the top spots are operating under his appointees.

Last week the President named Frank B. Ellis, New Orleans lawyer, as director of the Office of Civil & Defense Mobilization, and Wallace Turner, KPTV (TV) Portland, Ore., as assistant to the Secretary for Public Affairs, Dept. of Health, Education & Welfare.

Among positions not taken care of are assistant attorney general for the antitrust division, Dept. of Justice, and director of the U. S. Information Agency.

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(PUBLICATION DATE: MONDAY, FEBRUARY 20 ISSUE)

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BIBLE SPOTS

as described in the article in *Broadcasting* on November 7, 1960,

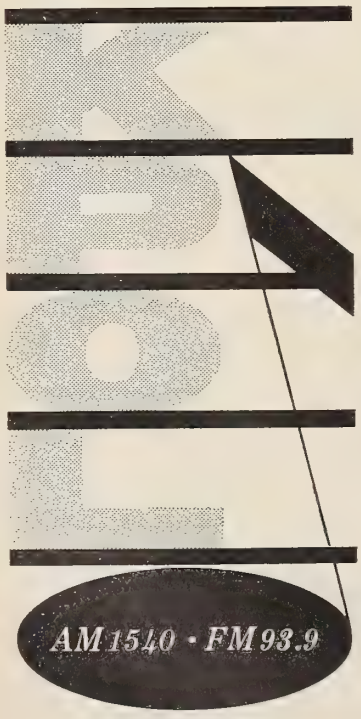
"THE BIBLE GETS HARD SELL IN LOS ANGELES"

These dramatized spots from the Bible are attracting wide attention on KPOL in Los Angeles. Run five times a day from early morning to late night, they apply modern radio techniques to persuade listeners to go back to reading the Bible.

150 SPOTS AVAILABLE

Ranging from short to long, and averaging about 45 seconds in length. Over 100 stations have sent for these reels. Under the direction of Hugh R. Murchison, president of KPOL, who conceived the plan, the format was developed by John Hart of the KPOL news staff. The announcements are read by Mr. Hart's father, a Baptist minister, and follow the sure-fire news bulletin approach.

Send us your check for $4 to cover the physical cost of one reel or $14 for four reels of 1/4" audio tape filled with the Bible spots. No charge is made for dubbing in the spots.



Coast Radio Broadcasting Corp.
4628 Wilshire Blvd.
Los Angeles 5, Calif.
Represented by Paul H. Raymer Co.

RADIO: A LONG-TERM RESPONSIBILITY

It's profit or prestige, survival or stature, Hayes says

Radio is a "tough business" which "must strike a difficult and delicate balance between profit and prestige, between survival and stature," Arthur Hull Hayes, president of CBS Radio, told the Georgia Radio & Television Institute last week, in Athens.

"We all know that the rent must be paid, and that secretaries, announcers, engineers and the rest tend to want a regular paycheck," he asserted. "But we all know also that any business conducted with only profit in mind is essentially a short-term affair. And we also know that we've been assigned the frequencies on which we operate, and which we can lose. This creates a built-in, never-ending responsibility.

"I fully believe that the more we expand the remarkable medium of radio—the more we explore the new ways in which it can be useful and meaningful to the public—the more abundant the returns will be."

More Emphasis on Who ▪ Mr. Hayes said the business of buying and selling time should be conducted with less emphasis on cost-per-thousand and more on "cost-per-thousand *who*." He said: "Ask any salesman whether he'd prefer to have a long list of names—or a short list of *prospects*." But to get the qualitative information needed to locate a product's best prospects in the audiences of mass media, he cautioned, will require "more thoughtful, more imaginative, more precise research than we have developed as yet."

It is up to broadcasters, he continued, to prod researchers by asking for these "fine tools, the precision instruments with which to increase our areas of certainty in this uncertain and exciting business."

He traced the steady growth of radio, its format changes and its con-

Etv's future is under study

A look into the next 10 years in the development of educational television is being taken by the Educational Media Study Panel, set up by the U. S. Office of Education under Title VII of the National Defense Education Act. This act provides for more effective use of tv, radio, motion pictures and related media for educational purposes.

Five meetings have been held by the panel since last June 30. At a session Jan. 13 the panel heard the views of Dr. Frank Stanton, president of CBS Inc., and John F. White, president of National Educational Tv & Radio Center, New York, among others.

A series of research projects financed by defense act funds has been started under panel direction. Dr. Wilbur Schramm, director of the Stanford U. communications division, is directing studies into the teaching value of tv, the role of tv in informing people about public affairs and the fine arts, and ways to finance educational tv.

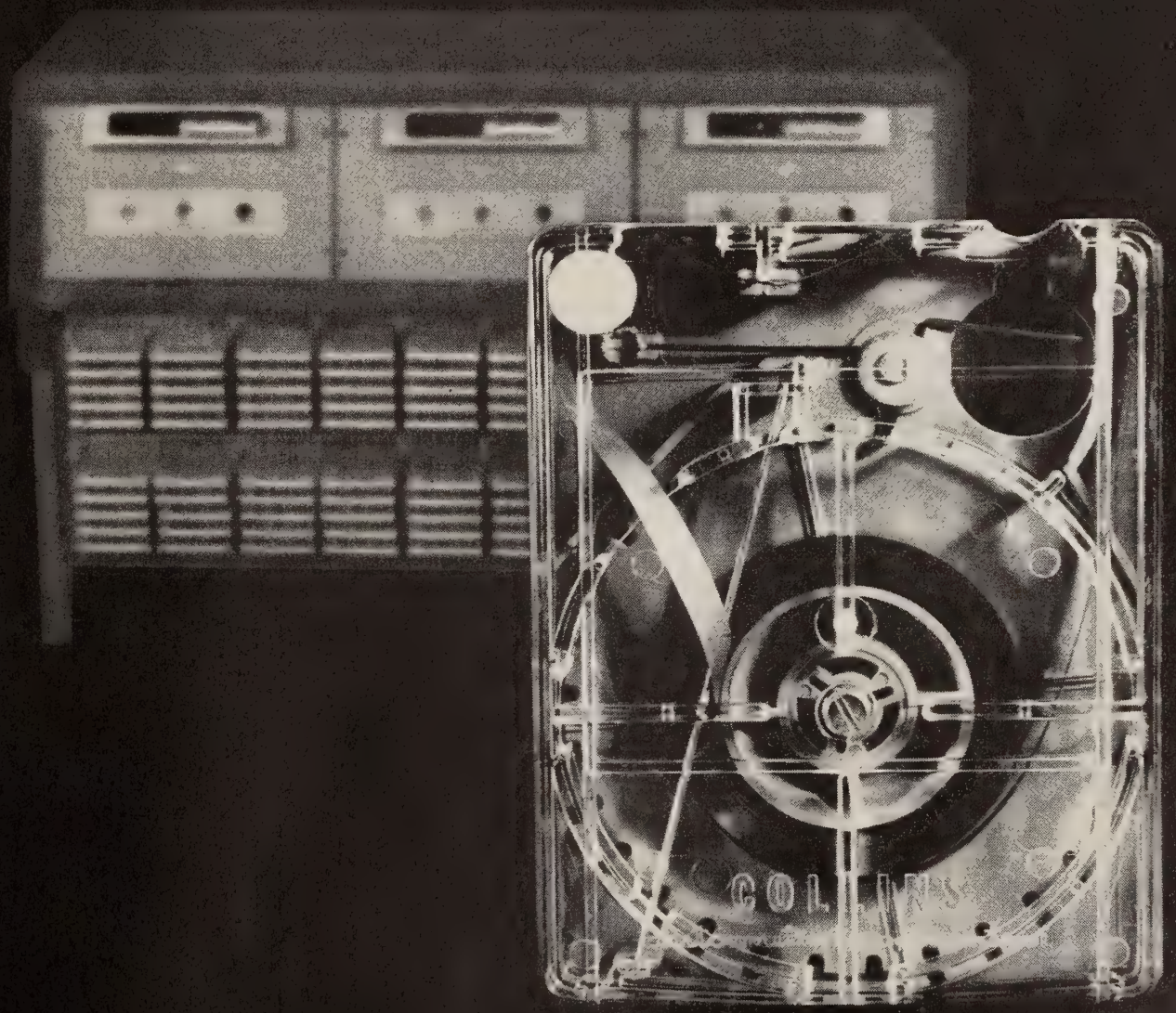
A study at U. of Nebraska, farthest advanced of panel research projects, deals with the availability of recorded material, how it is exchanged and the need for more programming. National Assn. of Educational Broadcasters, Washington, is directing research into the needs of stations for channels and the potential of airborne tv. William Harley is NAEB president.

Depth research into the audiences of six different types of etv stations (open circuit) is under the direction of NETRC and Mr. White.

Dr. John W. Meaney, on leave as director of the U. of Houston radio-tv-film center and KUHT (TV), educational station, is serving as tv consultant to the panel and Office of Education liaison. Also active in the project are Dr. C. Walter Stone, director of educational media for Office of Education, and Dr. Franklin Donham, specialist for radio-tv education.

Members of the panel are C. M. Braum, engineering consultant, Joint Council on Educational Television; LeRoy Collins, ex-Governor of Florida and now president of NAB; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Richard B. Hull, director of broadcasting, Ohio State U.; Herold C. Hunt, professor of education, Harvard; Kenneth Oberholtzer, Denver superintendent of schools; John Richards, chancellor, Oregon Board of Education; Graham T. Winslow, Massachusetts Council for Public Schools, and William E. Spaulding, Houghton Mifflin Co. The co-chairmen are Mr. Hull and Roy M. Hall, who has just resigned as assistant commissioner, Office of Education.

More stations rely on Collins Automatic Tape Control than any other two makes combined. Why? Its quality is superior to any other. <> Ask for a demonstration. You'll agree with the 600 U.S. radio stations using Collins Automatic Tape Control that it gives better, tighter programming than any other tape unit on the market.



COLLINS

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tinuing popular appeal in the face of television's expansion, and cited low-cost frequency, mass audiences, flexibility and sales impact among the advantages it offers to advertisers whether it is used alone or in combination with television or other media.

Robert F. Hurleigh, president of Mutual, had some direct talk for the U. of Georgia's Henry W. Grady School of Journalism, one of the sponsors of the Institute. He suggested that the philosophy of the George Foster Peabody broadcasting awards, handled through the Grady School, be revised to recognize "daily" instead of "annual" achievements and meritorious public service by radio and tv stations.

Daily Accomplishments ▪ Broadcast journalism has reached the point where it can count its accomplishments daily, Mr. Hurleigh observed. He said recognition of this fact by the Peabody group—and other awards group—would encourage greater year-round efforts rather than spasmodic special efforts made with a specific award in mind.

He suggested that awards groups limit entries to programming presented within a certain time period—say two weeks—which would not be specified until the period had passed. This would be a variation on the way FCC picks the days of the "composite week" for which it requires stations to submit logs.

Such a philosophy, he said, "simply by recognizing daily rather than annual services, would motivate more journalistic efforts, would prompt more scheduling than is even now being done in the broadcasting field."

Mr. Hurleigh said broadcasting's journalistic contributions over the years have whetted the public appetite to a point where newspapers, magazines and non-fiction books have all benefited along with radio and tv. But, he noted, "efforts broadcasters make themselves to foster their own activities in news and journalism fields continually find roadblocks that must be hurdled" in order to get equal access with other media.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KFRM Concordia, Kan.: Sold to Norman E. Kightlinger and associates for $201,000. This is part of two step transaction whereby Metropolitan Broadcasting Corp. is buying Cook Broadcasting Co. radio and tv stations for $10.25 million. These include KMBC-AM-TV Kansas City, Mo.; KMOS-TV Sedalia, Mo., and KFRM (BROADCASTING, Dec. 26, 1960). KMOS-TV is being sold to Jefferson Television Co., owner of KRCG-TV Jefferson City, Mo., for $200,000. Both KFRM and KMOS-TV have been operated mainly as satellites of KMBC stations. Mr. Kightlinger is in furniture business. KFRM operates on 550 kc with 5 kw daytime only.

▪ WBOX Bogalusa, La.: Sold by Joseph A. Oswald to Magic City Corp. for $80,000. Magic City is composed of a group of St. Louis businessmen. Station is 1 kw daytimer on 920 kc. Broker was Hamilton, Landis & Assoc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 79).

▪ WOHI-AM-FM East Liverpool, Ohio: Sold by Richard V. Beatty, George T. Farrell and Michael Turk to Constrander Corp. for $175,000 and agreement not to compete in area for five years. Constrander Corp. is headed by Joseph D. Coons as president.

Network-union talks go on; no strike seen

Present ABC and NBC contracts with the National Assn. of Broadcast Employes & Technicians and CBS contracts with the International Brotherhood of Electrical Workers are scheduled to expire tomorrow (Jan. 31) but indications are that negotiations will continue beyond.

Neither management nor union sources would comment on the two negotiations, held since early this month, but the consensus seemed to be there was no imminent threat of a strike. CBS talks with IBEW began in New York and shifted last week to union headquarters at Washington, D. C. NBC-ABC negotiations with NABET are in Cincinnati.

The issue of job security appears to be paramount in both negotiations. The networks are reported to be pressing for a reduction in the number of technicians they employ, claiming their present method of operations do not require all the employes now on staff.

The unions are seeking higher wages and asked initially for a reported 25% increase. Management is said to have countered with a modest rise. At ABC, NABET seeks to establish a pension and welfare plan already in existence at NBC.

The networks, as is customary, have continued training non-union personnel for stand-by duties to replace technicians, if a strike begins.

Outstanding Values in Broadcast Properties

Get into one of the top twenty markets with this fulltime station on terms of $100,000 down, balance over ten years.	MIDWEST $350,000
Major market fulltime station. Good management and personnel. Available due to tax situation. 29% down, liberal terms.	SOUTHWEST $385,000
Good fulltime station in farm belt. Single station market, profitable for many years. 29% down, balance 6 years.	MIDWEST $135,000

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Religious group wants code enforced

NAB and related industry groups were urged Jan. 25 by the National Religious Broadcasters to implement and enforce code provisions to eliminate "all immoral or obscene shows which portray depravity or lack of virtue and which contain lewd, obscene, profane and libelous language."

At its three-day meeting in Washington, NRB also called on the industry to eliminate "all shows which represent excessive violence bordering on sadism." The association opposed presentation "of film clips of the most immoral and violent scenes in these reprehensible shows for advertising purposes." While stating the association abhorred "dangerous aspects of licensing or censorship," it pointed to increasing danger that regulative legislation and judicial action might result. It pointed to a purported increase in juvenile delinquency and crime and said young people are being exposed "to more crime and brutality on television than ever before."

The list of speakers included several legislators from Capitol Hill (see page 56).

Dr. Eugene R. Bertermann, Lutheran Church-Missouri Synod Foundation, was re-elected NRB president, along with other executive officers.

LeRoy Collins, NAB president, pointed to the need for action as well as faith and reaffirmed the industry's interest in cooperating with religious broadcasters. Bruce Wallace, public service manager of WTMJ-AM-FM-TV Milwaukee, said industry and religious groups should hold more frequent meetings to eliminate misunderstanding. He said that stations have a responsibility to all denominations and emphasized the value of all broadcast hours for religious programming, including Sunday mornings and daytime periods.

Ford Speaks ▪ In a Wednesday luncheon address to the religious broadcasters, FCC Chairman Frederick W. Ford outlined the methods of operations of the commission and the principal problems and possible solutions facing the agency. He said that he personally was against "excessive violence" on tv but that this anti-feeling did not include "all violence."

He noted that without violence, most of the stories of the Bible would be banned from television. On programming, Commissioner Ford said that stations must determine the needs of their communities and program to meet those needs. By requiring narrative explanations of steps taken to meet these needs, he said, the FCC can meet its "public interest" mandate without the "stigma" of censorship being attached to its actions.

In answering those critics who claim the FCC is controlled by the networks, Chairman Ford listed five recent steps taken by the commission to which the networks objected. These included a reduction in option time, prohibiting networks to represent stations in spot sales, recommendation to Congress that networks be regulated and the current investigation into network programming.

Fire levels WWTV; may be off 3 weeks

Although the suburban transmitter studio plant of WWTV (TV) Cadillac, Mich., burned to the ground early Tuesday morning (Jan. 24) in a $400,000 fire, the John Fetzer station is working almost around the clock to rebuild and expects to resume operation within two to three weeks, according to Rene Ellerman, vice president and general manager. A new RCA transmitter was to arrive last Thursday.

The remarkable thing, Mr. Ellerman said, is that agencies and advertisers have been calling constantly to offer help in supplying new copy and film materials. "They have been very understanding, God bless them," Mr. Ellerman said. "They have been the ones most interested in getting us back on the air."

Had it not been for the twelve degree below zero weather and the 20-30 mile winds the station might have been saved, but the fire engine pumps froze and could not deliver water to the fire. Engineers Norman Bradshaw and Richard Zakrajsek were doing maintenance work on equipment at 5 a.m. Tuesday when they smelled faint smoke. They immediately checked all equipment but found no trouble. They expanded their search throughout the building and found smoke in the overhead ducts apparently issuing from the one horsepower motor of a 20-inch circulating fan. The fire department was called but the wind and temperature proved too difficult.

Soon all the carbon dioxide fire extinguishers at WWTV were exhausted. They shoveled snow into the ducts. It wasn't enough.

Because of the high wind, the flames were deflected and heat did not affect the tower or a small new addition under construction adjoining the plant. Workmen are rushing to finish this small building for temporary operation.

The sales offices are functioning as usual at 417 North Mitchell.

STATIONS FOR SALE

B-R-R-R-R! COLD?
Do you want a property in the Southland? Here are two.

FLORIDA DAYTIMER

Small market, with good potential for owner-operator. Total price $50,000.00. Terms to be negotiated.

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1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
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DISTRESSED PROPERTY

Daytimer in lower Mississippi River area in market of over 225,000, good facility. This station needs strong, aggressive ownership. Very, very low down payment.

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Mountain States VHF—NBC Network. Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms 29% down.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
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WEST COAST

Excellent power, good frequency, fulltime radio station in warm western state. This single station market facility will gross $80,000.00 this year. Can be purchased for $105,000.00 cash or $135,000.00 on terms of 29% down and balance out at $1,000.00 monthly.

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WIBG to emphasize positive in 'Young-at-heart' campaign

"Determined," as WIBG managing director John Moler puts it, "to be an exemplary Philadelphia citizen," the Storer station has launched a "Young-at-heart" fund campaign to help the city's youth recreational facilities combat juvenile delinquency.

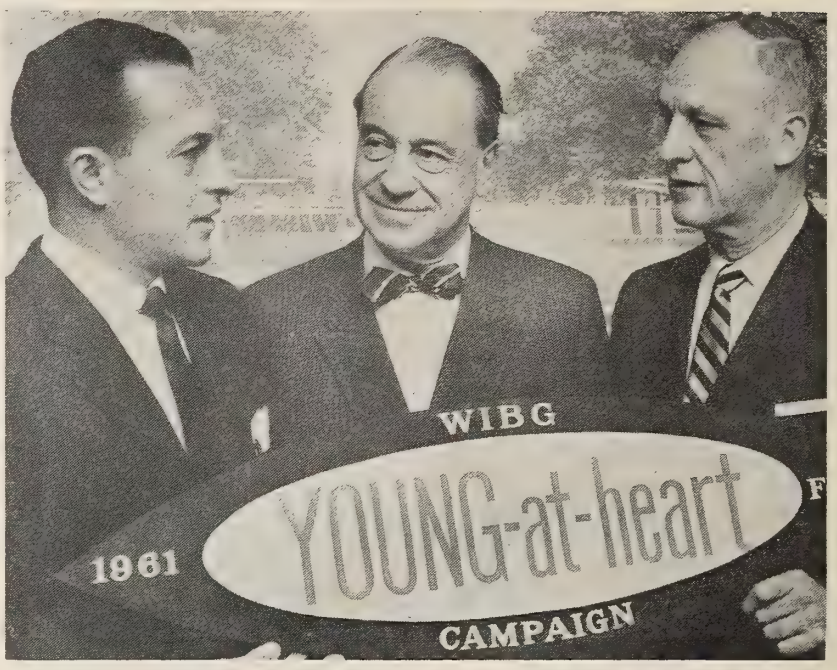
Realizing the 35-year-old outlet's potential to be a powerful, constructive force in the community, station executives did considerable research before selecting a cause to support. The station has a long history of successful service and this model project promises to be one of the most outstanding.

A questionnaire prepared by Mr. Moler and his colleagues, program manager Roy Schwartz and news director Jerry Grove, was submitted to 104 community leaders. It asked which of 16 problems they considered most pressing, what could be done to alleviate it, what use the station could put its facilities to to provide solutions. Juvenile delinquency was selected as the most critical. Philadelphia health commissioner John J. Hanlon summed it up: "The problem (of juvenile delinquency) involves everyone. There is no single answer. One suggestion is to publicize the contributions and successes of young people . . . not just those who get into trouble. Basically, (young people) are searching for a reason for existence, for recognition, praise and admiration."

To help decide exactly what could be done, the station turned to professionals. Recreation commissioner Robert Crawford urged aid be given to volunteer groups who are motivated to improve the opportunities in their neighborhoods. He provided the station with a list of groups needing assistance.

Long Study ▪ Others were asked for their views. Out of the five-month study a plan was created. First step is the Young-at-heart campaign to raise funds for recreation facilities and equipment.

Arthur Kaufmann, a retired department store executive (executive head, Gimbel's) and a community leader, agreed to serve as chairman of the trustee committee for the fund. As a staff Mr. Kaufmann and the station will have Frank McGlinn, vice president of Fidelity-Philadelphia Bank; Clif Harbough, vice president Liberty Real Estate Bank, recreation commissioner Crawford and Mr. Moler.



Guiding "Young-at-heart" campaign are (l. to r.) WIBG managing director John Moler; Arthur Kaufmann, Philadelphia management consultant and retired executive head of Gimbel's Department Store, and Robert Crawford, city recreation commissioner.

Two clever promotions were agreed on to raise the money needed. Biggest is a 45 rpm dream record featuring a duet between Fabian Forte and Frankie Avalon, Philadelphians who are authentic stars in their field. Robert Marcucci, president of Chancellor Records ,a local firm under whose label both youngsters sing, volunteered to supply 5,000 free discs. To avoid royalties the stars sang the public domain song *When the Saints Go Marchin' In.* Made as a "Golden Record" (actually amber colored), it will be sold for a $2 contribution to the fund. On the reverse side five station personalities parody *I've Been Working on the Railroad* with *I've Been Working on the Radio.*

As a second fund raiser the station has offered its disc jockeys for family dance parties to be sponsored by school, church, civic and other groups which guarantee a sizable donation to the fund. Supplementing the fund-raising campaign will be other activities to fight juvenile delinquency. A series of discussion programs, station editorials and stories on young people's leadership in fields of juvenile activity are being set up.

WIBG and its trustee committee look for big results—not only in money but in public awareness. Committee chairman Kaufmann says: "There has been a great deal of emphasis on causes of juvenile delinquency and not enough on juvenile decency. We are particularly anxious to help those who want to help themselves."

WUSN-TV joins ABC-TV

ABC-TV and WUSN-TV Charleston, S. C., have announced a primary affiliation agreement, in effect now. WUSN-TV, ch. 2 facility in two-station market, had been a primary affiliate of NBC, with secondary ABC tie. The station is owned by Reeves Broadcasting & Developing Corp., J. Drayton Hastie, president. (The other local station, WCSC-TV, is on ch. 5 and affiliated with CBS.) WCIV (TV) has a permit for ch. 4 but is not on the air yet. ABC said that the new affiliation brings primaries on network to 116. NBC officials said they had terminated the WUSN-TV affiliation and had arranged clearance of some programs on WCSC-TV pending permanent arrangements.

WVNJ Newark joins Mutual

A New Jersey station serving the metropolitan New York area becomes an affiliate of Mutual today (Jan. 30). WVNJ Newark, owned and operated by the *Newark Evening News,* will initiate its MBS service by integrating 10 of the network's 36 five-minute newscasts into its 6 a.m.-midnight schedule.

OVERSEAS TV FILM MARKET

Its potential's great, Hollywood group is told, but U.S. producers must overcome some obstacles

The foreign market for American-made filmed tv programs is a shimmering rainbow of potential profits, a panel of experts told last Tuesday's (Jan. 24) meeting of the Los Angeles chapter of the National Academy of Television Arts & Sciences. But, they warned, there are many pitfalls in the path to the pot of gold across the seas.

The panel members were Richard Dinsmore, west coast sales manager of Screen Gems, who reported that already one-sixth of his company's total sale of tv films is made outside the U.S.; Robert F. Lewine, CBS Films vice president for programs, who cited statistics predicting that before the end of next year there will be more tv sets in use in the Free World outside the U.S. than within this country, and Henry S. White, general manager of National Telefilm Assoc., who noted that with the increase in tv homes abroad there has come a concurrent increase in the volume of good tv programs being produced in foreign countries.

Among the problems they said must be solved, before U.S. producers of tv films can cash in on a world market, were these:

- Import limitations such as that of Great Britain, where only 14% of all films shown on tv may be brought in from abroad.
- Money restrictions such as in Japan, where the maximum price for a half-hour imported tv show is pegged at $500, a recent increase from a top price of $300.
- The dubbing problem, which has already arisen in Latin America, where a number of countries insist that American films cannot be shown on tv unless the dubbing from English to Spanish is done inside that country.
- The feeling that the physical conflict, a basic ingredient of a large part of the American tv film output, is too violent for foreign audiences—expressed by many broadcasters in other countries who, as a result, are encouraging domestic production of programs expressly designed for the tastes of their own people.

The panel members agreed, however, that the Hollywood motion picture industry has done a tremendous job for American tv films by years of educating people all over the world in American-style entertainment, creating a desire for U.S. programs in tv as well, which is proved by the top popularity of American programs in many foreign lands.

On the other hand, the panel concurred, most foreign tv programs are made for local consumption and are not readily acceptable by American audiences. Of many British-produced tv series brought to America, only *Robin Hood* scored a major success, they noted. Mr. White felt foreign producers may be more successful in the American market with documentary programs than with tv films of pure entertainment. He cited the Churchill series currently broadcast on ABC-TV as an example and said he has recently seen a British-made series of medical documentaries which he is thinking of importing because "they are far superior to anything I've seen before."

The panel session followed an exhibition of films from England (a well-done, but depressing documentary on slum life in a northern English city); France (a children's program of a boy and his pet baboon and their adventures in the French farm country, strikingly dissimilar to *Lassie* in treatment despite the resemblance in basic theme); Japan (a Grimm's fairy tale acted by puppets and delightfully photographed in vivid color), and collections of British and Japanese tv commercials. The British spots were much like our own, the most noticable difference being the English pronunciation. The Japanese commercials were more artistic than the usual U.S. spots, presenting their sales messages in settings of striking design. Somewhat surprisingly, the Japanese programs and commercials both made extensive use of music in the modern American idiom rather than the traditional Oriental scoring.

BBC buys air rights to heavyweight bout

TelePrompTer Corp.'s ancillary sales of radio-tv coverage of the March 13 Floyd Patterson - Ingemar Johansson heavyweight title fight in Miami rose by another $50,000 last week with the purchase by the British Broadcasting Corp. of broadcast rights in the British Isles. TelePrompTer said the record purchase price is in addition to $300,000 already paid by ABC Radio for U. S. and Canadian radio rights.

BBC will carry a live radio broadcast

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FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
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Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.



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Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KQAQ Austin, Minn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.

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One Park Avenue N.Y. 16, N.Y.
MUrray Hill 5-8757

of the bout followed by a taped repeat the following night. A kinescope of the fight will be flown to London for later viewing. Irving B. Kahn, president of TelePrompTer, said agreements are expected soon for other foreign radio and television rights and motion picture distribution. He said the bout is certain to have more money committed from ancillary sources than any fight in history (on tv in the U. S., the fight will be seen in theatres via closed circuit).

CBS-TV Stations signs with RAI

In an international move of major scope, CBS Television Stations Div. last week signed a mutual assistance pact with RAI Corp., the Italian radio-tv system which operates one of the largest tv networks outside the U. S. The agreement calls for an exchange of broadcasting information between the two companies which will include technical developments, program production, news and public affairs and promotional techniques. There also will be an exchange of technical personnel and equipment.

The agreement marks the third important international step by the CBS Television Stations Div. within the past eight months. The division completed a pact last June with an organization which will operate a second tv network in West Germany, and at the same time it announced the founding, together with Argentine interests, of Proartel, a program production company in Buenos Aires which will service Argentine tv.

New Toronto firm

Standard Broadcast Sales Ltd. has been formed at Toronto to represent Canadian stations featuring "quality programming" in major markets. The new firm is affiliated with Standard Radio Ltd., Toronto, which owns CFRB Toronto and CJAD Montreal, and will represent these two stations.

Waldo Holden, vice president and sales director of CFRB, is president of Standard Broadcast Sales Ltd. Ralph J. Judge is vice president at Montreal, William M. Brennan at Toronto. Each formerly was in charge of a Radio Time Sales office in these cities.

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Колич., Copies, Exempl., Anzahl	Наименование, Title, Titre, Titel	Срок подписки или год издания
1	George SKINNER. NUTS AND BOLTS OF RADIO. A Manual of Contemporary Programmings. THE KATZ AGENCY,666,5 Ave, NEW YORK 19,1959	[redacted]

Высылать по адресу: to the address: à l'adresse: an die Adresse:

SPRAVOCHNOE BUREAU
PYATNITZKAYA,25
MOSCOW/USSR/

'Nuts & Bolts' goes abroad

The Soviet Union has its eyes on contemporary radio procedures, or as The Katz Agency, station representative, would put it, on "The Nuts and Bolts of Radio." More than a year ago, Katz issued a manual by that name authored by its director of radio programming services, George Skinner. The manual listed do's and don't's for radio formats and was based on Mr. Skinner's work and analyses in the field.

An article was printed on Mr. Skinner's manual in the Sept. 21, 1959, issue of BROADCASTING. Katz last week reported a request for a copy of the manual from the Information Bureau in Moscow (see cut). Similar requests have come from such points abroad as Australia and Israel.

TV'S FESTIVAL BINGE

ATAS plans fall U. S. event as first Monaco gala begins

In the rash of international television festivals this year in Monaco, Switzerland and the USA, the fall event planned by the U. S. National Academy of Television Arts & Sciences is bidding to become the most enduring and broadly based. The "First International Assembly of Television Arts & Sciences" will take place in New York and Washington Nov. 4-11. (An International ATAS organization will be proposed.)

ATAS is planning ahead and has invited other nations to share festival sponsorship. Plans are to get it out of this country by 1963 with the site moving around the world thereafter. Tex McCrary, chairman of the event, speaking to foreign broadcasters in New York earlier this month told them the American academy wants only to nurse the festival along its first few years. He invited them (27 representatives of 47 countries were there) to serve on all festival committees and the ATAS has sent letters outlining the project to more than 60 countries that have television. Others that have no tv but are interested will also be invited to participate.

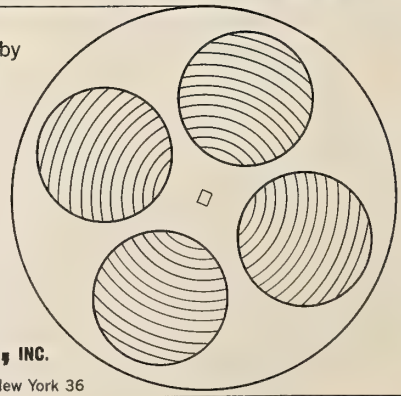
Next fall's festival will be in Los Angeles, the 1963 festival in some other country, ATAS hopes, and it returns to New York in 1964 to coincide with the World's Fair. Planners are looking to this date for operation of global

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It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.



Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36

satellite television and an opportunity to show the role of American tv in a presidential campaign. This year's event was planned for the eve of the New York mayoralty election, showing visitors tv political coverage on a local level.

To insure continuity, each year's co-chairman will represent the following year's festival city. The academy has appointed John K. West, NBC Pacific Div. vice president, to serve as Mr. McCrary's co-chairman.

One World Prize ▪ Program awards for the first International Festival of Tv Arts & Sciences will be limited to one, that best illustrating the theme, "Greater World Understanding Through International Television." Talks are underway now with some well known tv figure to donate the prize. Planners envisage an eventual total of 10 to 12 award categories for programs but want to let this evolve slowly, Mr. McCrary said, referring to ATAS "Emmy" history of a varying award structure. Romney Wheeler, director of international tv services of the U. S. Information Agency, who has joined the festival committee, told the foreign group he hoped the festival would stimulate a greater flow of overseas programs to this country.

The award telecast—it could turn out to be more than one, Henry S. White, vice president of WNTA-AM-FM-TV New York who is serving as festival treasurer and program chairman, told foreign broadcasters—is planned as a high point of the festival, but should not detract from other features. These will include panels and seminars to spotlight the role of commercials in television, toll television, government regulation, investment opportunities around the world and other questions. Technological displays and broadcast demonstrations are supposed to get equal play at the festival.

The United States and Talent Assoc., New York producer, dominated a list of eight awards of the International Television Festival at Monte-Carlo Saturday (Jan. 28). "Sylphe" statuettes went to these American winners:

▪ "Medea," NTA *Play of the Week* produced by Talent Assoc., best single drama,

▪ *VIP* (with Art Carney), NBC, produced by Talent Assoc., best single entertainment program,

▪ Laurence Olivier in "The Moon and Sixpence," NBC, produced by Talent Assoc., best single performance by an actor, and

▪ "Rescue with Yul Brynner," *CBS Reports,* special award for news coverage .

The other winners were Violetta Antier in "Judith," telecast in Argentina, best single performance by an actress; Mynao Yoshida, "The Underground Passage," Japan, best direction of a dramatic work; Sosuke Pugi, "The Last 30 Minutes," Japan, best dramatic writing, and a special award to "Choreographic Miniatures," Russia, for contribution to the art of television.

Special mentions went to "The Encounter of Tancrede and Clorinda," France; "Judged by Night," Germany; "The Fishing Rod," Canada, and Soviet actors B. Livanov and A. Gribov in the play, "Dead Souls."

These were chosen from more than 40 hours of programming submitted. The jury gave no awards in two "optional" categories, furthering international understanding and scientific contribution to tv development. *Tv Guide* editor Merrill Panitt and writer Gore Vidal represented this country on a jury headed by French writer Marcel Pagnol.

The statuettes, Cartier miniatures of Bosio's "Nymphe" in the Louvre, were awarded at a gala Saturday night hosted by Prince Rainier and Princess Grace of Monaco. Gene Kelly staged the evening's entertainment. As the festival closed, Monaco authorities were reported ready to undertake the festival again next year in spite of failure to get official support by some European broadcasting authorities.

growing, growing . . .
all the time !



WSLS-TV * National Representatives, Avery-Knodel, Inc.

BROADCAST ADVERTISING

Stever Aubrey and **John R. Rockwell,** vps at Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Donald E. Gehring, formerly with Honig-Cooper & Harrington, Los Angeles, to Donahue & Coe, that city, as vp in charge of client relations, effective Feb. 1.

Carl H. Rush, Ph.D., vp in research department of Ted Bates & Co., N. Y., and member of agency's research policy committee, appointed vp and director of research. Dr. Rush, holder of Ohio State U. psychology degree, formerly was research adviser with Standard Oil of New Jersey and joined Bates in 1959.

Norval LaVene, vp and manager of Los Angeles office of Fuller & Smith & Ross, elected to board of governors of Southern California Council of AAAA, filling vacancy created by move of **T. L. Stromberger** who becomes senior vp in F&S&R's New York office.

Frank Horsley, vp and secretary of Pacific National Adv., Seattle, Wash., named office manager.



Mr. Griggs



Mr. Goldsmith

M. Michael Griggs and **Jack Goldsmith** elected vps of BBDO, N. Y. Mr. Griggs joined agency in 1946 as trainee. He was appointed assistant account executive following year, account executive in 1957, and group head last year. Mr. Goldsmith joined BBDO's Buffalo, N. Y. office in 1949 as print artist. He was appointed art director in that office in 1951. In 1956, he was transferred to N. Y. as tv art director, and appointed tv art supervisor in 1958.

Richard P. Monley, assistant group head of consumer products division, Mac Manus, John & Adams, Bloomfield Hills, Mich., named account group supervisor on American Oil Co.-Standard Oil Co. (Indiana) account. MJA was named after reorganization of American and Standard (Indiana) last month for institutional-financial-corporate advertising.

Norman K. Saxer Jr., formerly assistant to vp of Comet Rice Mills, Houston, to Gardner Adv., St. Louis, as creative-contact executive.

Roger D. Stake, pr director of Louis Benito Adv., Tampa, Fla., elected vp.



Mr. Mahlmeister

Donald F. Mahlmeister appointed group supervisor of commercial products division at MacManus, John & Adams, Bloomfield Hills, Mich. **Dale Brubaker** and **Roy M. Marshall,** account executives, advanced to account supervisors in same group.

James C. Lewis, formerly with CKLW-AM-TV Windsor, Ont.-Detroit, to Stockwell & Marcuse, Detroit advertising agency.

Douglas P. Walker, formerly with Erwin Wasey, Ruthrauff & Ryan to Hollywood office of N. W. Ayer & Son as assistant representative for Plymouth Dealers Assn., L.A. Region. **Walter J. Wilcox** to Ayer's New York service department after two years as sales promotion manager of Sanforized Div. of Cluett, Peabody & Co., N. Y. **Gerald Popper** and **Harvey A. Pool** to Chicago copy department of Ayer. Mr. Popper was advertising-sales promotion-research director for WBBM Chicago and Mr. Pool was in catalog and retail advertising departments of Montgomery Ward & Co., Chicago.

Valton G. Holley named assistant account executive at Tracy-Locke Co., Dallas.

Stanton Kramer, formerly director of advertising and pr for ABC-TV Network western division, to The Goodman Organization, Los Angeles, as executive vp.

Richard Goebel, formerly advertising director at The Nestle Co., N. Y., joins Dancer-Fitzgerald-Sample, that city, as account supervisor. **Martin J. Friedman** appointed merchandising director.

Hal Thompson, tv producer at Fuller & Smith & Ross, N. Y., joins Lambert & Feasley, that city, as tv producer on Hudnut-DuBarry, Pro Tooth Brush and Fizzies instant drink accounts.

Louis Stark, formerly department manager at R. H. Macy Co., N. Y., joins Doyle Dane Bernbach, that city, as marketing executive.

Marv Rubin appointed advertising and merchandising manager of Beltone Hearing Aid Co., Chicago. Move is in conjunction with firm's expanded radio-tv advertising.

Robert J. Probst joins Needham, Louis & Brorby, New York, as account executive. **Lawrence Hotchkiss** and **Emery T. Smyth** join agency as copywriters.

Walter H. Nelson and **Morton H. Kaplan** appointed vps of Herbert M. Kraus & Co., Chicago pr firm. They are director of operations and assistant to president, respectively.

Rupert Witalis, for six years an art director with Compton Adv., N. Y., appointed to head art department. Mr. Witalis, who was named art supervisor in 1955 and vp in 1960, came to Compton from Robert W. Orr, where he served as art director.



Mr. Davis



Mr. Sapan

Herman Davis and **Maxwell Sapan** named vps in creative department, Compton Adv., N. Y. Mr. Sapan was formerly vp and copy chief at Fletcher Richards, as well as vp and creative director at Bryan Houston. Mr. Davis has served as vp in charge of art, member of creative plans boards, and art director, at such agencies as Doherty, Clifford, Steers & Shenfield, Doyle Dane Bernbach, and Grey.

LAA elects Siese president

Nat Kameny, president of Kameny Assoc., N. Y., elected president of League of Advertising Agencies, succeeding **Alfred Siesel** of H. J. Siesel Co., N. Y. New league vps: **Mel Rubin** of Shaller-Rubin Co., **William G. Seidenbaum** of firm under his name and **Leonard Stein** of agency bearing his name. **Leonard Janklow** of Dobbs Co. is new secretary and **Aaaron Holzman** of Monitor Adv. is treasurer. Elected to board: **Arthur Bandman** (Arthur Bandman Adv.), **William Barber** (William J. Barber Assoc.), **Ben Bliss** (Ben Bliss Co.), **Hy Blumberg** (Blumberg & Clarich), **Jack Gilbert** (Jack Gilbert Assoc.), **Myron Jonas** (Myron Jonas Co.), **Martin Landy** (Altman-Stroller Adv.), **Lester Loeb** (Byrde-Richard & Pound), **Mel Mohr** (Mohr & Eicoff), **David Rothschild** (David E. Rothschild Adv.), **Ysobel Sandler** (Ysobel Sandler Adv.), **Max Sinowitz** (Chelsea Adv.), **Arthur Sudler** (Sudler & Hennessey) and **Joseph I. Sonnenreich.** LAA elections were held in New York.


Mr. Schwed

Warren W. Schwed, vp in charge of publicity-promotion activities at Grey Adv., N. Y., named director of newly-formed merchandising services department. New division combines merchandising, sales promotion and publicity, and offers these functions to agency clients. Before joining Grey in 1959, Mr. Schwed was director of advertising and pr at Eureka Williams.

Thomas Aitken Jr., vp and general manager of McCann-Erickson Corp. (International), Buenos Aires, assigned to agency's N. Y. headquarters, to direct and coordinate activities of offices in southern Latin America.

Robert Dolobowsky, formerly of Grey Adv., N. Y., joins Doherty, Clifford, Steers & Shenfield, that city, as vp in charge of art.

John F. W. McClure, formerly vp and account director at McCann-Erickson, N. Y., joins J. M. Mathes, that city, as vp and account supervisor.

Margaret Cahill Frampton, formerly of Personal Products Co., division of Johnson & Johnson, joins Ted Bates & Co., N. Y., as assistant account executive on International Latex.

Alfred W. de Jonge, formerly European liaison for BBDO, joins Benton & Bowles, N.Y., as deputy in international area, reporting to Charles A. Pooler, senior vp in charge of administration and international operations.

Wanted For Television Station

Qualified technicians **looking for top employment with good future to replace present technicians on strike. Top salary for good men.**

Box 826D, BROADCASTING


Mr. Herdegen

John W. Herdegen, formerly of Lennen & Newell, N. Y., joins creative department of Geyer, Morey, Madden & Ballard, that city. Mr. Herdegen, who was vp and group copy supervisor at L & N, was also associate copy director at Young & Rubicam when he left after 14-year association.

Martin C. Rifkin promoted to operations manager, Hicks & Greist, N. Y. Mr. Rifkin, who will now be in charge of all art, copy and traffic, joined agency in 1955 as production manager.

A. O. Buckingham, managing director of Young & Rubicam Ltd., London, returns to N. Y. as senior vp and member of plans board. **James P. Wilkerson,** senior vp, succeeds Mr. Buckingham in London.

Joseph G. Mohl, vp of Ross Roy-Brooke, Smith, French & Dorrance, Detroit, joins Hixson & Jorgensen, Los Angeles as account executive. Before going to Detroit 2½ years ago, Mr. Mohl had been head of Ross Roy office in Hollywood.

Jack Page, formerly account executive with Robinson, Fenwick & Haynes, Los Angeles, joins Hollywood office of Grant Adv. in the same capacity.

Edward Vallanti, formerly copy chief at Maxon Adv., N. Y., and **Rudy Fiala,** of Grishwold-Eshleman, Cleveland, join copy staff, Doyle Dane Bernbach, N. Y.

William G. Kay Jr., frozen foods product advertising manager at Campbell Soup Co., Camden, N. J., named product marketing manager for Franco-American products, succeeding **Richard L. Baird,** named assistant to director-industrial engineering. **Robert L. Kress** named to new position of assistant to vp-marketing.

James A. Ketchum, formerly regional sales manager for WICU-TV Erie, Pa., to Lando Adv., Pittsburgh as account manager. He will headquarter in agency's Erie office.

Lewis E. Pierce Jr. joins Charles F. Hutchinson Adv., Boston, as account executive.

Paul H. Willis, vp in charge of advertising for The Carnation Co., Los Angeles, chosen as "Advertising Citizen of 1960" by Western States Advertising Agencies Assn., which will formally present award Feb. 18 at its annual dinner dance.

Edward E. Keeler joins Anderson-McConnell Adv., Hollywood, as industrial advertising director. He had been vp with Compton Adv. **Don Ross** named radio-tv director.

Margaret Rudkin, founder and president of Pepperidge Farm Products, and

WAST PUTS YOUR MESSAGE ACROSS



In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

abc

SELL Where People BUY WAST ch. 13 ALBANY, N. Y.

call your H-R *man*

Look what's happened!

OKLAHOMA CITY

population now

37th

The U. S. Census Bureau now ranks Oklahoma City 37th in population among the nation's metropolitan cities . . . moving up from 47th in 1950.

SELL 'EM WITH

KWTV

OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Thomas S. Gates, former Secretary of Defense, elected to board of directors of Campbell Soup Co., Camden, N. J.

Eugene Tashoff, formerly of Lawrence Fertig & Co., N. Y., joins Fuller & Smith & Ross, that city, as copywriter. **Ian M. Keown** also named copywriter at agency .

Dick Perkins joins Carson/Roberts/ Adv., Los Angeles, as tv director. **Edward Gottlieb** and **Guy Day** join C/R as member of market research staff and account executive, respectively.

THE MEDIA


Mr. Koehler

Frank E. Koehler, manager of WDBJ Roanoke, Va., elected vp for radio of Times-World Corp., licensee of WDBJ-AM-TV, that city. He is former past president of Virginia Assn. of Broadcasters and Roanoke ad club.

Roger W. LeGrand, formerly vp and director of radio and tv at Cramer-Krasselt Co., Milwaukee, named manager of WITI-TV, that city, effective Feb. 1. He succeeds **Joseph W. Evans Jr.** who shifts to WSPD-TV Toledo, Ohio, in similar capacity. **William Flynn,** formerly general sales manager of WAGA-TV Atlanta, to WITI-TV in similar capacity. **E. Dean McCarthy** rejoins WITI-TV as program operations manager after year absence as director of quality control for Storer Broadcasting. Mr. Flynn and Mr. McCarthy replace **Emmett A. Hassett** and **Glenn G. Boundy Jr.,** respectively, whose assignments will be announced shortly. All stations are part of Storer organization.

Howard D. Duncan Jr., general sales manager of WEHT (TV) Evansville, Ind., promoted to general manager, succeeding **Edwin G. Richter Jr.** who moves to KGUN-TV Tuscon, Ariz., in similar capacity. Both stations are owned by WEHT Inc., of which Mr. Richter is president. **James H. Manion** succeeds Mr. Duncan as general sales manager. **Robert East,** account executive at WEHT (TV), appointed manager of WEOA Evansville, also owned by WEHT Inc.

Maurie Webster, general manager of KCBS, elected president of San Francisco Radio Broadcasters Assn. **Homer Odom,** general manager of KABL, named vp.

Floyd Bartlett, chief engineer of KDLS Perry, Iowa, also assumes duties of general manager. Station will make air debut in near future.

A. B. (Tony) Valencia named manager of KJCK Junction City, Kan. **Bruce Karns** named program director and **Pat Powers** sales manager.

Charles Van, formerly of KONO and KTSA, both San Antonio, Tex., to KOL Seattle, Wash., as program director. **Jim Hammer** named assistant program director. **George Lester** joins station's d.j. staff.

Ray VanHooser, KNED McAlester, elected president of Oklahoma Broadcasters Assn. succeeding **Tom Johnson,** KTOK Oklahoma City. Other officers elected: **William S. Morgan,** KNOR Norman, vp; **C. Hewell Jones,** KJEM Oklahoma City, sec-treas.


Mr. Crowley

Steve Crowley, general sales manager of KVI Seattle, Wash., named eastern sales representative for Golden West Broadcasters, owner of KVI and KSFO San Francisco and KMPC Los Angeles. He will headquarter in New York. **Randy Archer** succeeds Mr. Crowley at KVI.

Henry H. Franz named station manager of WFBM Indianapolis. He had been station's sales manager.

Louis M. Neale Jr., WBEU Beaufort, elected president of South Carolina Broadcasters Assn., succeeding **Edward L. B. Osborne,** WBCI Union. Others elected: **W. Frank Harden,** WIS Columbia, radio vp; **Wilson C. Wearn,** WFBC-TV Greenville, tv vp.

Charles W. Purcell appointed managing director of WCAO-FM Baltimore.

Don French, formerly program director of KDWB Minneapolis-St. Paul, to WMGM New York in similar capacity. **Ted Randal,** formerly of KEWB San Francisco, succeeds Mr. French at KDWB. All are Crowell-Collier stations.


Mr. Rich

Milton Rich, editorial associate, CBS-TV's *Person to Person* series, appointed press liaison executive for CBS News Dept. Mr. Rich, who held his previous post for two years, was, before that, director of press relations at WCBS New York, and producer of station's *Let's Find Out* public affairs series

Todd Gaulocher, formerly eastern division radio sales manager of Crosley Broadcasting, N. Y., joins WCBS New York, as sales account executive.

David Woodward joins KEZI-TV Eugene, Ore., as film director.

Dennis McGuire named producer-director for KYW-TV Cleveland.

Les Parsons, formerly of KTUL Tulsa, Okla., appointed production manager of KISN Portland, Ore.

Joel D. Lasky appointed sales representative for WROC-TV Rochester, N. Y. He has been head of own advertising agency in that city.

Kenneth F. Campbell, formerly of The Branham Co., N. Y., joins H-R Representatives, that city, as account executive.

Michael Sklar, formerly of CBS News and Public Affairs Dept., named executive producer of American wing, International Television Federation, N. Y. As U. S. participants in Intertel, National Educational Television & Radio Center, Westinghouse Broadcasting will produce *A Study of the United Kingdom,* with staff headed by Mr. Sklar.

Vener O. J. Barnes appointed manager of KBCL Shreveport, La.

Irv Trachtenberg, formerly group sales manager at Radio Advertising Bureau, appointed assistant manager of KTIX Seattle, Wash.

J. C. Dowell, vp and director of national sales for Public Radio Corp. (KIOA Des Moines, Iowa, KAKC

More than a decade of Constructive Service

to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Tulsa, Okla., and KBEA and KBEY-FM Kansas City) also assumes general managership of KIOA.

Jack Drucker, formerly with WLOF Orlando, to WSFR Sanford, both Florida, as general manger.

Donald V. Lindsey named regional sales manager of WTVP (TV) Decatur, Ill.

George A. Meyers named regional sales manager of Intermountain Network, Denver.

Edward J. Love, formerly with KOAM Pittsburg, Kan., to WCHD-FM Detroit as announcer.

Ben McLaughlin, formerly vp and general manager of WICU-TV Erie, Pa., to KETV (TV) Omaha, Neb., as sales manager, succeeding **Robert Paxson,** resigned.

William M. Scruggs Jr., formerly southern sales representative for WSOC-TV Charlotte, N. C., promoted to national sales manager. He retains responsibilities for regional sales in addition to new duties.

Ken Kampion appointed national sales manager of WPTV (TV) Palm Beach, Fla., in addition to current duties as regional sales manager and film buyer.


Mr. Eddy

Scott Eddy has been given new assignment on radio sales staff of The Katz Agency Inc., N. Y. Mr. Scott has been relieved of direct selling activities, now concentrates on development of more creative use of spot radio to meet individual needs of selected advertisers and prospects.

Pat Hodges joins KSFO San Francisco as national sales service representative.

Clinton C. Wells, formerly partner and sales manager of WAFM Miami, to The Bresnick Co., Boston, as account executive.

H. Malcolm Stuart, formerly sales account executive at Paul H. Raymer Co., N. Y., joins Charles Bernard Co., that city, as sales manager. Mr. Stuart, who has held sales executive positions with Dumont Network and ABC as well as with Raymer, is expected to reshape Bernard Co. sales strategy, and assist in expansion of branch operations to Dallas, Portland-Seattle, New England, and Detroit, in addition to their present offices in Atlanta, Chicago, Los Angeles, San Francisco and New York.

Robin Bonneau, program and air personality at WTSV Portsmouth, N. H., promoted to account executive. **Walter Clancy** named operations director and **Bill Fitzpatrick** joins station as announcer.


Mr. Sather

Orville J. Sather, formerly director of central technical operations at CBS, joins WOR Div. of RKO General, N. Y., as director of engineering. Mr. Sather, who has been in broadcasting for 36 years, was with CBS for 26 years. His first association with network was as engineer at WCCO transmitter in Minneapolis.

Tom Calhoun, promotion and pr director of KOOL-AM-FM-TV Phoenix, Ariz., resigns to join Electrical Products Corp. (neon sign producer), that city. **Thomas King,** free lance pr and promotion man there, succeeds Mr. Calhoun.

Harriet Feinberg appointed executive secretary of San Francisco Radio Broadcasters Assn. with headquarters in group's new office at 420 Tyler St., San Francisco.

Arthur Gordon, general manager of Broadcast Time Sales, New York, promoted to vp. He has been with firm since its establishment in 1950.

Jack F. Brembeck, promotion-publicity director at KABC-TV Los Angeles, assumes additional duties as director of community services for station.

Ken Owens named merchandising manager of WSJV-TV Elkhart-South Bend, Ind., and WTRC Elkhart. He has been with stations in various capacities since 1955.

Bill LaDow, KTVK (TV), elected president of Metropolitan Phoenix Broadcasters, succeeding **Richard Lewis.**

Dan Ingram, production director at WIL St. Louis, promoted to program director.

Bob Russell, formerly production manager and air personality at WAKY Louisville, Ky., to WMAK Nashville, Tenn., as program director.

Mark Harris, formerly air personality at WGSM Huntington, N. Y., to WSOR Windsor, Conn., as program director.

Pierce Allman named program manager of WFAA Dallas. He has been with station since 1958.

John T. Madigan, acting director of ABC New York newsrooms (BROADCASTING, Jan. 9), named director of network's news and public affairs.

Norman W. Smith, continuity editor of KHJ Los Angeles, joins KGIL San Fernando, Calif., as production manager.

Perry Wolff, formerly producer-writer of motion pictures in Paris, joins CBS News Public Affairs Dept., in creative programming capacity.

Dan Lawlor, formerly producer-director at KETC (TV) St. Louis, to WTTW (TV) Chicago, educational tv station, in similar capacity.

Bryce B. Bond and **Peter Martin** promoted to program director and news director, respectively, at WVOX-AM-FM New Rochelle, N. Y. Both were staff announcers.

Richard B. Belkin named production manager of WAST (TV) Albany, N. Y.

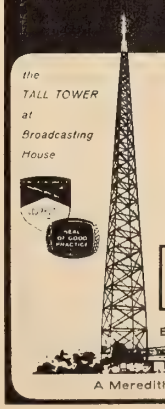

Mr. Flynn

Norman Flynn, on sales staff of Broadcast Time Sales, N. Y. radio representative, named vp of firm. Before joining BTS three years ago he served variously with WENE Binghamton, N. Y., Radio Advertising Bureau and WABD-TV (now WNEW-TV) New York.

Jack Erie appointed director of news and special events at KDES Palm Springs, Calif.

Olaf Soward, news director for WIBW-AM-TV Topeka, Kans., re-

When you think of Kansas City, Mo. remember our A.P.*



Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines

elected president of Kansas UPI Broadcasters Assn.

Paul Ellison appointed local news director for WBOY-AM-TV Clarksburg, W. Va.

Martin Weldon, former director of news and special events for Metropolitan Broadcasting Corp.'s WNEW New York, named to direct similar activities for all Metropolitan stations (BROADCASTING, Jan. 23). Mr. Weldon joined WNEW two years ago, after serving as news producer-writer for WABC-TV New York, and as writer-producer-broadcaster at WCBS, that city. At same time, Metropolitan announced appointments of **Jack Lynn,** WNEW program manager, to additional responsibilities as director of film programming for all parent company's tv stations, and of **Ted Yates,** director of news and public affairs, as director of creative programming.

Naomi Newsom, former sales service coordinator at WFGA Jacksonville, Fla., joins WSJS-TV Winston-Salem, N. C., program department.

John G. Connolly, CBS-TV press information, placed in charge of sports publicity.

Raymond R. Kaelin, formerly account executive at Robert E. Eastman Co., to radio staff of The Branham Co., New York.

Jim Early, formerly news director of WATE-AM-TV Knoxville, Tenn., to WLOS-TV Asheville, N. C., as cameraman-reporter in news department.

Maurie Robinson, formerly with NBC-TV's Dave Garroway *Today* show joins WWLP (TV) Springfield, Mass. He will write series of special interest programs dealing with Massachusetts history.

Mark Mandala joins KNXT (TV) Los Angeles as on-the-air promotion writer. **Ed Crane** joins station as administrative assistant.

Wayne L. Anderson, formerly of The Branham Co.'s Atlanta office, joins Peters, Griffin, Woodward, that city, as tv sales account executive.

Peter Mead Abel, senior attorney at CBS-TV Legal Dept., joins CBS Corporate Legal Dept. and Secretary's Office as assistant general attorney. At same time, he was elected assistant secretary of CBS.

Robert F. Nietman, group manager of national sales department at Radio Advertising Bureau, N. Y., named manager of recorded services.

F. Robert Bauer, formerly in charge of media research at Lennen & Newell, N. Y., joins Blair-TV, that city, as operations head of tv research.

Wes Hopkins, formerly of KYW Cleveland, to WAKR Akron, Ohio, as air personality.

Jay Gibian, formerly with WSOM-FM Salem, to WTNS Coshocton, both Ohio, as air personality and music director.

Sal Agovino, formerly of H-R Representatives, N. Y., joins The Katz Agency, that city, as member of sales staff.


Mr. Mogge

William O. Mogge, formerly general sales manager and promotion manager at WBRC Birmingham, Ala., to WYDE, that city, as sales manager. Mr. Mogge, veteran sales executive in that city, is member of Birmingham Advertising Club and Sales Executive Club.

George Cobb, formerly with WISH-TV Indianapolis, to WLWC (TV) Columbus, Ohio, as member of news staff.

Stan Brown named assistant head of news department at KTLN Denver.

Mrs. Roselyn Curtis joins KPHO Phoenix, Ariz., as member of continuity department, succeeding **Carol Johnson** who transfers to traffic department of KPHO-TV.


Mr. Comas

John A. Comas elected vp for programming of Triangle Broadcasting Corp., licensee of WSJS-TV Winston-Salem, N. C. He formerly was executive director of programming, position he still holds with affiliated WSJS-AM-FM, that city.

Jim Wooddell, assistant news director of WSAI Cincinnati, promoted to news director.

Ernest Whitmeyer appointed production manager of WJRT Flint, Mich. He formerly was member of production-direction staff. **Don Kates** named director.

Dr. Claye Frank of WHNC Henderson, N. C., elected president of North Carolina AP Broadcasters Assn. **Bud Abbott,** WWGP Sanford, elected first vp; **Ervin Melton,** WBTV (TV) Charlotte, second vp.

Arthur W. Carlson appointed to newly created position of general manager of radio division of Susquehanna Broadcasting Co. (WSBA York-Lancaster-Harrisburg; WARM Scranton-Wilkes-Barre, both Pennsylvania, and WHLO Akron, Ohio. Before joining SBC Mr. Carlson was with ABC, New York.

James E. Wanke appointed sales manager of KABR Aberdeen, S. D. He has been with Padilla & Sarjeant, Minneapolis pr firm, affiliate of KABR. Previously, he was with WCCO Minneapolis.

Phil Brooks joins KMPC Los Angeles as night news editor. He has been with KSFO San Francisco.

Paul Jay, mobile news reporter for KDWB Minneapolis, promoted to morning editor. **Doug Melges** switches to government after stint as feature reporter. **Don DuChene** becomes regular member of station's disc jockey staff.

Jack E. Carnegie, formerly program director of KABL San Francisco, to KBEA (formerly KBKC) Kansas City as assistant general manager in charge of programming. **Jock Laurence** appointed news director.

John F. Mulcahy, account executive and sports director at WESO Southbridge, Mass., promoted to general manager. Before joining WESO, Mr. Mulcahy was station manager of WRIV Riverhead, N. Y.

Lewis Krone, formerly with ABC, New York, joins The Long Island Network (WGSM Huntington and WGBB Freeport) as account executive.

John D. Kelly, formerly national sales manager of WJW-TV Cleveland, joins new Storer Sales organization in executive capacity.

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MUSICASTING
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The big switch

In the years since she left Cincinnati tv, singer-actress **Barbara Cameron** has been busy in New York with a free-lance career. Hometown fans have been able to tune her from time to time in commercials (Tide, American Doll & Toy, Amoco, others) but last weekend she came back to interpret something else, "The Sound of Broadway." Miss Cameron was guest soloist with the Cincinnati Symphony Orchestra Saturday night (Jan. 28), in a program that was a departure from the symphony's usual fare. The singer was formerly on the staff of Cincinnati stations WLWT (TV) and WKRC-TV.

Irvine J. Vidacovich Jr. appointed program director of WWL New Orleans.

Richard Brasie joins WIND Chicago as member of news staff. He formerly was with WNEM-TV Saginaw-Bay City, Mich. Before that he was with WOOD-TV Grand Rapids, Mich. He will cover City Hall.

Hazel Burnett, home economist for WSBT-TV South Bend, Ind., retires. She is succeeded by **Mrs. Ruth Anderson.**

Talbot Wright, director at WMAL-TV Washington, named editorial and production assistant. **Henry Wilson** joins news department as writer-reporter.

Clay J. Coury appointed traffic supervisor at WBRC-TV Birmingham, Ala., succeeding **Mrs. Carol Hennes.**

Konnie G. Worth, hostess on *Telescope* on KGW-TV Portland, Ore., named that city's Woman of the Year by Portland women's clubs.

Tom Bonner Jr., formerly with WFAA Dallas, to announcing staff of KARK Little Rock, Ark.

Stu Wilson, Jim Amache, Don Weage and **Donald Kahn** all join KMLA (FM) Los Angeles as air personalities. **Boyd Workhoven** joins station as announcer.

Hal Lewis rejoins KORL Honolulu as air personality, effective Feb. 6. He began his career at station (then KPOA) in 1947 before moving to KHVH, there.

John E. Ettelson, formerly of NBC Films, joins WQXR New York, as account executive.

Arnold Starr and **Robert V. Coppinger** join NBC Spot Sales, N. Y. Mr. Starr was formerly on sales staff of WNBC-TV New York. Mr. Coppinger was automotive group sales manager at Radio Advertising Bureau.

Gerald Blum joins WLEE Richmond, Va., as commercial manager. Formerly he was national sales manager of Commercial Recording Co., Dallas.

Buz Baxter, Larry Barwick and **Bill Adams** all join KOMA Oklahoma City as air personalities. They formerly were with KIMA Des Moines, Iowa, KEEP Twin Falls, Idaho, and KGMS Sacramento, Calif., respectively.

PROGRAMMING

William P. Andrews named vp in charge of syndication for Independent Television Corp., N. Y. Mr. Andrews, who was formerly ITC's general sales manager, joined company in July, 1958, as western division manager. In June, 1959, he was named northeastern division manager. Before coming to ITC, Mr. Andrews was spot sales manager for Ziv Television Inc., N. Y., and prior to that account executive for KPTV (TV) Portland, Ore.

John P. Ballinger, Screen Gems, re-elected president of Television Film Assn. **Jack M. Goetz,** Consolidated Film Industries, and **Nicholas C. Muskey,** Beskins Film Service Center, re-elected vp and secretary-treasurer, respectively.



Mr. Mack

Robert C. Mack, formerly vp and national director of radio and tv for Grant Adv., joins Era Productions, Hollywood, as vp and executive producer. Era produces live and animation film for tv.

William C. O'Brien appointed general manager of Video Recording Tape Center, Hollywood, succeeding **Alan Lane. Val Lindberg,** veteran film producer, named to head new film division of VRTC, with **Clair Higgins,** former production director for Mobile Video Tapes, in charge of video tape production activities.

Neal Keehan appointed vp in charge of sales for General Film Laboratories, Hollywood. He has been regional vp in firm's Kansas City office.

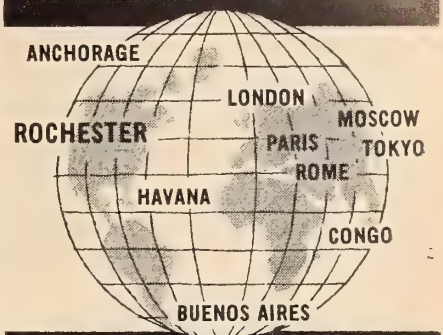
Lester S. Ready, formerly director of radio-tv advertising for Furr's Supermarkets in Texas, New Mexico and Colorado, joins United Artists Assoc., Dallas, as account executive.

Albert S. Goustin, formerly director of sales for Paramount TV Productions, N. Y., named general manager of Ziv-United Artists newly-created special plans division, designed to cope with special problems of individual clients and stations.

Jerry Bredouw, formerly with San Francisco office of Young & Rubicam, to 20th Century-Fox TV as executive on production staff.

George Gilbert, formerly account ex-

WVET Radio

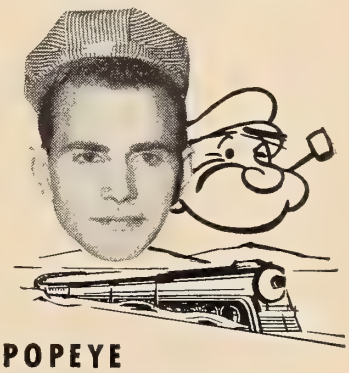


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WWL-TV
CBS NEW ORLEANS

ecutive with Flamingo Telefilms and Official Films, to eastern division account executive for United Artists Assoc., N. Y.

Bob Ellenz, formerly with McCann-Erickson, to Fred A. Niles Productions, Chicago, as member of creative staff.

William Hooper, Al W. Godwin and **Frank L. Sheehan** appointed district managers for Television Personalities Inc., Burbank, Calif. They will head eastern, southern and western districts, respectively.

Philip M. Keohane, manager of Springfield, Mass., bureau of UPI, named division representative with headquarters in Boston. He is succeeded in Springfield by **Thomas A. Crawford. C. Robert Woodsum** named executive assistant to UPI Boston manager. **B. F. Middlebrooks** named UPI business representative for Virginia with headquarters in Richmond.

Kirk Woodward, account executive, and **Ray Van Steen,** production supervisor, leave WIRL Peoria, Ill., to form Station Services Ltd., that city. New firm provides production, promotion and programming aids to radio stations. Address: 423 First National Bank Bldg., Peoria, Ill. Telephone: 674-5912.

Kent Paterson joins Depicto Corp., N. Y., as account executive for company's film and depictorama divisions. He formerly was in sales divisions of both NBC and CBS.

EQUIPMENT & ENGINEERING

Frank A. Gunther, executive vp and general manager of Radio Engineering Labs Inc. (REL), N. Y., elected president of Dynamics Corp. of America subsidiary. Mr. Gunther, who first joined REL in 1925, became vp in 1929.

Herbert T. Brunn, vp at RCA, promoted to division vp, RCA International Operations. **Max Lehrer,** who last served as member of President Kennedy's special task force on space, joins RCA as director of defense business development, defense electronic products, Washington, D. C. **Raymond J. Fichthorn** named eastern sales representative for microwave department.

Harold R. Terhune, manager of standards at ITT Federal Labs, Nutley, N. J., elected president, Standards Engineers Society.

Dr. George F. Floyd elected vp, systems research, of The Bissett-Berman Corp., Los Angeles research and development organization engaged in information electronics.

James K. Draper named manager of engineering at International Electric Industries, Nashville, Tenn. Firm is manufacturer of capacitors. **Joseph V. Kennedy** and **James Center** appointed assistant sales managers.

Phillip N. Buford joins Page Communications Engineers Inc., Washington, as senior staff engineer.

John Spitzer, advertising supervisor, Semiconductor Div., Sylvania Electric Products, Woburn, Mass., named manager of advertising and sales promotion for division.

George P. Lyon, administrative engineer at Home Electronics Div., Sylvania Electric Products, Batavia, N. Y., named marketing administrator, that division.

F. W. Gutzwiller, former consulting engineer for rectifier applications, General Electric's Semiconductor Products Dept., Liverpool, N. Y., named manager of application engineering for rectifier components department.

Charles H. Belzer, Sylvania district sales manager, Milwaukee, named general manager of Chicago branch. **Robert J. Flanagan,** who was with Midwest Timmerman & Co., Davenport, Iowa, succeeds Mr. Belzer in Milwaukee.

Stuart L. Bailey, president of Jansky & Bailey, Washington research and development firm, elected treasurer of IRE, filling vacancy created by death of Dr. W. R. G. Baker, General Electric Co.

Warren L. George appointed manager, Boston district, distributor sales and dealer products for CBS Electronics, Danvers, Mass.

Robert E. Stewart named manager of quality control at General Electric Co.'s electric tube plant at Palo Alto, Calif.

Robert G. Lenox joins market research group of Raytheon Co.'s semiconductor division, Needham, Mass. **Louis J. Depass** named manager of firm's western regional servicing operations with headquarters in San Francisco.

Herman R. Henken, advertising director, RCA industrial electronic products, appointed to new post of advertising and sales promotion manager for RCA Electronic Data Processing Div., Camden, N. J.

Ludwig P. Reiche appointed manager of newly established microwave communications branch of Melabs, Palo Alto, Calif., electronics firm.

INTERNATIONAL

Dick Lennie appointed general sales manager of CKWX Vancouver, B.C., Canada. **Garth Olmstead,** senior account executive, promoted to retail sales manager. **Neil Nisbet** named news director.

Robert H. Quinn named general sales manager of Radio & Television Representatives Ltd., Toronto, succeeding **Bob Munro,** who resigned. **H. E. E. Pepler,** former partner of Trans-Ocean Radio & Television Representatives Ltd., Toronto, to sales manager for radio, and **Eric Viccary** to sales manager for tv of Radio & Television Representatives Ltd.

A. G. Gilmore appointed assistant manager of CFAX Victoria, B.C. **Reg Carne,** sales manager of CHEX Peterborough, Ont., to manager of CJKL Kirkland Lake, Ont.

T. William Townsend, formerly account executive at All-Canada Radio and Television Ltd., Montreal, to national sales manager of CJCB-TV Sydney, N.S.

Alex Bedard, sales manager of Radio Times Sales (Ontario) Ltd., Toronto, has started Audio Consolidated Ltd., at 137 Wellington St. West, Toronto.

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Bernard S. Redmont, chief correspondent, Agence France-Presse (AFP), named Paris correspondent for Westinghouse Broadcasting.

ALLIED FIELDS

Frank Moreno, former faculty member at Jose Marti U., Havana, Cuba, joins Institute for Motivational Research, Croton-On-Hudson, N. Y., as coordinator of Institute's Latin American division.

DEATHS

W. Robert Mitchell, 55, head of agency bearing his name in New York, died Jan. 16. Prior to starting his own firm, Mr. Mitchell was vp of Grant Adv. and before that was with McCann-Erickson.

Carroll Marts, 54, ABC-TV sales account executive, died suddenly at his home in Chicago Jan. 22.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 19 through Jan. 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC

Flagstaff, Ariz.—Coconino Telecasters Inc. Granted vhf ch. 9 (186-192 mc); ERP 28.8 kw vis., 14.4 kw aur.; ant. height above average terrain 2,240 ft., above ground 200 ft. Estimated construction cost $100,990, first year operating cost $150,757, revenue $186,004. P.O. address Drawer 722, Flagstaff, Ariz. Studio location 401 W. Santa Fe Ave., Rt. 66, Flagstaff, Ariz. Trans. location atop Mt. Elden near fire lookout tower, Flagstaff, Ariz. Geographic coordinates 35° 14′ 27″ N. Lat., 111° 35′ 48″ W. Long. Trans. Gates BT-5CH, ant. Jampro JA-TV-6H. Legal counsel James E. Greeley, Washington, D.C. Consulting engineer Sillman, Moffet & Rohrer, Washington, D.C. Principals include **I. W. Burnham II,** 51%, **Allan J. Newmark** and **Saul Newmark,** 24.5% each. Messrs. Burnham and Allan Newmark are in investment banking. Mr. Saul Newmark is retired. Ann. Jan. 19.

Existing tv stations

ACTIONS BY FCC

KVAL-TV Eugene, Ore.—Granted application to change trans. site from Blanton Road. 3½ miles south of Eugene, to site 11.5 miles north northeast of that city; increase vis. ERP from 55 kw to 215 kw, aur. ERP from 32.4 kw to 115 kw, increase ant. height from 1,050 ft. to 2,490 ft., and make equipment changes. Ann. Jan. 13.

WBAY-TV Green Bay, Wis. — Granted waiver of Sec. 4.603 of rules to permit multiplexing fm program material to Dec. 1 over tv STL station KSF-51 from WBAY-FM studios, located at same place as WBAY-TV studios, to fm trans. located at tv trans. site, conditioned that addition of second subcarrier has no degrading effect on tv video and sound channels. Ann. Jan. 25.

Tv translators

ACTIONS BY FCC

Grand Marais Lions Club, Grand Marais, Minn.—Granted applications for two new uhf tv translator stations to translate programs of Duluth stations—one on ch. 70 to translate programs of KDAL (ch. 3) and other on ch. 74 to translate programs on WDSM (ch. 6). Ann. Jan. 13.

Esmeralda County Tv District, Fish Lake Valley, Nev.—Granted application for new uhf tv translator station on ch. 71 to translate programs of KOLO-TV (ch. 8), Reno. Ann. Jan. 19.

Blue Mountain Television Assn, Baker, Elgin, La Grande and Union, all Oregon—Granted application for new uhf tv translator station on ch. 73 to translate programs of KHQ-TV (ch. 6), Spokane. Wash. Ann. Jan. 25.

Mid-Columbia Community Tv Corp., The Dalles, Ore. and Goldendale, Wash.—Granted application for new uhf tv translator station on ch. 80 to translate programs of KOIN-TV (ch. 6), Portland, Ore Ann Jan 19

Fort Mason Translator System, Mason, Tex.—Granted application for new uhf tv translator station on ch. 72 to translate programs of WOAI-TV (ch. 4) San Antonio. Ann. Jan. 19.

Amarillo Bcstg. Co., Pampa, Tex.—Granted application for new vhf tv translator station on ch. 6 to translate programs of KFDA-TV (ch. 10), Amarillo; engineering condition. Ann. Jan. 19.

Greenbelt Tv Translator System Inc., Wellington and Dodson, Tex.—Granted applications for three new uhf tv translator stations to translate programs of Amarillo stations—one on ch. 73 to translate programs of KGNC-TV (ch. 4) via K71AW. Memphis, Tex., another on ch. 75 to translate programs of KVII-TV (ch. 7) via K77AQ, Memphis, and other on ch. 83 to translate programs of KFDA-TV (ch. 10) via K80AU, Memphis. Ann. Jan. 19.

New am stations

ACTIONS BY FCC

Bridgeport, Ala. — Bridgeport Bcstg. Co. Granted 1480 kc. 1 kw D. P.O. address Box 263. Estimated construction cost $14,898, first year operating cost $32,000, revenue $38,500. Sole owner is **Roy C. McCloud,** TVA electrician. Ann. Jan. 19.

Gainesville, Fla. — Southern Broadcasting of Marianna Inc. Granted 1390 kc, 5 kw D. P.O. address Box 519, Panama City, Fla. Estimated construction cost $19,541, first year operating cost $36,000, revenue $45,000. Applicants are **Denver T. Brannon** and **John A. Dowdy** (49% each) and others. Mr. Brannon owns KCIL Houma, La., WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Mr. Dowdy has interet in WMGR Bainbridge, Ga. Ann. Jan. 19.

Windermere, Fla.—Windermere Radio Co. Granted 1480 kc, 1 kw D. P.O. address Box 77, Atlanta, Ga. Estimated construction cost $18,415, first year operating cost $24,000, revenue $30,000. Applicants are **Lois E. Latham** and **Jack L. Gibson,** 50% each. Mr. Latham is station manager of WAVO Avondale Estates, Ga. Mr. Gibson is in plastic sales. Ann. Jan. 25.

Metter, Ga.—Radio Metter. Granted 1360 kc, 500 w D. P.O. address Box 391, Vidalia, Ga. Estimated construction cost $9,561, first year operating cost $28,600, revenue $35,000. **Howard C. Gilreath,** sole owner, also owns WGUS North Augusta, S. C., and WCLA Claxton, Ga. Ann. Jan. 25.

Eldorado Springs, Mo. — Paul Vaughn. Granted 1580 kc, 250 w D. P.O. address 113 N. Main St., Eldorado Springs. Estimated construction cost $10,448, first year operating cost $13,520, revenue $20,800. Mr. Vaughn owns appliance store. Ann. Jan. 19.

Amsterdam, N. Y. — Valley Information Programs Inc. Granted 1570 kc, 1 kw D. P.O. address No. 1 East Main St., Amsterdam, N.Y. Estimated construction cost $30,438, first year operating cost $72,000, revenue $85,000. Principals are **Irving G. Segel, Thomas W. Leavenworth. Joseph N. Barnett** and **John A. Kosinski,** all (25%) each. Applicants have no previous broadcast interests. Ann. Jan. 19.

APPLICATIONS

Winfield, Ala.—John Self 1300 kc, 500 w D. P.O. address Box 597, Hamilton, Ala. Estimated construction cost $18,854, first year operating cost $25,000, revenue $40,000. Mr. Self, sole owner, is attorney. Ann. Jan. 19.

Covington, Ky.—Kenton County Broadcasters 1320 kc, 500 w D. P.O. address 5000 Oak St., Kansas City, Mo. Estimated construction cost $74,488, first year operating cost $70,000, revenue $76,000. **Irving Schwartz.** sole owner, is general manager of KUDL Kansas City. Ann. Jan. 19.

Shakopee, Minn.—Progress Valley Broadcasters Co. 1530 kc, 500 w D. P.O. address Box 185, Benson, Minn. Estimated construction cost $24,505, first year operating cost $42,000, revenue $48,000. Principals are **George J. McCarthy** (50%), **Robert J. Chevalier** (25%) and **Robert D. Zellmer** (25%). Mr. McCarthy is in lumber and construction business and is sole owner of KBMO Benson, Minn. Mr. Chevalier is in real estate and insurance. Mr. Zellmer is general manager of KBMO. Ann. Jan. 24.

Pontotoc, Miss.—Pontotoc Bcstg. Co. 1440 kc, 1 kw D. P.O. address Pontotoc, Miss. Estimated construction cost $25,154, first year operating cost $24,000, revenue $30,000. **Lee H. Thompson,** sole owner, is Mississippi county agent. Ann. Jan. 19.

Norwood, Ohio—Dale H. Mossman 1320 kc, 1 kw D. P.O. address 5840 Kugler Mill Road, Cincinnati. Estimated construction cost $103,000, first year operating cost $63,308, revenue $96,000. Mr. Mossman, sole owner, was formerly engineer for WMUU Greenville, S. C. Ann. Jan. 19.

Houston, Tex.—Public Radio Corp. 1520 kc, 500 w D. P.O. address 905 Century Bldg., Houston. Estimated construction cost $24,127,

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first year operating cost $120,000, revenue $180,000. Principals are **Lester Kamin** (55%), **Morris Kamin** (15%) and **Max Kamin** (30%). Lester Kamin owns Kamin Adv., Houston, and is president of Public Radio Corp. (KIOA Des Moines, Iowa; KAKC Tulsa and KBKC Mission, Kan.). Max and Morris Kamin each own furniture stores. Ann. Jan. 19.

Houston, Tex.—SBB Corp. 1520 kc, 1 kw D. P.O. address 2326 Gulf Bldg., Houston. Estimated construction cost $63,673, first year operating cost $67,600, revenue $93,600. Principals are **William C. Bryan** (33%), **Morris P. Sigel** (33%), **Sidney D. Balkin** (33%) and **Alexander T. Sidman** (1%). Mr. Bryan is general manager of KTRH Houston. Mr. Sigel is wrestling promoter. Mr. Balkin owns public relations and wrestling promotion agency. Mr. Sidman is attorney. Ann. Jan. 19.

Vidor, Tex.—Vidor Bcstg. Inc. 1510 kc, 1 kw D. P.O. address P.O. Box 638, Vidor. Estimated construction cost $25,150, first year operating cost $40,000, revenue $50,000. Principals are **Joseph D. Irion** (70%); **Patrick T. Peyton Jr.** (10%) **Claude B. Keeland Jr.** (10%) and **Cecil K. Akers** (10%). Mr. Irion is in insurance. Mr. Peyton is attorney. Mr. Keeland is banker and Mr. Akers is in oil business. Ann. Jan. 19.

Existing am stations

ACTIONS BY FCC

WICH Norwich, Conn.—Granted increased daytime power on 1310 kc from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation with 1 kw-N; engineering conditions. Comr. Cross dissented; Comr. King not participating. Ann. Jan. 19.

WWIL Fort Lauderdale, Fla. — Granted mod. of cp to increase nighttime power from 1 kw to 5 kw, on 1580 kc with 10 kw-LS, DA-2; engineering conditions; is licensed on 1580 kc, 1 kw, DA-1, unl. Ann. Jan. 25.

WTVL Waterville, Me.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

KSID Sidney, Neb. — Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

WREV Reidsville, N. C. — Granted increased power from 250 w to 1 kw, continued operation on 1220 kc, D; engineering condition. Ann. Jan. 19.

WMUU Greenville, S. C. — Granted increased power from 1 kw to 5 kw, continued operation on 1260 kc, D; remote control permitted; engineering condition. Ann. Jan. 19.

WDXB Chattanooga, Tenn.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Jan. 19.

WJJM Lewisburg, Tenn. — Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

WJOY Burlington, Vt.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Jan. 19.

KENT Tacoma, Wash.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Jan. 25.

WPRP Ponce, P. R.—Granted request for waiver of procedural rules to expedite processing of application to change operation on 910 kc from 5 kw, DA-N, unl., to 500 w-N, 5 kw-LS, unl., move trans. site, etc. (Lease on present trans. site has been terminated.) Ann. Jan. 25.

APPLICATIONS

WFIX Huntsville, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Jan. 19.

KRDO Colorado Springs, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc) Ann. Jan. 19.

KTWL Golden, Colo.—Cp to change hours of operation from D to unl. using power of 500 w, 5 kw-LS, install DA-ND (DA-2) and install new trans. for daytime use. (1250kc) Ann. Jan. 19.

WBRD Bradenton, Fla. — Amendment to application (which requests change hours of operation from D to unl., change from DA-D to DA-2, operating on 1 kw) to change power to 500 w, 1 kw-LS, specify new site for nighttime operation (2 site operation), change from DA-2 to DA-D and install new trans. for nighttime operation. (Request has been made for acceptance of amendment as of Dec. 9, 1960.) (1420kc) Ann. Jan. 25.

KQAQ Austin, Minn.—Cp to change hours of operation from daytime to unl. using power of 500 w, 5 kw-LS. (970kc) Ann. Jan. 24.

KWAD Wadena, Minn.—Cp to increase power from 1 kw to 5 kw, make changes in DA system (add one tower), change from DA-N to DA-N-D (DA-2) and install new trans. (920kc) Ann. Jan. 19.

KHUB Fremont, Neb.—Amendment to application (which requests change in frequency from 1340 kc to 1330 kc, change hours of operation from unl. to daytime and increase power from 100 w to 500 w) to revert to 1340 kc. unl. hours of operation, using power of 250 w, 500 w-LS. Ann. Jan. 25.

WCAM Camden, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 3.28(c) of rules). Ann. Jan. 25.

WMSR Manchester, Tenn.—Cp to change hours of operation from D to unl. using power of 500 w, 5 kw-LS, install DA-N and install new trans. (1320kc). Ann. Jan. 24.

New fm stations

ACTIONS BY FCC

Phoenix, Ariz.—Aztec Radio Inc. Granted 102.5 mc, 3.1 kw. Ant. height above average terrain 1 ft. P.O. address 545 W. Highland Ave. Estimated construction cost $12,533, first year operating cost $4,000, revenue $12,000. Principals include **John P. Karshner, Donna J. Karshner** (husband and wife), **James D. G. Lindsay**, and **Jeanette Lindsay** (husband and wife), 25% each. Mr. and Mrs. Karshner own farming operation. Mr. Lindsay is employe of electronics firm. Mrs. Lindsay is teacher. Ann. Jan. 19.

***Angwin, Calif.** — **Pacific Union College Assn. for Educational Bcstg.** Granted 88.1 mc, 10 w. P.O. address c/o Ted W. Benedict, Box 266, Angwin, Calif. Estimated construction cost $1,250, first year operating cost $500.00, Non-profit, educational. Ann. Jan. 19.

San Rafael, Calif. — Marin Bcstg. Co. Granted 100.9 mc. 870 w. Ant. height above average terrain 246 ft. P.O. address 1040 B St. Estimated construction cost $9,195, first year operation cost $7,500, revenue $7,500. Fm applicant will duplicate KTIM San Rafael. Ann. Jan. 19.

Alton, Ill.—Palen Bcstg. Corp. Granted 100.3 mc, 3.2 kw. Ant. height above average terrain 360 ft. P.O. address Radio Station WOKZ, Alton. Estimated construction cost $8,685, first year operation cost $7,000, revenue $5,000 Fm applicant will duplicate WOKZ Alton. Ann. Jan. 19.

Lexington, Ky. — Bluegrass Bcstg. Co. Granted 92.9 mc, 32 kw. P.O. address 120 East Main. Estimated construction cost $22,278, first year operating cost $7,500, revenue $9,700. Applicant fm will duplicate WVLK Lexington. Ann. Jan. 19.

Moorhead, Minn.—KVOX Bcstg. Co. Granted 99.9 mc, 4.34 kw. Ant. height above average terrain 180 ft. P.O. address Box 437. Estimated construction cost $4,558, first year operating cost $4,000, revenue $4,000. Principal is **E. J. McKellar**, president of KVOX Bcstg. Co., 62%. Ann. Jan. 19.

Las Vegas, Nev.—Southern Nevada Radio-Tv Co. Granted 97.1 mc, 9.56 kw. P.O. address Box 550, Las Vegas, Nev. Estimated construction cost $10,000, first year operating cost $15,000, revenue $15,000. Applicant is **Donald W. Reynolds**, 100% owner. Mr. Reynolds also owns, through various companies, KFSA, KNAC-TV Fort Smith, KBRS Springdale, both Arkansas; KHBG Okmulgee, Okla.; KGNS-TV Laredo, Tex.; KOLO-AM-TV Reno and KORK Las Vegas, both Nevada. Ann. Jan. 19.

Buffalo, N.Y.—WKBW Inc. Granted 105.7 mc, 28 kw. P.O. address 1430 Main St., Buffalo, N.Y. Estimated construction cost $34,169, first year operating cost $10,000. Principals include Clinton D. Churchill, owner of WKBW Buffalo, and 51% owner of WKBW-TV. Ann. Jan. 25.

Killeen, Tex.—Highlite Bcstg. Co. Granted 93.3 mc, 1 kw. P.O. address Box 935, Killeen, Tex. Estimated construction cost $8,544. first year operating cost $5,000, revenue $6,000. Applicant fm will duplicate KLEN Killeen, Tex. Ann. Jan. 25.

Pasadena, Tex.—Felix H. Morales. Granted 92.5 mc, 17 kw. Ant. height above average terrain 183.8 ft. P.O. address 2903 Canal St., Houston, Tex Estimated construction cost $20,575, first year operating cost $3,000, revenue $5,000. Mr. Morales, sole owner, owns funeral home. Ann. Jan. 19.

Manassas, Va.—Prince William Bcstg. Corp. Granted 106.7 mc, 30 kw. Ant. height above average terrain 105 ft. P.O. address Radio Station WPRW Manassas, Va. Estimated construction cost $19,030, first year operation cost $12,500, revenue $12,500. FM applicant will duplicate WPRW Manassas, Va. Ann. Jan. 25.

APPLICATIONS

Fort Lauderdale, Fla.—WFTL Broadcasting Co. 94.7 mc. 57.96 kw. Ant. height above average terrain 215 ft. P.O. address Box 1400. Estimated construction cost $26,160, first year operating cost not more than $5,000, revenue not less than $5,000. Principals include Joseph C Amaturo and Walter B. Dunn (25% each), Walter Walz (1.6%) and others. Messrs. Amaturo and Dunn are president and vice president of leoensee which operates WFTL Fort Lauderdale. Mr. Walz has interest in Muzak Corp. Ann. Jan. 24.

Bartlesville, Okla.—Quality Fm Broadcasters Inc. 100.1 mc, .260 kw. Ant. height above average terrain 161 ft. P.O. address Box 691, Livingston, Mont. Estimated construction cost $6,972, first year operating cost $3,800, revenue $8,000. **Peter B. Wolcott**, sole owner, is radio announcer. Ann. Jan. 19.

Big Spring, Tex.—Anca Bcstg. Co. 95.3 mc, .250 kw. Ant. height above average terrain 125 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operating cost $12,000, revenue $16,000. Principals are **J. A. Caddell** (50%) and **D. T. Anderson** (50%). Mr. Caddell is in liquid asphalt transport and retail marine equipment business. Mr. Anderson is general manager and partner in retail music and sporting goods store. Ann. Jan. 19.

Tomah, Wis.—Tomah-Mauston Bcstg. Co. Has reapplied for 98.9 mc, 19.38 kw to replace expired cp. Ann. Jan. 19.

Existing fm stations

APPLICATION

WHFI (FM) Detroit, Mich.—Mod. of license to change station location from Detroit, Mich. to Birmingham, Mich. Ann. Jan. 25.

Ownership changes

ACTIONS BY FCC

WJWL Georgetown. Del.—Granted (1) renewal of license and (2) assignment of



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 26

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,519	43	127	848
FM	759	69	212	108
TV	480	16[2]	112	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 26

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

license to **Scott Bcstg. Corp. (Herbert Scott** has interest in WPAZ Pottstown, Pa); consideration $365,000. Ann. Jan. 19.

WCON Cornelia, Ga., WDMF Buford, Ga.—Granted transfer of control from **Jack Bradley** and **Billy C.** and **Bobby L. Massey** to **Washington Bcstg. Co.,** (WKLE Washington, Ga.); consideration $85,000 for 85.5% interest, subject to adjustments. Ann. Jan. 19.

WDMF Buford, Ga.—Granted transfer of control to **Robert E. Thomas** (station manager); consideration $1,000 plus. Ann. Jan. 19.

KTEE Idaho Falls, Idaho—Granted transfer of control from **John P. Gallagher** to **Howard N. Martineau** (¾ owner of KRDG Redding, Calif.); consideration $5,800. Ann. Jan. 19.

WHIR Danville, Ky.—Granted transfer of control from **T. C. Quisenberry** to **Joseph K. Beasley;** consideration $68,500. Ann. Jan. 19.

KXLJ-AM-TV Helena, Mont., KXLF-AM-TV Butte, Mont.—(1) Granted transfer of control of **Z Net** (parent corporation) from **E. B. Craney,** et al., to **Joseph S. Sample** (91.98%), wife **Patricia L. Sample** (.01%), and **Jerome Anderson** (.01%); consideration $1,575,000 and agreement by Craney not to compete in radio or tv for 7 years within radius of 35 miles of Butte or Helena. Joseph S. Sample owns 50% interest in KUEN Wenatchee. Wash. and wife, owns KOOK-AM-TV Billings. (2) Granted assignment of licenses of KXLJ-AM-TV and auxiliaries to **Helena T. V. Inc.** (owns CATV system in Helena; W. L. Piehl, president); consideration $400,000. Comr. Bartley not participating. Ann. Jan. 19.

WOHI-AM-FM East Liverpool, Ohio—Granted transfer of control from **Richard V. Beatty, George T. Farrall** and **Michael Turk** to **Constrander Corp. (Joseph D. Coons,** president); consideration $175,000 and agreement by transferors not to compete for 5 years in Columbiana County, Ohio, Hancock County, W. Va., or Beaver County, Pa. Ann. Jan. 25.

WBCR Christiansburg, Va.—Granted (1) renewal of license and (2) transfer of control from **A. Hundley Griffith** to **Griffith Bcstg. Corp.** (holding company). Ann. Jan. 19.

WENA Bayamon, P. R.—Granted (1) renewal of license and (2) assignment of license to **Antilles Bcstg. Corp. (Julio Morales Ortiz** and **Clement L. Littauer);** consideration $70,000. Ann. Jan. 19.

APPLICATIONS

KTCS Fort Smith, Ark.—Seeks assignment of license from **United Bcstg. Co.** to **KTCS Radio Co.** for $70.000. Principals are **B. M. Salyer Jr., Jerry J. Salyer** and **Omer C. Thompson** (25% each) and others. Ann. Jan. 24.

KATV (TV) Little Rock, Ark. — Seeks transfer of control of **Central South Sales Co.** to **John T. Griffin** through corporate merger. Ann. Jan. 19.

WSEB Sebring, Fla.—Seeks assignment of license from **Radio Sebring** to **William K. Diehl** for $40,000. Mr. Diehl is majority owner WISP Kinston, N. C. Ann. Jan. 19.

WRPB Warner Robins, Ga.—Seeks transfer of control of **Warner Robins Bcstg. Inc.** to **Edgar M. Nobles,** present 49.6% owner through sale of 0.8% interest owned by **Harry P. Hancock.** Consideration $200. After transfer Mr. Hancock will own 0.04% of licensee, and Mr. Nobles 50.4%. Ann. Jan. 24.

KBUR Burlington, Iowa—Seeks assignment of license from **Burlington Bcstg. Co.** to **RB Inc.** for $450,000 (including KMCD Fairfield, Iowa). Purchasers include **John P. Harris** (56%) and **Virginia Harris Rayl** (16%), who own interests in several Kansas and Iowa newspapers and KIUL Garden City, Kan., and KTVH (TV) Hutchinson, Kan. Ann. Jan. 25.

KWKY Des Moines, Iowa.—Seeks assignment of license from **General Bcstg. Services of Iowa Inc.** to **Tedesco Inc.** for $165.000. Tedesco principals include **Nicholas Tedesco** and **Victor J. Tedesco** (28.5% each). Messrs. Tedesco have interests in KCUE Red Wing, Minn. and KFNF Shenandoah, Iowa and Radio St. Croix, New Richmond, Wis. Ann. Jan. 24.

KMCD Fairfield, Iowa—Seeks assignment of license from **Burlington Bcstg. Co.** to **RB Inc.** for $450,000 (including KBUR Burlington, Iowa. See above). Ann. Jan. 25.

WTAC Flint, Mich.—Seeks assignment of license from **L & P Bcstg. Corp.** to **Whitehall Stations Inc.** for $533,200. Purchasers are **Louis Tose** (40%), **Lorin E. Milner** (20%), **Tom Reddy** (20%) and **Saul J. Krugman** (20%). Mr. Tose is in trucking and vending machine businesses. Mr. Krugman is in steel supply business. Mr. Reddy is employe of WRCV Philadelphia. Mr. Milner is employe of WIP Philadelphia. Ann. Jan. 25.

KBMO Benson, Minn.—Seeks assignment of license from **George J. McCarthy** to **North Star Bcstg. Co.** Change to corporate form of business in which Mr. McCarthy is joined by his wife as sole stockholders. Consideration $18,338. Ann. Jan. 19.

WSAI-AM-FM Cincinnati, Ohio—Seeks assignment of license from **WSAI Inc.** (subsidiary of Consolidated Sun Ray Inc.) to **Jupiter Bcstg. Inc.** for $1 million plus $200,000 not to compete for four year period. Purchasers are **Fox, Wells & Rogers** (50%) and **Payson & Trask** (50%). Principals in Fox, Wells & Rogers include **James G. Rogers,** who has interest in KFSD-AM-FM-TV San Diego and **Ernest Tannen,** owner WDMV Pocomoke City, Md. Principal owner of Payson & Trask is **Joan W. Payson,** who has no other broadcast interests. Ann. Jan. 25.

KWTV (TV) Oklahoma City, Okla.—Seeks transfer of control of **Oklahoma Television Corp.** from **Video Investment Co.** to **Central South Sales Co.** through merger of assignor and assignee. After transfer, Central South Sales Co. will own 50% of Oklahoma Television Corp. Principal owners of Central South are **John T. Griffin, James C. Leake** and **Marjorie G. Leake.** Ann. Jan. 19.

WADK Newport, R. I.—Seeks transfer of control of 30% of Key Stations from **Myer Feldman** to **Joseph Mufson** for $20,000. Mr. Mufson has interest in **K-LAD Bcstrs.,** licensee of KLAD Klamath Falls, Ore. Ann. Jan. 24.

WBPD Orangeburg, S. C.—Seeks transfer of control of **Radio Orangeburg Inc.** from **Clarence E. Jones** and **Gus Browning** to **Louis M. Neale Jr.** and **R. Carson Rember** (50% each) for $1,200 and payment of $300 per month to Mr. Jones for 13 years and payment of $200 per month to Mr. Browning for 20 years. Monthly payments are for not

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competing in radio business in Orangeburg County. Purchasers are employes of WBEU Beaufort, S. C. Ann. Jan. 19.

KVIL Highland Park, Tex.—Seeks transfer of control of **University Adv. Co.** licensee of KVIL and permittee of fm station for Dallas, Tex. to **John J. Coyle**, present 41.76% owner for $22,500. After transfer, Mr. Coyle will own 50.5% of licensee. Ann. Jan. 19.

KAYE Puyallup, Wash.—Seeks assignment of license from **Henry Perozzo** to **Henry** and **Bethyl Perozzo**, joint tenancy. No financial consideration involved. Ann. Jan. 19.

Hearing cases

FINAL DECISION

■ Commission gives notice that Nov. 28, 1960 initial decision which looked toward denying for default application of Jesse Frank Carter for a new am station to operate on 1600 kc, 1 kw, D, in Eureka, Calif., became effective Jan. 17 pursuant to Sec. 1.153 of rules. Ann. Jan. 14.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of (1) Iola Bcstg. Corp. for new am station to operate on 1370 kc, 500 w, DA, D, in Iola, Kan., (2) Heart of America Bcstrs. Inc., to change facilities of KUDL Kansas City, Mo., from 1 kw, D, to 5 kw-D, 1 kw-N, DA-2, and change principal city to be served from Kansas City to Fairway, Kan., continued operation on 1380 kc, (3) Washington Home & Farm Radio Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition; and (4) dismissing without prejudice application of Washington County Bcstg. Co. for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. Jan. 19.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Service Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, DA, in Concord, Calif. Ann. Jan. 24.

OTHER ACTIONS

■ By separate memorandum opinions and orders, commission denied petitions by New Jersey Bcstg. Co., Princeton, N. J., for enlargement of issues in am proceeding to determine financial qualifications of applicants (1) Greater Princeton Bcstg. Co., Princeton, and (2) Nassau Bcstg. Co., also Princeton. Ann. Jan. 25.

■ By memorandum opinion and order, commission granted petition by WKAP Inc. (WKAP), Allentown, Pa., and enlarged issues in am proceeding to determine financial qualifications of applicant Rodio Radio, Hammonton, N. J. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied joint petition by Booth Bcstg. Co. (WIOU), Kokomo, Ind., Truth Radio Corp. (WTRC), Elkhart, Ind., and Tri-City Radio Corp. (WLBC), Muncie, Ind., for severance of their applications from consolidated proceeding. Comr. T. A. M. Craven dissented. Ann. Jan. 25.

■ By memorandum opinion and order, commission granted petition by Eastern Bcstg. Corp., severed from consolidated proceeding, and granted its application to increase daytime power of WHAP Hopewell, Va., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 25.

■ Commission scheduled following proceedings for oral argument on March 3: Morrow Radio Manufacturing Co. and Ray E. Morrow, Salem, Ore. Community Telecasting Corp., Tele-Views News Inc., Midland Bcstg. Co., Illiway Television, Inc., and Mobile Television Corp., applicants for new tv stations on ch. 8 in Moline, Ill. Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va. Northwest Bcstrs., Inc., Bellevue, Wash., and Rev. Haldane James Duff, Seattle, Wash.

WOSH Oshkosh, Wis.; WGEZ Beloit, Wis.—Designated for consolidated hearing applications to increase daytime power on 1490 kc from 250 w to 1 kw continued nighttime operation with 250 w; made WCBQ Whitehall, Mich., WOPA Oak Park, Ill., WGEZ Beloit, WOSH Oshkosh, WISM Madison, all Wisconsin, and WDBQ Dubuque, Iowa, parties to proceeding with respect to their existing operation; made Bureau Bcstg. Co., Princeton, Ill., WCBQ and WOPA parties with respect to their proposed operation. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied petition by Dodge City Bcstg. Co., Inc. (former applicant for new am station to operate on 600 kc, 500 w, unl., DA-2, in Liberal, Kan.) for reconsideration and rehearing of July 7, 1960 actions which (1) granted applications of Plains Enterprise Inc., for new station to operate on 1470 kc, 500 w, DA-D, in Liberal and Seward County Bcstg. Inc., to change operation of station KSCB Liberal, on 1270 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and (2) denied previous petition by Dodge City to consolidate its application for hearing with Plains and KSCB. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied petition by West Side Radio, applicant for new am station to operate on 710 kc, 500 w, unl., DA-1, in Tracy, Calif., for reconsideration of Aug. 2, 1960 order which amended so-called "freeze" rule so as to include within scope of sec. 1.351 applications for facilities which would operate same daytime and nighttime, and under which amended rule, pending decision in the Clear Channel proceeding in Docket 6741, action be withheld on all applications for new or substantially changed facilities within 48 continental states on certain specified clear channels, including all of I-A clear channels and 710 kc and 14 other I-B clear channels. That portion of West Side's petition seeking waiver of sec. 1.351 is still pending. Ann. Jan. 25.

First Carolina Corp., Palmetto Radio Corp. Columbia, S. C.—Designated for hearing competing applications for new tv stations to operate on ch. 25.

■ By memorandum opinion and order, commission granted protest and petition for rehearing by El Mundo Inc. (WKAQ-TV, ch. 2), San Juan, P. R., to extent of staying effective date of Nov. 22 grants and designating for evidentiary hearing applications of American Colonial Bcstg. Corp., for changes in facilities of WKBM-TV (ch. 11), Caguas, and WSUR-TV (ch. 9), Ponce, both Puerto Rico; made protestant party to proceeding. Ann. Jan. 19.

■ By letter, commission advised KEED Inc., that action on its applications for renewal of license of KEED-AM-FM, Springfield-Eugene, Ore., will be deferred pending determination on its petition for reconsideration of July 27, 1960 decision in dockets 12515-6 which denied its application for new tv station to operate on ch. 9 in Eugene and granted competing application of Liberty Tv Inc. Ann. Jan. 19.

■ Commission directed Joseph Theriot to show cause why license for KLFT Golden Meadow, La., should not be revoked for failure to employ full-time radiotelephone first class operator, maintain yearly equipment measurements and Conelrad receiver properly, and respond to commission notices of technical violations, and ordered him to appear at hearing in Washington at time to be specified by subsequent order. Ann. Jan. 19.

United Bcstg. Co., Beverly, Mass.; Puritan Bcst. Service Inc. Lynn, Mass.—Designated for consolidated hearing applications for new class A fm stations to operate on 101.7 mc. Ann. Jan. 19.

WCHI Chillicothe, Ohio; Marshall Rosene, Celina, Ohio—Designated for consolidated hearing application of WCHI to increase power from 500 w to 1 kw, continued operation on 1350 kc, D, and Rosene for new am station to operate on 1350 kc, 500 w, DA, D; made WSAI Cincinnati, party to proceeding with respect to its existing operation and WIOU Kokomo, Ind., party with respect to its proposed operation. Ann. Jan. 19.

Routine roundup

■ By letter, commission dismissed applications of Carbon County for STA to operate three vhf tv repeater stations to serve Helper, Utah, since they were not constructed before July 7, 1960 and hence cannot be granted; advised applicant that it should file for authority to construct tv translator stations on FCC Form 346. Ann. Jan. 19.

■ Commission has type-accepted vhf tv translator equipment manufactured by Mid America Relay Systems Inc., 601 Main St., Rapid City, S. D. (identified as MARS, Type No. RX-17B) and by Blonder Tongue, 9 Alling St., Newark, N. J. (BENCO, Type No. T-1). Commission previously type-accepted similar equipment manufactured by Electronics Missiles and Communications Inc. (Type No. HRV), 262 East Third St., Mt. Vernon, N. Y. Ann. Jan. 19.

■ Commission granted application by Seaway Bcstg. Co., for renewal of license of WSTS Massena, N. Y., to extent of extending it until April 1, 1962 to afford licensee opportunity to demonstrate carrying out its proposals to rectify certain past technical violations involving trans. operation and equipment readings and measurements by unlicensed personnel, and failure to maintain operating logs as required by rules. Ann. Jan. 13.

■ Commission invites comments by Feb. 17 to notice of proposed rulemaking looking toward amending part 4 of rules to permit operation of uhf tv translator "on-channel" signal boosters of not more than one watt output power by licensees of uhf tv translator stations. Blue Mt. Tv Association, North Powder, Ore., petitioned for amendment to permit filling-in small "shadow" areas. Petition requested that automatic shut-off should not be required; however, commission was not persuaded, since it can be accomplished with simple circuitry. Ann. Jan. 19.

■ By memorandum opinion and order, commission denied petition by John H. Phipps (WCTV, ch. 6), Thomasville, Ga., to reallocate that channel to Tallahassee, Fla. Since Oct. 27, 1958, WCTV has been authorized to identify itself as Thomasville-Tallahassee station; is only tv station operating in that area; and petition advanced no compelling public interest considerations to warrant change. Comr. Lee dissented. Ann. Jan. 19.

■ By report and order, commission finalized rulemaking in docket 13826 and amended tv table of assignments by adding ch. 19 plus to Bay City, Mich., substituting ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas, effective March 1. Amendments stem from joint petition by Delta College, new institution to be located halfway between Midland and Bay City, and Mid-State Bcstg. Corp., licensee of WSWM (FM) East Lansing, who stated they proposed to apply for station to operate on joint basis, partly commercial and partly educational, to serve Bay City, Midland and Saginaw, all Michigan. Ann. Jan. 19.

■ By report and order, commission finalized rulemaking in docket 13816 and amended tv table of assignments to add ch. *36 for educational use in Milwaukee, Wis., by substituting ch. 52 for ch. 51 in Beaver Dam, effective March 1. Milwaukee Board of Vocational and Adult Education had petitioned for reservations of uhf ch. in addition to its present operation of educational station WMVS-TV on ch. 10 in that city. Ann. Jan. 19.

■ By letter, waived sec. 17.23 of rules to

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allow Forward Tv Inc., in cooperation with Wisconsin State Aeronautical Commission, to proceed with experimental painting and daylight lighting of WMTV (TV) (ch. 33), Madison, Wis., for period ending Dec. 1, 1961, subject to being renewed with regular license. Ann. Jan. 19.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for following proceedings on date shown: *Feb. 27 (am protest)*: Sheridan Bcstg. Co., (KROE) Sheridan, Wyo. Action Jan. 18.

■ Granted joint petition by Robert D. and Martha M. Rapp and Donald M. Donze, applicants for new am stations to operate on 1400 kc, 250 w, unl., in Festus, Mo., approved agreement whereby Donze would pay Rapps $3,500, in partial payment of out-of-pocket expenses incurred in connection with their application, in return for its withdrawal; and dismissed without prejudice Rapps' application. Applications are consolidated for hearing with dockets 13694 et al. Action Jan. 16.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Val Verde Bcstg. Co., and continued prehearing conference from Jan. 24 to Jan. 31 in proceeding on its application and that of Queen City Bcstg. Co. for new am stations in Del Rio, Tex. Action Jan. 18.

■ Granted request by Broadmoor Bcstg. Corp., and continued hearing from Jan. 23 to Feb. 6 in proceeding on am application of KRNO Inc. (KRNO) San Bernardino, Calif. Action Jan. 18.

By Hearing Examiner Charles J. Frederick

■ Reopened record in proceeding on am applications of Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, et al., granted joint motion by South Shore Bcstg. Corp. and Colby Bcstg. Corp. to substitute latter as party intervenor (commission granted consent to assignment of license of WJOB Hammond, Ind., from South Shore to Colby on Dec. 30), and closed record. Action Jan. 17.

By Hearing Examiner David I. Kraushaar

■ Denied petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., to reflect change from non-DA to DA operation, reduction of power from 1 kw to 500 w, etc.; rejected amendment, without prejudice to appropriate favorable action which may be taken pursuant to sec. 1.311(c) of rules provided petitioner refiles instant petition and amendment in compliance with provisions of that section not later than 7 days from date of release of this order. Application is consolidated for hearing with application of Town Radio Inc., for new am station in Shippenburg, Pa. Action Jan. 17.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Jan. 17 prehearing conference, scheduled hearing for Feb. 1 in proceeding on am application of Brennan Bcstg. Co. (WAPE) Jacksonville, Fla. Action Jan. 17.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Booth Bcstg. Co. (WJLB) Detroit, Mich., and extended from Jan. 6 to Jan. 11 and from Jan. 12 to Jan. 16, respectively, dates for exchange of exhibits and for notification of witnesses desired for cross-examination. Hearing date for group II remains same—Jan. 18, in proceeding on Booth's application, et al., which is consolidated for hearing with dockets 13010 et al. Action Jan. 6.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., and R. W. Hansen (KCNO) Alturas, Calif. Action Jan. 5.

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Feb. 3 time to file exceptions to initial decision and to Feb. 13 for replies to exceptions in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV ch. 5, Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled oral argument for Jan. 26 on petition by Auburn Bcstg. Inc. (WAUD), Auburn, Ala., for leave to file appearance, time having expired, in proceeding on its am application. Action Jan. 23.

■ Granted petition by Walterboro Radiocasting Co. (WALD), Walterboro, S. C. insofar as it requests dismissal of its am application; dismissed application with prejudice. Application was consolidated for hearing with am application of Altamaha Bcstg. Co. (WBGR), Jesup, Ga. Action Jan. 23.

■ Granted request by WAKE Inc. (WAKE), Atlanta, Ga., and accepted its notice of appearance filed late in proceeding on its am application, et al., which is consolidated for hearing with dockets 13485 et al. Action Jan. 24.

■ Scheduled hearing for March 30 in the matter of revocation of license of Leo Joseph Theriot for standard broadcast station KLFT Golden Meadow, La. Action Jan. 23.

■ Denied joint petition of Milton Grant and James R. Bonfils, d/b as Laurel Bcstg. Co., and Interurban Bcstg. Corp., applicants for new am stations in Laurel, Md., which are in consolidated hearing in dockets 12993 et al., for approval of an agreement whereby Laurel application would be dismissed and, in consideration therefor, Interurban would pay Grant $10,000 and Bonfils $10; granted petition insofar as dismissing Laurel application, but dismissed it with prejudice. Laurel failed to make satisfactory showing that alleged expenditures incurred in prosecuting its application were legitimate and prudent. Action Jan. 24.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau and further extended from Jan. 24 to Feb. 3 and from Feb. 7 to Feb. 20 dates for filing proposed findings and replies thereto in proceeding on am application of Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa. Action Jan. 19.

By Hearing Examiner Forest L. McClenning

■ By order, formalized certain agreements reached at Jan. 18 prehearing conference in proceeding on applications of Eugene Bcstrs. and W. Gordon Allen for new am stations in Eugene, Ore.; continued Feb. 28 hearing to March 14. Action Jan. 18.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for Feb. 7 in proceeding on am applications of L. M. Hughey (WTWB), Auburndale, and Sugarland Bcstg. Co., Okeechobee, Fla. Action Jan. 18.

By Hearing Examiner Walther W. Guenther

■ Granted motion by KGFF Bcstg. Co., Inc. (KGFF), Shawnee, Okla., and continued indefinitely Jan. 23 hearing in proceeding on its am application, et al., which is consolidated for hearing with Dockets 13667-72. Action Jan. 18.

■ Denied petitions by Radio Carmichael, Sacramento, Calif., and Jack L. Powell and Alyce M. Powell (KVON), Napa, Calif., for leave to amend their am applications which are in consolidated proceedings in Dockets 13649 et al. Action Jan. 18.

By Hearing Examiner Charles J. Frederick

■ Granted petition filed jointly by Taft Bcstg. Co. and WMRC Inc., for leave to amend Taft's application to increase power of radio station WBIR Knoxville, Tenn., to substitute WMRC Inc. for Taft Bcstg. Co. as applicant in consolidated am proceeding. Action Jan. 18.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Spencer Bcstg. Co. to the extent that it requests dismissal of its application for am facilities in Spencer, W. Va.; dismissed application with prejudice. Application was in consolidated proceeding with Dockets 13868, 13869. Action Jan. 23.

By Hearing Examiner Millard F. French

■ Granted petition by Acadian Tv Corp., for leave to amend its application for new tv station to operate on ch. 3 in Lafayette, La., to reflect death of stockholder and to incorporate in record exhibit to reflect facts; reopened record in Lake Charles-Lafayette tv ch. 3 proceeding, accepted amendment, admitted Acadian Exhibit 53A, and closed record. Action Jan. 18.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and cancelled dates prescribed for filing proposed findings; reopened record in proceeding on am applications of Booth Bcstg. Co. (WIOU), Kokomo, Ind., et al., and scheduled hearing conference for Jan. 24, and ordered that deadline dates for filing proposed findings and replies are cancelled and made subject to further order after hearing conference. Action Jan. 19.

By Hearing Examiner Isadore A. Honig

■ Granted request by M & M Bcstg. Co. (WLUK-TV), Green Bay, Wis., for consideration of its motion for further continuance of procedural dates prior to expiration of 4-day waiting period otherwise prescribed by sec. 1.43 of rules in proceeding on its application for mod. of cp, granted motion for extension of continuance, and continued from Jan. 23 to March 9 and from Jan. 30 to March 16 dates for filing Aeronautical Intervenors' motion to reopen record and for oral argument thereon. Action Jan. 19.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by E. C. Gunter and extended to Jan. 24 time to file oppositions to petition by Abilene Radio and Television Co. to add Evansville issue regarding application of Gunter in San Angelo, Tex., tv ch. 3 proceeding. Action Jan. 19.

■ Granted motion by SanVal Bcstrs., Oroville, Calif., and extended from Feb. 1 to Feb. 24 time to file proposed findings and from Feb. 21 to March 17 for replies in proceeding on its am application, et al., which is consolidated for hearing. Action Jan. 19.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al., and scheduled brief hearing session for Jan. 23. Action Jan. 19.

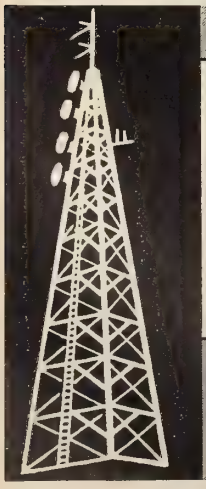
By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Feb. 2 in proceeding on am application of Sheridan Bcstg. Co., Inc. (KROE), Sheridan, Wyo. Action Jan. 23.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau, and without objection by other parties, further

Continued on page 91



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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Negative control and management available in long-established, fulltime station. Purchaser should be seasoned broadcaster who can supervise every department with emphasis on sales and promotion. Opportunity becomes available only because of serious illness. $75,000 adequate. Write complete details and date for interview to Box 744D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager the #1 station in this city. 5,000 watts AM midwest. Prefer family man. Send resume and picture Box 790D, BROADCASTING.

California. Sunshine. Opportunity. 5000 watt. AM. Ideas wanted. Salary plus incentive commission. Box 814D, BROADCASTING.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 576D, BROADCASTING.

Sales manager for established station progressive major upstate New York, suburban market. Salary plus over-ride for imaginative sales producer, community minded, with desire to grow in growing market. Terms open for right man. Resume to Box 699D, BROADCASTING.

Northern Rocky Mountain 250W needs experienced salesman with announcing experience and ability to take charge of station in absence of owner. Box 678D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced radio salesman to join group-owned station in major market. Excellent earnings with drawing account against commission plus opportunity to move up to sales manager within short period. Send resume, billings and photo to Box 707D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Would you like to sell and announce for a station in Virginia that follows an adult format. If you are an experienced salesman looking for a sound future, send your resume and tape to Box 734D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Aggressive salesman needed to reap a harvest of accounts in large Ohio market with new fulltime fm station. Salary unlimited for the right man. Resume and references to Box 775D, BROADCASTING.

Salesman. Somewhere in this industry is the man we want and are willing to offer the necessary inducement to land him on our team. We don't often have openings and association with our stations is considered the highest achievement in broadcasting . . . and the most earnestly sought. A top-rated format operation in the first 15 markets, we offer an excellent base and commission, opportunity for advancement, and working conditions. Prime requisites are experience with, knowledge of and sincere belief in professional format programming, coupled with enthusiasm and aggressiveness. Interested only in a man who is the best time salesman in his area and feels he is ready to move to a larger market . . . and earnings of $15,000.00 or more. Make your reply the best sales presentation you've ever made; it can be your most rewarding. No floaters, boozers or chasers, please. All replies held in complete confidence. Box 799D, BROADCASTING.

1000 watt southeastern North Carolina station needs good salesman-announcer who is ready to earn at least $100 weekly. Also need good newsman for local news coverage. Send background, photo and tape to Box 813D, BROADCASTING.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Have good opportunity for hustling salesman. KWRT, Boonville, Missouri.

WBBB offers excellent opportunity for number one salesman. Reply at once to Bob Ray, Burlington, North Carolina.

Help Wanted—(Cont'd)

Sales

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Maryland first rated station needs chief engineer-announcer. Send tape and resume. Box 709D, BROADCASTING.

Disc jockeys for middle-of-road music and news station in large southern city. No screamers but must be alert and alive. Send complete information, late photo, air check and salary expectation to Box 732D, BROADCASTING.

Virginia daytime operation with adult format has opening for an experienced announcer. Station located in college community. Salary open. Send resume and tape to Box 735D, BROADCASTING.

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Progressive metropolitan midwest radio station needs announcer with 1st class ticket. Old network style deliverey . . . mature, intelligent interpretation—colorful inflection. Send audition tape. News, production, dramatic reading—no personality—all straight announcing. Rush material. Box 743D, BROADCASTING.

Announcer-salesman. 5 kw North Carolina station needs experienced settled man. Salary and commission. Give full details. Box 747D, BROADCASTING.

Availability midwestern daytimer needs announcer-engineer. Small city offers good life for your family. We offer good pay and plenty of future for you. You bring good voice, mature attitude. First phone ticket. Write Box 754D, BROADCASTING.

Announcer, first phone, Montana, night shift and weekends. About $100.00 per week. Must be permanent. Box 758D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: First phone format DJ for Gulf Coast metropolitan network affiliate. Must swing, for one of the fastest growing markets in America. Send tape, resume. Box 788D, BROADCASTING.

Big chance to make a big name in the big city on a big station in America's 6th largest market. Sense of humor and dig modern radio. Tape, resume to Box 792D, BROADCASTING.

Looking for young announcer with two years experience in small station ready to move up. Send full details with tape and picture. Box 748D, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station. Opening also for traffic manager—copy writers. Send tape and details first letter. Box 802D, BROADCASTING.

Announcer-1st phone, familiar with concert records, fulltime opportunity with growing N.E. network operation. Tape, resume to: Box 288, Boston 54, Mass.

Experienced dj with good voice, first ticket. KGHM, Brookfield, Missouri.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio or phone 3-1107.

Straight staff announcer dual network staff. Must operate own board, be able to read good straight commercials. Some experience necessary. Send tape, picture, resume, none by novices returned. WLDB, Atlantic City, New Jersey.

Immediate opening for experienced, mature, personality in major northern Indiana market to $140.00 weekly. Send resume, photo and audition tape to Martin Creel, WJVA Radio, P.O. 179, South Bend, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Kentucky AM-FM station has opening for engineer to maintain and install equipment. No floaters or drinkers. Real opportunity for ambitious man. Box 663D, BROADCASTING.

Wanted chief engineer. Mississippi regional wants 1st class man with knowledge of directional and complete maintenance. Top pay this region for energetic man who wants the best equipment and conditions. No drifters. Apply to Box 730D, BROADCASTING.

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Editor—Technical magazine in communications offers real opportunity to man with knowledge of radio and television industry. Engineering background desirable but not essential. Writing ability of journalistic experience needed. Salary open. Steady advancement. Send complete resume and advise salary requirements. Box 816D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

KANA Radio Station, Anaconda, Montana needs first class chief engineer-announcer immediately. Contact Station Manager.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Good first class engineer wanted. Gene Newman, WHRT, Hartselle, Alabama.

Chief engineer-announcer. Best equipment, nice town. Send resume, tape, salary requirement to Bob Doll, WMST, Mount Sterling, Ky.—phone 1150.

First phone for maintenance of modern kilowatt daytime in southern Maine. Ideal place to settle in 15,000 population. No drifters. Must have interest in local news or show. Phone 2464 or write WSME, Sanford, Maine.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Copy-writer-traffic girl with flair for some air work and sales. Rocky Mountain station. Box 679D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

News man to gather, write, and promote local news. Must be able to work board. Rocky Mountain station. Box 680D, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 789D, BROADCASTING.

Newsman strong on delivery and rewrite wanted for million market station. Send tape and resume to Box 795D, BROADCASTING. $85 a week to start.

Contact desired with experienced reliable newsman, with all-around experience to gather, write, air local news. Only interested in person who desires to be permanent and grow with station. Nicest town in valley near Sequoia and Kings Canyon Parks. KONG, Visalia, California.

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

Newsman wanted . . . Newspaper-owned station looking for man to cover strong local news for four-county area. Must be hard worker, reliable (no prima donnas), and be willing and able to aid in staff work when needed. Nice resort town. Send tapes and resumes to Bob Bauman, Program Director, WHFB AM-FM, Benton Harbor, Michigan.

Production department opening for male creative writer capable of writing and voicing selling commercials. Top rated midwestern group. Send continuity samples and tape to Orv Koch, Stuart Stations, 814 Stuart Building, Lincoln, Nebraska.

RADIO

Situations Wanted—Management

Calling California! Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 666D, BROADCASTING.

Manager, sales manager or sales in major markets only. College graduate, married with family. Experienced all phases. Currently owner-manager and selling out. Box 673D, BROADCASTING.

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Presently employed, seeking challenge; 8 years management experience. Solid family man; strong on sales; well versed all departments. Let's take a hard look at each other. Box 762D, BROADCASTING.

Excellent managerial material, with successful sales and news record. Winner of 3 consecutive statewide news awards. 7 years in radio, age 31, know top 40 music news operation with emphasis on local news. Best of references. Box 765D, BROADCASTING.

★ ★ ★ **WANTED** ★ ★ ★

TV-RADIO PROMOTION AND MERCHANDISING MAN

We have opening in our TV-Radio Dept. for man with several years experience in TV and/or Radio Station Promotion. He must be completely familiar with broadcast audience promotion, exploitation and merchandising. Publicity experience also helpful. Approximate age: 25 to 35 years.

This is addition to our staff, and offers opportunity to work in our agency's headquarters on network, spot and local programs and campaigns sponsored by our distinguished list of clients. Write us immediately . . . please do not call . . . of your qualifications, including salary desired.

Needham, Louis and Brorby, Inc.
Personnel Dept. Prudential Plaza, Chicago 1, Ill.

Situations Wanted—(Cont'd)

Management

Sales manager now making 11 grand—Sees no greater future at hand—Experience is varied—but in present job am buried. Why not let me strike up your band. Four years sales manager in small market, married, family, excellent references. Prefer east or upper midwest. Box 777D, BROADCASTING.

Wanted: Employed manager/sales manager of profitable radio operation, 6 radio—3 tv market, knowing owner's intention to sell, seeks new association. Ten year accepted industry experience background. Box 800D, BROADCASTING.

Small station manager desires larger market. Family man. Have first phone. Jerry Bryan, KGMT, Fairbury, Nebraska.

Sales

Twelve years experience radio sales—forty-four years old, married, three children, presently employed. prefer midwest. Box 760D, BROADCASTING.

Newly organized sales agency to represent radio and tv products and services in southeastern states. Will take on six non-competitive lines on retainer and commission basis. For full particulars write Box 808D, BROADCASTING.

Salesman—Sportscaster, married and Cambridge School graduate in 1955. Available at once. Now employed. Box 810D, BROADCASTING.

Announcers

Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Knows music. Box 610D, BROADCASTING.

Bright, versatile, personality dj currently with top rated station in medium market. Desires west coast position. Minimum $150 per week, and well worth it. Have 1st phone. Box 653D, BROADCASTING.

Young, married, top rated, top 40 announcer, in major northeastern market. Prefer to relocate in Ohio, Kentucky or Indiana, for right pay. Box 684D, BROADCASTING.

Announcer, DJ—experienced, versatile, not a floater. Can operate own board. Available immediately. Box 692D, BROADCASTING.

Experienced dj—top 40 or other. Run own board, tight production, no floater, prima donna. Box 750D, BROADCASTING.

Philadelphia or New York . . . Do you want glib dj, mature news, staff? For $150 a week I'm yours, body and soul. Box 753D, BROADCASTING.

Sports announcer basketball, baseball, football finest of references. Top voice. Box 766D, BROADCASTING.

First-phone C&W personality dj—Excellent audience survey rating. Top audience sell. Sober, family man seeking position with reputable, substantial operation. Can run own board. $125 weekly minimum. Box 771D, BROADCASTING.

Deejay-announcer, college, ambitious, on way up, experienced, tight board, pleasant voice, no screamer, will move anywhere and settle. Box 774D, BROADCASTING.

Attention! Major market radio-tv air personality currently with large eastern station is seeking personality radio show with big potential. 12 years experience. Was M.C. on local tv guest entertainment series. Desire fast paced, adult, modern music and news sound utilizing all types music. No so-called "top 40" limitations please. Do tight production show with occasional comedy drop-ins. I program my music objectively-repeat: objectively! Also have been program director. Am hard worker, aggressive, alert, mature. Married with family. Mid 30's. College background. Will move for right offer. Want security. Also am authoritative newscaster. Tape, resume, picture available immediately. Personal interview desired. Box 716D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Looking for me? Imaginative, tasteful, pleasant adult delivery. Know music. Two years experience, excellent recommendations. East or midwest wanted. Prefer nights, will consider all offers. Box 778D, BROADCASTING.

Experienced first phone dj. Smooth swingin' sound with enthusiasm major market only. Box 779D, BROADCASTING.

Announcer-engineer, 1st phone, 5 years experience. Box 782D, BROADCASTING.

8 years radio-tv. Presently program director. Fast paced DJ. Authoritative news. Mature live camera. Reliable, personable, sportsman. Box 784D, BROADCASTING.

$1,000,000.00—I've made for 3 Ohio stations. Experienced, friendly, co-operative, on and off the air. 20 years AM and PM plattering. My past can be your future, at present. Box 787D, BROADCASTING.

Announcer, dj, experienced, fast board, good ad lib,wants to settle, not a drifter. Box 793D, BROADCASTING.

Experienced radio newscaster wishes to advance. Currently news director at 5000 watter in major upper midwest market. Authoritative voiced announcer. Age 28; married and family. Present salary $150 a week. Box 796D, BROADCASTING.

Need a jock who paints the town with that swingin' sound? One who has personality appeal to teenage and housewife audiences, is a stable family man, and has a first phone? Then send full information about your operation, including salary. Box 804D, BROADCASTING.

Young man, experienced broadcasting and sales. Seeks Shangrila. DJ, news production and management. Married, veteran. Available March 1st. No promises—Just results. Box 811D, BROADCASTING.

Major market disc jockey will soon be available! Professional air personality. Minimum $250.00 weekly against 40%. Prefer personal interview. Write immediately. Box 805D, BROADCASTING.

Heavily experienced dj and newsman wants Atlantic seaboard location. Box 812D, BROADCASTING.

A professional deejay will wail for you! This swinger has a first phone, is a responsible family breadwinner in late twenties, will work any hours, and is a creative, imaginative showman within your format. Currently employed in major market, but will consider all offers. Rush details. Box 806D, BROADCASTING.

Experienced, trained announcer, 25, desires permanent position with metropolitan station. Specialty: Nighttime swing show, no top 40. Bonus: original characterizations and ideas for production spots. Box 803D, BROADCASTING.

If your station needs pep pills rather than tranquilizers, 2 swingin' jocks, currently in top spots in a top national market, are the answers! Both have first phone, pro approach, are married and available for $125.00 per week. Box 807D, BROADCASTING.

Announcer—married, dependable sell, authoritative news, "easy style" DJ—College grad lookling for first position with future. Box 819D, BROADCASTING.

Sportscaster-staff announcer. College grad., single. experienced. Strong play-by-play basketball, baseball. Available after basketball season. Tapes on request. Box 820D, BROADCASTING.

How about an excellent low voice for your station? Announcing school grad with hard and soft sell commercials. Enthusiastic beginner. Desire permanent position. No top 40 or rock 'n' roll, please. Box 821D, BROADCASTING.

Attention Los Angeles: Single, 26, veteran, experienced announcer-deejay. Available February. Box 824D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention. See my ad under radio production. "8 years experience."

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Announcer-first phone over two years experience. Graduate technical institute. Don Fenimore, Dexter, Missouri. Phone MAdison 4-4319.

Mature announcer (31), 6 years radio-tv, all phases air/production work, seeks position with station that has realized the fallacy of screeching, howling, and "top 40." Loyalty, energy and limitless efforts are yours in exchange for sincere adulthood in management. Call/wire collect: Ken Lawrence: 4260 W. Davison, Detroit, Michigan, WE. 3-0505 or Trinity 3-6737 before 11 a.m. Almost anywhere. $135 minimum. Personal interview preferred.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Technical

First phone engineer, 12 years experience AM-FM-TV desires responsible position Pennsylvania area. References. Box 764D, BROADCASTING.

Engineer-announcer available immediately. Prefer small town. Salary $100 a week. East coast or south preferred. Box 801D, BROADCASTING.

Experienced AM (dir. ant.), FM, tv transmitter operator. Box 809D, BROADCASTING, or phone FA2-7150. Columbus, Georgia.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Engineer—20 years in radio, FM multiplex, tv studio, microwave, transmitters, some videotape. J.T.B., 653 Highland Ave., Eau Gallie, Fla.

Florida — 5 years experience — television, radio. W. W. Mank, 151 N.E. 27th St., Pompano Beach, Florida.

Have first phone. Want engineering position. Francis O'Gara, Grantham School, Electronics. JE-16320, Kansas City, Missouri.

Chief engineer, announcer. Available February 6. G. Patterson, General Delivery, Olympia, Washington, FL 2-4641.

Production—Programming, Others

Award winning news director and play-by-play announcer wants permanent job as either or both. Presently employed with excellent references. Can make change after basketball season. Box 636D, BROADCASTING.

Young, energetic major-market talent seeks programming responsibility. Prefer west. Box 737D, BROADCASTING.

Promotion head from combination tv, America's top rated radio station available for larger market. Veteran, college, references. Box 781D, BROADCASTING.

Sportscaster, called nearly 300 games; experienced in news, programming, management and special events. Young, industrious, dependable. Want career position with growing concern in radio, tv or both. Box 798D, BROADCASTING.

8 years experience sports, PD, play-by-play and staff. Excellent character and references. Employed, college graduate, 27, family. Seeks station wanting only permanent, mature and reputable, personnel. $100.00 minimum. South, midwest, southwest. Box 815D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Auditioning for radio-tv sports directorship. Employed in that capacity presently, but desire permanent position, so make sure I'm it. Interesting interviews, play-by-play, commentary and literacy my specialties. Interview necessary. Box 817D, BROADCASTING.

Newsman, six years experience, writing, gathering, reporting. Mobile and beeper. Florida or south. P.O. Box 349, Chattanooga, Tenn.

Seeking major programming position with first line operation demanding sound professional experience. Twelve years radio. Now public relations major industry 1 year. Married, 36, college. Managerial offers considered. Charles Dennis, 624 Keith, Waukegan, Illinois. Majestic 3-0427.

News director. High caliber, production minded, experienced all phases top operation. Editorials, promos, intros, features. Documentaries, beepers, mobile coverage, formating, audience rating surveys, opinion polls, training air personnel. Outstanding delivery. Sturdy background in contests, etc. Experience includes three years tv. Former McLendon director. Present employed. Interested in joining station airing or maintaining top news operation in metropolitan market. Available February 1st. Excellent references from present and past employers. Contact Bill Gill, WSAI Radio, Cincinnati, Ohio.

TELEVISION

Help Wanted—Management

TV manager for well-established, fast-growing facility. Midwest. Experienced only. Give full particulars Box 791D, BROADCASTING.

Sales

A salesman's opportunity to grow with one of the fastest moving broadcasting corporations in business today. WTVH's Metropolitan Broadcasting outlet in Peoria needs hard hitting, high billing salesman. Top ratings in the market. Radio experience acceptable for right man. Good guarantee; good incentive; good future. Send photo and resume to WTVH, 621 Main St., Peoria, Illinois.

Announcers

Announcer. For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Idaho.

Technical

TV studio engineer, first phone, for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 742D, BROADCASTING.

Television transmitter engineer for southwest major market full power station. Must be experienced. Excellent opportunity for advancement. Give full resume on first letter. Box 705D, BROADCASTING.

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Chief engineer for KMMT-TV-AM Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Wanted-Experienced transmitter engineer for maintenance and operation of RCA equipped station. Send complete resume of education and experience to: Russell Trevillian, Chief Engineer, KXII-TV, Sherman, Texas.

TV engineer—Leading station expanding staff has opening for transmitter operator. Actual tv experience not necessary, but must have first class license and ability learn quickly under guidance chief engineer. WSAV-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Production-Programming, Others

Photographer: Excellent opportunity for industrious and ambitious man. Television experience preferred, not essential. Must be able to run complete photo dept. and turn out first class 35 mm slides. Salary open. Address replies to Box 722D, BROADCASTING.

Eastern non-commercial tv station with heavy live schedule seeking experienced producer-director looking for a challenge. A.B. degree preferred, but not essential. Send resume and salary requirements to Box 773D, BROADCASTING.

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good basic news experience. College graduate preferred. Primary job will be the preparation of newscasts. Possibility of on-air assignments. This multiple ownership station offers attractive company benefits and pleasant working conditions. Please rush resume, including references, and a recent photo to Box 785D, BROADCASTING.

TELEVISION

Situations Wanted—Management

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Southwest TV—do you need manager, assistant, program director, good announcer? I can perform ably in these categories. Write for details of 23 years successful experience in the industry. Why move? Doctor prescribes warmer climate for kids. Box 739D, BROADCASTING.

Top tv promotion man looking to leave number one station in top ten market. Imaginative, self-starting plans-maker well versed in all advertising media; familiar with audience research and methods. Capable administrator able to coordinate and formulate long-range plans. Skilled in the use of on-air print media, outdoor, trade press and direct mail. An able writer with a thorough knowledge of sales development and sales promotion. Box 749D, BROADCASTING.

Television program manager presently employed. Fourteen years experience in management, programming, production, videotape, film buying and sales. Young, married, degrees and top industry references. Box 755D, BROADCASTING.

TV film buyer with ten years experience in major market, available soon. Know all phases of syndicated and feature film properties, ratings, contract law, and group buying techniques. Acquainted with all distributors. Let my experience shave your film budget. Box 756D, BROADCASTING.

Sales promotion manager wants affiliation with major market tv and/or radio station. Ten years tv-radio, two years agency sales and promotion background. Award winning idea man. Strong on merchandising. Now in mid-east major, will relocate. Box 770D, BROADCASTING.

Sales

Newly organized sales agency to represent radio and tv products and services in southeastern states. Will take on six non-competitive lines on retainer and commission basis. For full particulars write Box 808D, BROADCASTING.

Announcers

Experienced announcer wants to return to southwest. Mature, versatile, straight-forward, clean-cut delivery with believability. Seeking market which can afford starting level of about 12 thousand to right man—with room left to look higher. Box 740D, BROADCASTING.

Television announcer. Fifteen years radio-tv seeks good market. Box 759D, BROADCASTING.

Experienced radio announcer-DJ wants tv. Solid radio background. Friendly personality. Box 780D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Tv studio technician, first phone, three years experience, available immediately. Box 696D, BROADCASTING.

Nine years in television and nine years in radio some as chief engineer. Can you use a good maintenance or transmitter man? Box 701D, BROADCASTING.

Engineer-announcer, 1st phone, 5 years radio experience. Any position considered. Box 783D, BROADCASTING.

Chief engineer, AM, TV, desires position in south or southwest. Well qualified, sleeves rolled type. Box 797D, BROADCASTING.

Production-Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

Top news-sports director. Can handle or direct all phases of news-sports organization and production, radio-tv. Area's best known play-by-play man with outstanding sponsor success story. Network radio and tv experience in both news and sports. 20 years on 50 kw radio, 10 years top tv. References, tape, film, and resume furnished. Box 731D, BROADCASTING.

With present employer five years. All phases production desire position in smaller market. Have own photo equipment including 16MM. Resume furnished upon request. Box 746D, BROADCASTING.

Production man: College grad, broadcasting school grad, married, news, special events, interview formats my specialty. Box 772D, BROADCASTING.

Studio supervisor or floor manager experienced. Supervise and manage personnel and all studio operations, excellent work record, can furnish best references. Box 822D, BROADCASTING.

Director or production coordinator. Nine years experience, strong on camera work, creative, ability to handle personnel, net experience, best references. Rush. Box 823D, BROADCASTING.

Quicker profits when you hit the air professionally! Will put your tv station on-the-air; train your local personnel to take over. All phases. Reasonable. TV-Services, 1250 E. 1st South, Salt Lake, Utah.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

Attention equipment suppliers and station engineers! Limited time in which to get on air. Must have good used equipment from transmitter to turntable for 500 watt daytime operation. Reply Box 733D, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for FM and tv antennas. Dismantled, ready to ship. $15,000. Box 741D, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Magnecord model 814C tape player. 3¾ or 7½ speed 4 or 8 hour with automatic reverse in cabinet ready for use. $525.00. Write Box 761D, BROADCASTING.

General Radio 650-A impedance bridge. Beat frequency oscillator. Laboratory and recording voltmeters. Leeds-Northrup apparatus. List. Box 763D, BROADCASTING.

FM broadcast transmitter. General Electric type BT-3-A. Currently 1500 watts output, can easily be converted to 3000 watts with blueprints and schematics provided. $2000.00. Box 786D, BROADCASTING.

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. Chief Engineer, KATI, Casper, Wyoming.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA, Batesville, Arkansas.

Two 345′ self-supporting Truscon towers with lighting kits, available where they stand. Opportunity for a real buy. Radio Station KIDD, P.O. Box 1070, Monterey, California.

5 and 10 KW AM transmitter parts, used, all similar to RCA BTA5F including 10 kw power supply components, modulation transformer. RCA, 892R sockets, blowers, filament transformers, scott connected two phose. Write KINY, 231 So. Franklin St., Juneau, Alaska.

Two Rek-O-Kut B-16-H turntables. Good condition; KMRI, Iowa State University, Ames, Iowa.

FM antenna. Four-bay, GE type. Also isocoupler, 1⅝″ Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

Fm transmitting equipment. Have used GE 250 watt exciter model 4BT1A1; three kilowatt GE amplifier model 4BT3A1 with rectifier; ten-kilowatt GE amplifier model 4BF3A1 with rectifier; GE FM broadcast station monitor model 4BM1A1 plus Gates RF amplifier for remote operation of station monitor. Final tubes for 10 KW amplifier not included. Would like to sell as package. Contact Chuck Williams, KWNO, Winona, Minnesota.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

Micro-Wave equipment: 1 Raytheon microwave transmitter and rack and 1 Raytheon receiver and rack, $3,975.00; 1 Raytheon portable Microwave receiver and 1 Raytheon Microwave transmitter (portable), $3,975.00. Radio WHUT, Anderson, Indiana.

Two Magnecorder tape decks PT6-AH for sale, complete with metal cabinets. WMAK, Nashville, Tenn.

For sale or trade for PT-6 series Magnacord, one Minifon pocket transistor wire recorders. Sells for $285.00. This unit new. Will trade for PT-6 Magnecord or sell for $200.00. WMNE, Menomonie, Wisconsin.

RCA 5DX transmitter complete with tubes $5500. Excellent condition. DRake 8-8800 days, Atlanta, Georgia, nights HIckory 3-4428, Clarkston, Georgia.

Complete new FM station equipment, 1000 B transmitter, etc. Save 25%. Write BB&L, Box 229, Amarillo, Texas.

Auricon sound camera—100 foot—hardly used $950.00 complete case, mike, etc. WHUT, Anderson, Indiana.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

One used 220 ft. self-supporting Ideco tower. $1,500.00. Write Tower Builders Co., Inc., P.O. Box 356, Angola, Indiana.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

1 to 5 kw FM transmitter. Also three 450 foot AM self supported towers. Box 745D, BROADCASTING.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

AM modulation and frequency monitors, 24 pair patch pannels. 500W transmitter, two tower phasing equipment, 3″ scopes. Reply CRS, Box 503, Carthage, Mo.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Wanted! Commissionable, commercial-religious radio, television rates. Write Gospel Broadcasters, Schell City, Missouri.

RADIO

Help Wanted—Announcers

DISC JOCKEYS

• • • advance to Major Metropolitan Market

WNOE the South's top independent is expanding staff. Need DJ's and newsman. Salary plus bonus, plus outside opportunities.

• Send up—tempo music and news air check to:

James A. Noe, Jr.
WNOE
Sheraton-Charles Hotel
New Orleans, La.

Production—Programming, Others

PRODUCTION-CONTINUITY DIRECTOR

50 KW major market independent needs production-continuity writer strong in promotional ideas and follow thorough in contests. Tapes on production, resume, photo and sample scripts to:

Box 727D, BROADCASTING

RADIO

Situations Wanted—Management

MANAGER AVAILABLE

Trouble-shooting 20 year veteran with 250 watt local to 50 KW major market experience. Recently sold interest in station after 3 years of highly profitable operation. Now looking for a station in trouble in medium sized Western market where investment possible. But will consider any offer anywhere. 2609 NW 32nd, Oklahoma City, Oklahoma.

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

HELP WANTED

Production—Programming, Others

WANTED A.S.A.P.
TV TRAFFIC MANAGER

For strong NBC-VHF station in southeast. Female only, from 25 to 45. Must have TV traffic experience. Will head 3 girl department. Send resume, present earnings record and current picture to:

Box 818D, BROADCASTING

TELEVISION

Situations Wanted—Announcers

TOP TV PERSONALITY

Voted "Best new male TV performer" 8th market. Creative, funny, audience builder. (Terrific ratings as light bright DJ) Comedy and continuity writer; ad libber. Network puppeteer. Characters and voices (News straight). Now top 10 market but new policy nixes personality. Minimum $200.00.

Box 757D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

High performance Low cost

SUBCARRIER GENERATOR

Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES

P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00. Check with order. Delivery within 3 days. Send copy for your imprint.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

SWING!

STATION SERVICES LTD.

PRESENTS THE *"GENTLE JABS"*

A series of 20 recorded & produced sixty second announcements that poke pointed, yet airable, fun.

1. *"Shock of the Month Club"*
2. *"Brand X Instant Water"*
3. *"Stomach Acres Real Estate"*
(and 17 more!!)

FULL SET: $10.00

Send for free audition tape
To:

Station Services Ltd.
423 1st National Bank Bldg.
Peoria, Illinois
674-5912

EMPLOYMENT SERVICE

are you JOB HUNTING? let ARTE help!
ARTE lists positions currently available from all 50 states. Radio & TV announcers, engineers, sales, copy, management, etc. Single issue $2.50; 1-year subscription $6.
American RADIO & TELEVISION Exchange
Post Office Box 1500 Orlando, Florida

JOB HUNTING?
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE
Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

STATIONS

FOR SALE

TV STATION
IN
FAST-GROWING MARKET
Qualified Principals Only
Box 703D, BROADCASTING

FOR SALE

High power, Class "B" FM Station large midwest market. On air two years complete with background music service. All new equipment.

Box 776D, BROADCASTING

Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

CALIFORNIA. Fully automatic full time operation. Trade area 20,000. Deal can be set up to net owner $1,000 a month on current business. $6,500 down.

PACIFIC NORTHWEST. Exclusive. $40,000 gross. Good profit. Ideal man and wife or partners. Asking $75,000 including real estate. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 84

extended from Jan. 20 to Jan. 27 and from Feb. 3 to Feb. 10 time for filing proposed findings and replies in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan Jr., and Pier San Inc., for am facilities in Pratt and Larned, Kan. Action Jan. 19.

■ Received in evidence Exhibit 3 of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., and closed record in proceeding on its am application and that of Firmin Co., Vincennes, Ind. Action Jan. 24.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended time for filing responsive pleadings to petition of Central Wisconsin Television Inc. for leave to amend its application for new tv station to operate on ch. 9 in Wausau, Wis., until 10 days after commission receipt of response from Canadian government regarding necessary clearance of amendment. Action Jan. 19.

By Hearing Examiner David I. Kraushaar

■ Upon consideration of agreements reached at Jan. 23 prehearing conference, ordered that either petitions for reconsideration and grant without hearing of am applications of WSTV Inc. (WBOY), Clarksburg, and Community Radio Inc., Spencer, W. Va., are to be filed with commission not later than 5 p.m., Feb. 9, or all engineering evidence in support of respective proposals, for introduction into record, is to be exchanged among counsel by that date with copy of each exhibit to examiner, and ordered further that hearing shall commence as scheduled Feb. 16, with understanding, however, that in event petitions for reconsideration are filed an appropriate motion will likewise be filled before examiner by Feb. 9 for continuance of hearing pending action by commission on such petitions for reconsideration. Action Jan. 23.

By Hearing Examiner Isadore A. Honig

■ Granted petition by the Broadcast Bureau and further extended from Jan. 24 to Feb. 3 and from Feb. 7 to Feb. 20 dates for filing proposed findings and replies thereto in proceeding on am application of Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa. (Docket 13325).

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 19

KHOE Truckee, Calif.—Granted assignment of license to **Robert Sherman.**

KVOG-TV Ogden, Utah—Waived Sec. 3.613 and granted cp to change studio location to trans. site.

WDON Wheaton, Md.—Granted mod of cp to change type trans.

KMBY Monterey, Calif.—Granted mod of cp to move ant. approximately 20 ft. and trans. approximately 200 ft. from presently authorized location and deletion of remote control request; condition.

WSJS Winston-Salem, N. C.—Granted mod. of cp to make changes in DA pattern; increase height of ant.; add new tower for nighttime operation and make changes in ground system.

Actions of Jan. 18

KSIX Corpus Christi, Tex.—Granted license covering installation of new trans. and make changes in ground system.

WWON Woonsocket, R. I.—Granted mod. of cp to change type trans.

KTLD Tallulah, La.—Granted change of remote control authority.

Actions of Jan. 17

WMVB Millville, N. J.—Granted acquisition of positive control by **Fred M. Wood** through sale of stock by **Frances Sharp,** administratrix of the estate of **Frank S. Sharp,** deceased.

KBBB Borger, Tex.—Granted assignment of licenses to **Robert M.** and **Dixie Dice Watson.**

KNTT Tazewell, Tenn.—Granted assignment of licenses to **Floyd** and **Hubert Turner.**

KWVR Enterprise, Ore.—Granted assignment of license to **Gene W. Wilson.**

KIOO(FM) Oklahoma City, Okla.—Granted license for fm station (BLH-1687).

WKEU Griffin, Ga.—Granted license covering increased daytime power and installation of new trans.

WMNB North Adams, Mass.—Granted license covering change of ant.-trans. location, changes in ant. system and remote control authority.

KOCA Kilgore, Tex.—Granted license covering change in ant.-trans. location and changes in ant. and ground system.

KXXX Colby Kan.—Granted mod. of license to change studio location and remote control point; Sec. 3.30(a) of commission's rules waived to permit establishment of the main studio 1½ blocks south of city limits on Highway 25, Colby, Kan.

WRRZ Clinton, N. C.—Granted cp to install new trans.

KSWC Tucson, Ariz.—Granted mod. of cp to change ant.-trans. location.

KZUN-FM Opportunity, Wash.—Remote control permitted.

The following stations were granted extensions of completion dates as shown: *WCSQ (FM) Central Square, N. Y. to Feb. 12, and KMBO Tucson, Ariz. to July 4.

Actions of Jan. 16

WABR Winter Park, Fla.—Granted involuntary assignment of license to **Carl T. Langford,** receiver.

KICN Denver, Colo.—Granted assignment of licenses to **Central States Bcstg. Inc.**

KUPD-AM-FM Tempe, Ariz.—Granted acquisition of negative control each by **William H. Clifford** and **Jack F. Grimm** thru purchase of stock from **John L. Breece.**

KDAL Duluth, Minn.—Granted mod. of license to change name to **KDAL Inc.**

KWG-FM Stockton, Calif.—Granted cp to replace expired permit for fm station.

WDGO (FM) Cleveland, Ohio—Granted mod. of cp to change type ant.

WOWY Clewiston. Fla.—Granted mod. of cp to change type trans.

KWG-FM Stockton, Calif.—Granted mod. of cp to move studio and trans. site; change trans.; ant.; decrease ERP to 3.4 kw; increase ant. height to 140 ft., and change ant. system.

The following stations were granted extensions of completion dates as shown: WOWY Clewiston, Fla. to Feb. 13; WKEY (FM) Kansas City, Mo. to June 11; WWRL New York, N. Y. (main & alt. main) to Mar. 15; KAFI (FM) Auburn, Calif. to June 30; WSAF Sarasota, Fla. to Feb. 13.

The following stations were granted change of remote control authority: KHVR Bijou, Calif.; WWIZ Lorain, Ohio.

Actions of Jan. 13

WCGR Canandiagua, N. Y.—Granted change of remote control authority.

WWCM New Orleans, La.—Remote control permitted.

License renewals

■ Following stations were granted renewal of license: WCMN Arecibo, P. R.; WDBO-AM-TV Orlando, Fla.; WFTL Ft. Lauderdale, Fla.; WHYS Ocala, Fla.; WINK-AM-TV Ft. Myers, Fla.; WIPR-AM-FM-TV San Juan, P. R.; WJNO West Palm Beach, Fla.; WMDD Fajardo, P. R.; WMEN Tallahassee, Fla.; WPLA Plant City, Fla.; WSWN Belle Glade, Fla.; WTRR Sanford, Fla.; WTYS Marianna, Fla.; WDAE-FM Tampa, Fla.; WBLA Elizabethtown, N. C.; WGAT Gate City, Va.; WIAM Williamston, N. C.; WRRA(FM) Ithaca, N. Y.; WRRC(FM) Cherry Valley Township, N. Y.; WRRD(FM) DeRuyter Township, N. Y.; WRRE(FM) So. Bristol Township, N. Y.; WRRL(FM) Wethersfield Township, N. Y.; WJNC Jacksonville, N. C.; WEIM Fitchburg, Mass.; WPTS Pittston, Pa.; WKRZ Oil City, Pa.; KDOT Reno, Nev.; WGOL Goldsboro, N. C.; WBRM Marion, N. C.; WMYN Mayodan, N. C.; WRAL(FM) SCA only, Raleigh, N. C.; KQEO Albuquerque, N. Mex.; WADA Shelby, N. C.; WKMT Kings Mountain, N. C.; WYRN Louisburg, N. C.; WYFS-FM Winston-Salem, N. C.; WSKY Asheville, N. C.; WAMR Venice, Fla.; WAYR Orange Park, Fla.; WBIL Leesburg, Fla.; WFTW Fort Walton Beach, Fla.; WGBS-AM-FM Miami, Fla.; WGTO Cypress Gardens, Fla.; WIVI Christiansted, St. Croix, V. I.; WIVY Jacksonville, Fla.; WJOE Ward Ridge, Fla.; WNOG Naples, Fla.; WRFB Tallahassee, Fla.; WSIR Winter Haven, Fla.; WTNT Tallahassee, Fla.; WTOT Marianna, Fla.; WVCG Coral Gables, Fla.; WWPF Palatka, Fla.; WDBO-FM Orlando, Fla.; WNDB-FM Daytona Beach, Fla.; WVCG-FM Coral Gables, Fla.; WWPB(FM) Miami, Fla.; *WEDU(TV) Tampa, Fla.; WESH-TV Daytona Beach, Fla.; WJXT(TV) Jacksonville, Fla.; WPTV(TV) West Palm Beach, Fla.; *WTHS(FM) Miami, Fla.; WJSB Crestview, Fla.; WKTX Atlantic Beach, Fla.; WMOP Ocala, Fla.; WNDB Daytona Beach, Fla.; WPFA Pensacola, Fla.; WZEP De Funiak Springs, Fla.; WGOG Walhalla, S. C.; WSNW Seneca, S. C.; WELP Easley, S. C.; WHKP Hendersonville, N. C.; WSSC Sumter, S. C.; KSIX Corpus Christi, Tex.; WBRG Lynchburg, Va.; WSUX Seaford, Del.; WBMI(FM) Meriden, Conn.; *WUNC(FM) Chapel Hill, N. C.; WGAS South Gastonia, N. C.; KSRO Santa Rosa, Calif.; WAVZ New Haven, Conn.;WWDC Washington, D. C.; KRKO Everett, Wash.; KWWL Waterloo, Iowa; WGAN & Aux., Portland, Me.; WGTC Greenville, N. C.; *WWWS(FM) Greenville, N. C.; WSTP Salisbury, N. C.; WSTP-FM Salisbury, N. C.; WBOS Brookline, Mass.; WCOA Pensacola, Fla.; WDEB Pensacola, Fla.; WGGG Gainesville, Fla.; WGRC Green Cove Springs, Fla.; WLAK Lakeland, Fla.; WMMB Melbourne, Fla.; WMEG Eau Gallie, Fla.; WONN Lakeland, Fla.; WSTA Charlotte Amalie, St. Thomas Island, V. I.; WTAN Clearwater, Fla.; WEUC Ponce, P. R.; WHOA San Juan, P. R.; WISO Ponce, P. R.; WKAQ-AM-FM San Juan, P. R.; WKAT Miami, Fla.; WTTB Vero Beach, Fla.; WFLA-TV Tampa, Fla.; *WTHS-TV Miami, Fla.; WTVT(TV) Tampa, Fla.; *WFSU-FM Tallahassee, Fla.; *WTUN (FM) Tampa, Fla.; WBGC Chipley, Fla.; WHBO Tampa, Fla.; WEAT-TV West Palm Beach, Fla.; WMBR-AM-FM Jacksonville, Fla.; WSUN-AM-TV St. Petersburg, Fla.; WMBM Miami, Fla.; WFOY St. Augustine, Fla.; WZRO Jacksonville Beach, Fla.; WKIS Miami, Fla.; WLEO Ponce, P. R.; WMNT Manati, P. R.; WNEL Caguas, P. R.; WPRM-FM San Juan, P. R.; WKAQ-TV San Juan, P. R.; WEYE Sanford, N. C. Ann. Jan. 19.

WEYE Sanford, N. C.—Granted license for am station (BL-8176). By letter, reminded station of sec. 1.328 requirement that application for renewal of license must be filed at least 90 days prior to expiration date of license sought to be renewed. Ann. Jan. 25.

■ Commission granted applications by Wireline Radio Inc., WITT Lewisburg, Pa., and Central Pennsylvania Bcstg. Co., WKVA Lewiston, Pa., for renewal of licenses to extent of renewing both for 15 months, from Feb. 1, with admonishment about previously indicated unauthorized transfer of control of WITT to WKVA, application for which was subsequently dismissed. Ann. Jan. 25.

Rulemakings

■ By report and order, Commission finalized rulemaking in Docket 13755 and amended its rules, effective Feb. 2, to enable noncommercial educational fm stations to engage in subsidiary services of noncommercial nature.

They can apply to use subcarrier transmissions on multiplex basis for such supplemental uses as programming for classroom and other specialized audiences, relaying programs between educational fm stations, remote cueing and other functions relating to station operation, etc. These multiplexed transmissions can be made only simultaneously when main channel is being programmed. They can present material for which only consideration is matter furnished and/or payment of any line charges involved. No commercial announcements or references are permitted. FCC Form 318 will be used in applying for such subsidiary communication authority.

Matter of fm stereophonic broadcasting is subject of separate rulemaking proceeding in Docket 13506 and, to extent noncommercial educational fm broadcasters can demonstrate need for "stereo" operation, this will be considered by commission in connection with that proceeding. Ann. Jan. 25.

■ By memorandum opinion and order, Commission (1) denied petition by Raritan Valley Bcstg. Co., Inc. (WCTC), New Brunswick, N. J., to extent that it requests waivers of sections 1.106(b), 1.354, consolidation of application for hearing in Dockets 13528-13534, and other associated relief; and (2) deferred requests for waivers of sections 3.28(c) and 3.37 until such time as petitioner's application to increase daytime power on 1450 kc from 250 w to 1 kw comes before commission for consideration in conformity to procedures applicable in such cases. Ann. Jan. 25.

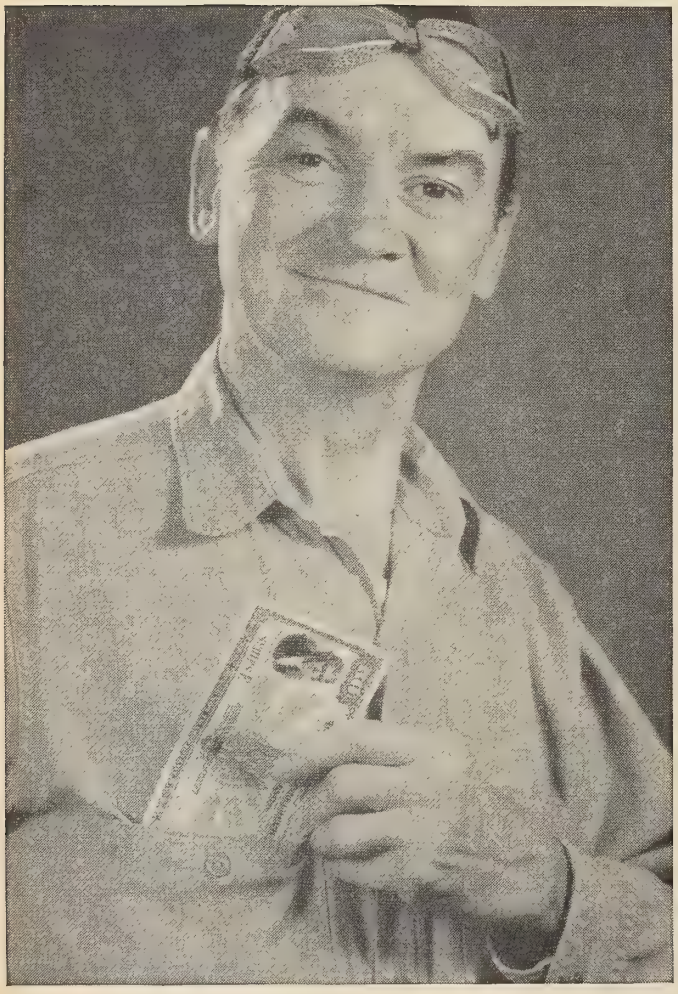
Petitions for rulemaking

Rankin Fite and **Robert H. Thomas, Hamilton, Ala.**—Requests allocation of vhf ch. to Hamilton, Ala. by making following proposed changes: Hamilton, Alabama, present None, proposed 2+; State College, Mississippi, present *2+, proposed None; Nashville, Tennessee, present *2—, 4+, 5, 8+, 30+, 36+, proposed 4+, 5, 8+, *30+, 36+. Ann. Jan. 19.

National Association of Broadcasters, Washington, D. C.—Requests amendment of sec. 3.111(b), 3.281(b), 3.581(b) and 3.663(b) of rules so as to permit use of automatic logging devices by addition thereto of following paragraph:

Automatic recording devices accurately calibrated and with appropriate time, date and circuit functions may be utilized to record required entries in operating log. Ann. Jan. 10.

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45,000 American business firms have put in a valuable service for their employees—the Payroll Savings Plan for U.S. Savings Bonds. Through this plan the company payroll clerk sets aside a certain amount for each participating employee, each payday. Bonds are delivered to employees as soon as they are fully paid for. It's fully automatic, and the easiest way in the world to save.

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If your company has not installed the Payroll Savings Plan thus far, contact your State Savings Bonds Director and have him show you how the Plan works. Get his experienced help in presenting the Plan to your organization. Or write Savings Bonds Division, U.S. Treasury Department, Washington, 25 D. C.

Hats off to American Industry!

"American Industry—by promoting the Payroll Savings Plan—has given the Savings Bonds Program its greatest success," says William H. Neal, National Director of the Treasury's Savings Bonds Program.



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20th ANNIVERSARY 1941 1961

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ADVERTISING COUNCIL PUBLIC SERVICE

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OUR RESPECTS to Sen. John Orlando Pastore

He turns conflicting views into harmonious agreement

When top network and NAB officials and FCC members appear before the Senate Communications Subcommittee at its Sec. 315 hearing tomorrow (Tuesday), they will be confronted by a chairman whose great passion in such proceedings is cutting through to the heart of an issue and whose record in achieving this aim is uncommonly good.

He is John Orlando Pastore, a short, dapper, somewhat volatile Rhode Islander. As second-ranking Democrat on the parent Commerce Committee, he has headed the communications unit for six years and, in the process, become one of Congress' most knowledgeable men in the field of broadcasting.

Those who have observed him at committee hearings regard him as considerate and fair with witnesses. But he is also described as tenacious in keeping the central issue well in hand. With the skill of a prosecuting attorney, which he once was, he will knife through extraneous argument and discussion; then, acting as a kind of mediator, he will try to bring conflicting views into harmony.

With a witness in the chair whose remarks begin to range far afield, the senator can be expected to jab a forefinger into a section of a bill under discussion and ask, "Is this acceptable? What about the next section? It's not—will you accept a compromise?"

Warm Blood ▪ In the course of his questioning, Sen. Pastore's Latin blood may heat up and his voice rise several decibels in volume, but it's not the witness's hide he's after—it's legislation, or the ideas and proposals on which legislation can be based.

This doesn't mean he cannot explode. A Pastore explosion still ringing in the ears of those who were present occurred at a Commerce Committee hearing in June 1958, when he went off in the faces of the seven members of the FCC (BROADCASTING, June 30, 1958). What caused the blow-up was the commissioners' lack of action in formulating proposals for easing the lot of uhf stations. At that time, the FCC had been wrestling with the problem for four years, and Sen. Pastore felt that was long enough.

But as for the hearing starting tomorrow, Sen. Pastore will probably lend a sympathetic ear to broadcasters' appeals for complete repeal of the equal-time provision in the Communications Act. He said last week that, in view of the "excellent" performance of the networks and broadcasters in covering last fall's presidential and vice presidential campaigns, "Congress can now begin to review" Sec. 315. He said consideration could be given to allowing broadcasters the additional freedom needed to provide the public with coverage of state and municipal issues. But he added quickly, "This, of course, involves many ramifications and implications which have to be studied very closely."

In discussing the broadcasting industry, Sen. Pastore lets it be known that his interest "is not academic or impersonal. I enjoy television and radio," he said last week. "I see many of the programs." The senator has television sets in his homes in Cranston, R.I., and in Kensington, just over the Washington, D.C., line in Maryland. He also has a portable tv set in his Senate office.

Time Scarce ▪ But he doesn't have a great deal of time to watch any of them. A hard-working senator whose staff has to move fast to keep pace with him, Sen. Pastore arises at 6 a.m. and is often on the telephone before 9 o'clock, talking to aides in preparation for the day ahead. His mornings are taken up with committee meetings and talks with staff members, or with playing host to visiting Rhode Islanders, who have been known to descend on him in droves. When the Senate is in session, he can generally be found in or near the floor and, when he finally leaves the Capitol, he is often headed for a trade or business association meeting in Washington.

After 10 years in the Senate, Sen. Pastore is a very respected member of that very exclusive club. Besides his membership on the Commerce Committee, he has seats on such choice committees as Appropriations and the Joint Committee on Atomic Energy. In 1955, he was on the U.S. delegation to the United Nations General Assembly as an advisor on atomic energy matters. And he is now a member of the influential Senate Democratic Policy Committee.



Sen. Pastore
The heart of the issue

Sen. Pastore, who was born in Providence, R.I., on March 17, 1907, reached his present high station after following a long, tough road through Rhode Island politics that began after his graduation from night law school in 1931. He had attended the Northeastern Law School extension classes in Providence after putting in a full day as a claims adjustor for the Narragansett Electric Co.

Perfect Vote Record ▪ In 1934, he ran for a seat in the Rhode Island General Assembly. He won that contest and every election he has entered since. He was reelected in 1936, and in 1937, with his political star beginning to rise, he was appointed state assistant attorney general. With only a two-year interruption (1939-1940), when the Republicans controlled the state, he held that position until 1944.

In that year, with a record as a fair and able state prosecutor behind him, he was nominated for lieutenant governor. And that proved to be a turning point in his career. For a year after he was elected, Gov. J. Howard McGrath was named Solicitor General by President Truman, and Sen. Pastore moved into his state's highest office. In 1946, he was elected governor in his own right, and in 1948, he was reelected.

In 1950, Sen. Pastore was able to make his first run for the Senate. He was elected to fill an unexpired term and, in 1952, he was elected to a full term. In 1958, he was reelected by a plurality of some 99,000 votes.

In 1941, Sen. Pastore married the former Elena Caito of Providence. The Pastores now have three children—John O. Jr., 18; Frances E., 17; and Louise M., 13.

Sen. Pastore used to commute every weekend between Washington and Rhode Island, where he would attend Communion breakfasts, Men's Clubs dinners and a variety of other social functions. But after 10 years, he has given it up. "I will miss it," he says. "But, on the other hand, it will be less taxing on me to remain here on the weekend to rest in comfort and do the work I have to do in preparation for the new week."

Chances are, therefore, that he will be even better prepared than usual when the hearing on Sec. 315 gets underway at 10 a.m. tomorrow.

Live, lively and here to stay

IF the first live pick-up of a presidential news conference is to determine the future of such sessions they are here to stay—at least during President Kennedy's tenure.

Last Wednesday's bold experiment, viewed with grave concern by older heads and even by newsmen, was an outstanding success. There were none of the slips that elder statesmen feared as the whole world heard and most of the nation saw. Mr. Kennedy said these live sessions have the advantage of "providing more direct communication."

While television cameras were focused on the questioners as well as the President, there were no theatrics and no free promotion of news media or news men.

Mr. Kennedy's great success in the television debates motivated his decision to permit the live pick-ups of his news conferences. He is willing to take the risk of an errant phrase or an inadvertent slip. There were none at his maiden conference as President.

The broadcast media stand to benefit. Aside from the natural advantage of instantaneous "publication" of the news sessions, their acceptance should go far in breaking down arbitrary barriers to coverage of congressional and court proceedings. While Senate committee hearings are open to broadcast coverage at the discretion of committee chairman, Speaker Sam Rayburn has barred all live pickups from House committees. Most courts cling to the outmoded concept of denying radio and television access to trials.

The courts and Speaker Rayburn, it seems to us, will be hard pressed to justify arbitrary lockouts of radio and television when the chief executive of the world's foremost power affords them full access to his news conferences.

Spectre of censorship

IT IS NOT improbable that broadcasters along with all media will some day find themselves suffering under censorship that is traceable to a decision reached by the U.S. Supreme Court last week.

By the narrowest of majorities—5-4—the court upheld the constitutionality of motion picture censorship. Broadcasters can take small comfort in the observation of the majority that the decision applied to no media other than movies. As the minority said, in an eloquent dissent written by Chief Justice Earl Warren, "the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches."

Of all the endangered media, television and radio, it seems to us, are the most vulnerable. They alone are already licensed by the federal government and their performance already subjected to periodic review. It is not an impassable distance from Supreme Court approval of local censorship, as in the Chicago case decided last week, and an assertion by the FCC of authority over broadcast programming. The Chicago city government claims the right to censor movies on the grounds of protecting the public interest. It is in the public interest that broadcasting is regulated by the FCC.

Last week's Supreme Court decision is the more ominous for broadcasting because of the prevailing mood of the new administration. James M. Landis, the President's overseer of administrative agencies, has repeatedly said that the FCC ought to exert stronger control over programming. Newton Minow, the FCC chairman-to-be, has expressed similar views. We imagine that by now both have committed the Supreme Court's majority opinion to memory.

Do we seem unnecessarily alarmed? Four distinguished members of the court took this minority view:

"Let it be completely clear what the court's decision does. It gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving picture these officials deem unworthy of a license."

The question under consideration, the minority said, applies to "any city, any state or the federal government."

Do broadcasters need a rallying cry to arouse their interest in this subject? Here is what Justice Douglas wrote in a seperate dissent in which the other dissenters concurred:

"The First Amendment was designed to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law and other fields. Its aim was to unlock all ideas for argument, debate, and dissemination. No more potent force in defeat of that freedom could be designed than censorship. It is a weapon that no minority or majority group, acting through government, should be allowed to wield over any of us.' '

To read the dissenting opinions is to be convinced that the majority decision runs counter to the benchmark cases of the past. Clearly there will be chance for reappraisal by the court. When that chance will come or how cannot now be known. But broadcasters must do what they can to make it come as soon as possible.

The Motion Picture Assn. of America has already announced its intention to seek some kind of relief from the decision of last week. It would be to the benefit of broadcasting if the NAB at least conferred with the movie group to explore ways of joining forces.

Logical move

IT is not in the cards for Charles H. King to remain on the FCC as one of its three Republican members under the new Kennedy administration. His recess appointment terminates the day the incoming Democratic chairman, Newton N. Minow, takes his oath of office—probably in early March.

In the five months Mr. King has served he has endeared himself not only to his colleagues but to the communications fraternity at large. He is a good lawyer, uninhibited by bureaucratic tradition. And he doesn't wear a political label on his shirt front.

While Mr. King's tenure on the FCC is necessarily limited, he is available for appointment to some other agency on which there will be Republican vacancies. The Federal Trade Commission, for example, will have two. Mr. King's appointment to the FTC is being urged even by prominent Democrats who have had occasion to observe his refreshing and authoritative approach to regulatory problems.

We second the motion.



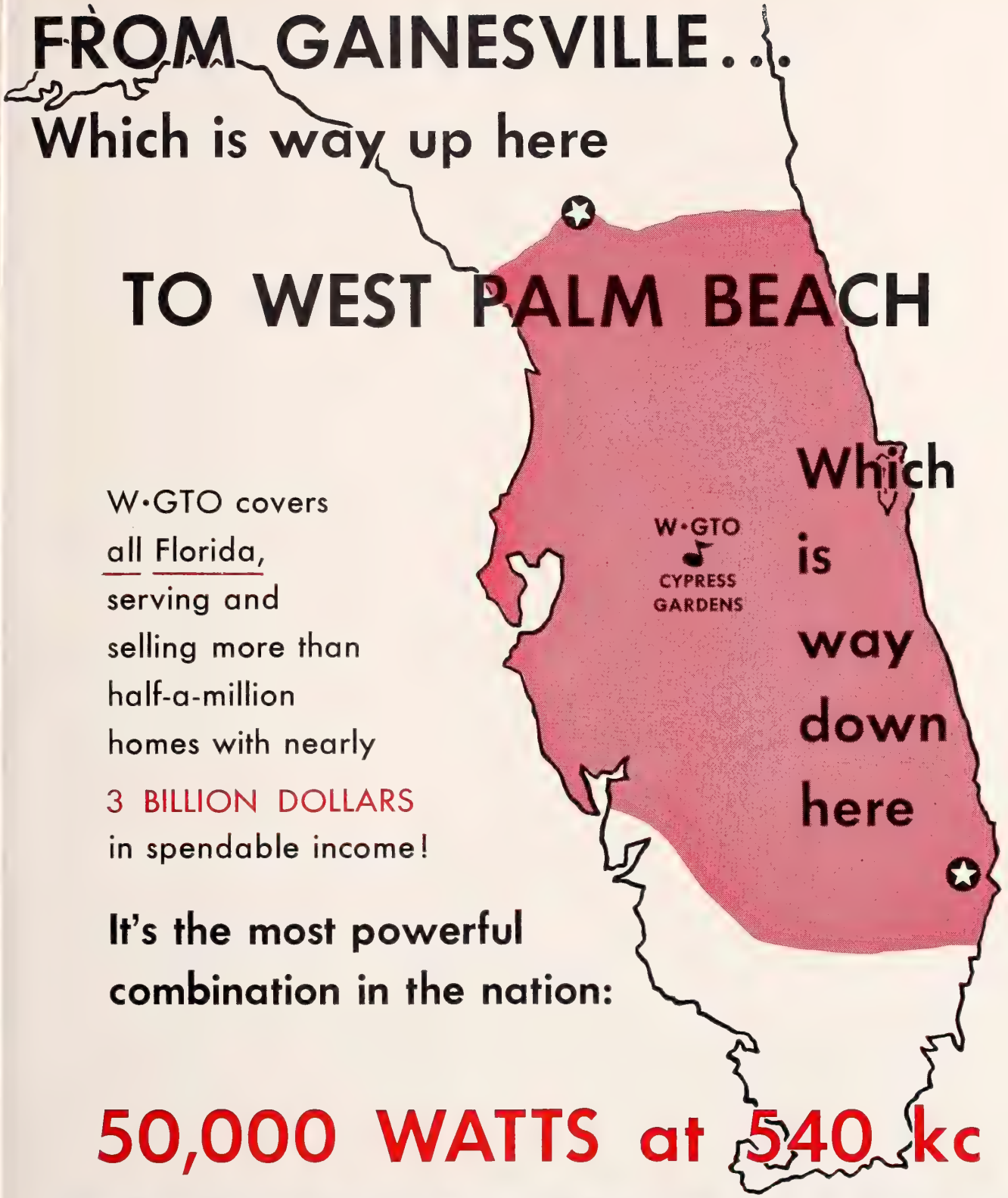
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When a man assumes a public trust, he should consider himself as public property.

Thomas Jefferson

A radio or television station is a public trust. The airways belong to the people. The management of broadcasting properties must serve the public interest and further the public welfare. This responsibility is significantly greater when a group of radio and television stations in major American cities is owned and managed by a single company.

With the announcement of its Symbol of Service, RKO General reaffirms its dedication to serve the listening and viewing public. It will be used to designate the public service programs broadcast on RKO General stations. Struck in bronze, it will be awarded to groups and organizations who join with RKO General in the creation and sponsorship of such programs.

RKO General establishes its Symbol of Service as a visual expression of the principles and policies of its Broadcast Code, copies of which are available upon request. It is RKO General's intent that, over the years, this Symbol of Service will become synonymous in the public mind with programming of unusual merit and community benefit.

RKO GENERAL ANNOUNCES ITS SYMBOL OF SERVICE



WOR, WOR-TV New York
KHJ, KHJ-TV Los Angeles
WNAC, WNAC-TV Boston
WGMS Washington
KFRC San Francisco
WHBQ, WHBQ-TV Memphis
CKLW, CKLW-TV Windsor, Ontario
WHCT Hartford
The Yankee Network
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30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 6, 1961

How next fall's tv network schedule looks on early planning boards 27

Stations will get more money if new CBS-TV morning plan works 42

Sec. 315 hearing brings a split decision from network spokesmen 58

Average half-hour film will cost $1,600 more under new labor contracts 72

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30 years

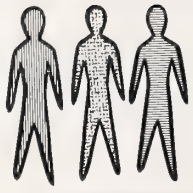
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ST. LOUIS



. . . in the great Dallas-Ft. Worth market with Channel 4

The December, 1960, ARB Market Report shows KRLD-TV's average quarter-hour homes reached, 9:00 a.m. to midnight, Sunday through Saturday, to be 67,200.

This figure is 30.2% greater than station B, 64.3% greater than station C and 239.4% greater than station D.

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KRLD-TV represented nationally by the Branham Company

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CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Hail press(ure) corps

Why sudden switch in White House policy from live broadcasts of Kennedy news conferences? (story page 62). While news secretariat won't admit it, trouble is rooted in protest of working press, primarily press association men. Instantaneous reporting via radio and tv, press argues, gives radio-tv unfair advantage over press associations, which must process news for wires. Rank and file printed-page press isn't happy either since public knows first-hand facts before they ever get into print.

Incidentally, there'll be at least one additional appointment to White House news staff to assist Secretary Pierre Salinger and Assistant Secretary Andrew Hatcher. If it's radio-tv man, which is likely, person could well be Jack Christie, radio-tv chief of Democratic National Committee and chief aide to J. Leonard Reinsch during Democratic convention.

Soaper on Mutual

Mutual is completing negotiations in transaction that will lead to revival of radio soap operas on that network. It hopes to announce this week that network has signed with packager Ted Lloyd to place daily, 55-minute *My True Story* on network in unusual fashion: recordings will be fed affiliates via closed circuit for scheduling at affiliates' convenience. Stations using them will split revenue with Mutual 50-50. Serial, which was on NBC Radio until January 1960 and earlier on ABC Radio, will consist of new material on MBS with announcer Tony Marvin as host. Since its departure from NBC Radio, series has been syndicated in more than 40 markets.

Filmways looking

Filmways has been negotiating with several station owners for tv and/or radio properties. Film house has been eyeing station mart since last fall. (CLOSED CIRCUIT, Nov. 14, 1960). Filmways' current negotiations propose use of stock as down payment (It's on American Exchange).

Collins baptism

First appearance of former Florida Governor LeRoy Collins as NAB president last Tuesday before Senate Interstate Commerce Committee (on Sec. 315) was impressive. Subcommittee members complimented him on his testimony and avidly echoed his suggestion that doctrine of "fairness" be applied to political broadcasts in lieu of mandatory equal time provision.

This week Governor Collins meets for first time since taking NAB helm with full board of directors at Palm Springs, Calif. He has been carefully reviewing NAB policies and headquarters operations but isn't ready to propose organization plans. Presumably he will be ready at next full board meeting in Washington in June. In immediate offing, however, may be appointment of executive or advisory committee with whom president can consult without necessity of contacting entire board and possibly designation of outstanding broadcaster as NAB chairman on annual rotating basis.

Watchdog's bite

Senate elections "watchdog" subcommittee, headed by Sen. Yarborough (D-Tex.) has half-dozen cases of alleged infraction of Sec. 315 equal time rule but is keeping mum about them until public hearing is held at undetermined date. Committee first wants to complete printing of voluminous record of campaign speeches and network newscasts and then probably will schedule hearing on alleged bias cases. While no details are disclosed, it's understood cases to be highlighted involve, for most part, "owner-manager" stations wherein ownership presumably indulged in partisan political activities.

Too much too fast

Saturation of major league sports (basketball, football and baseball) in Los Angeles apparently is stifling advertiser interest in radio-tv. New American League Angels, with hard times predicted for next few seasons, are finding radio-tv buyers scarce and skeptical. New Charger football team, only year old, already has given up and switched to San Diego. Basketball Lakers also are in trouble. Looks like too much too fast for L.A., whose boosters thought radio-tv sponsors could be found for many major league entries.

Product production

Insistence of national advertisers on air protection of 15 minutes or more for entire product line, not only those advertised, is meeting strong station resistance. Syndicator of new tv series, hoping to make show easier to sell to stations, signed large national advertiser as participating sponsor. To his amazement, several major market stations bought series but rejected sponsorship, stating they'd rather sell show themselves to less demanding local advertisers.

Short-term relief

Seasonal tv advertisers seeking short-term exposure on high-rated network programs via participations in so-called "sell offs" or "reliefs" report accommodations are easier to get. Reason: some national advertisers, which fattened budgets 6-7 months ago, now revising them slightly and thus happy to get "relief." If this general "softening" persists, it'll mount pressure on network salesmen now engaged in negotiating for next season (see story, page 27).

Quizzer's sale stalled

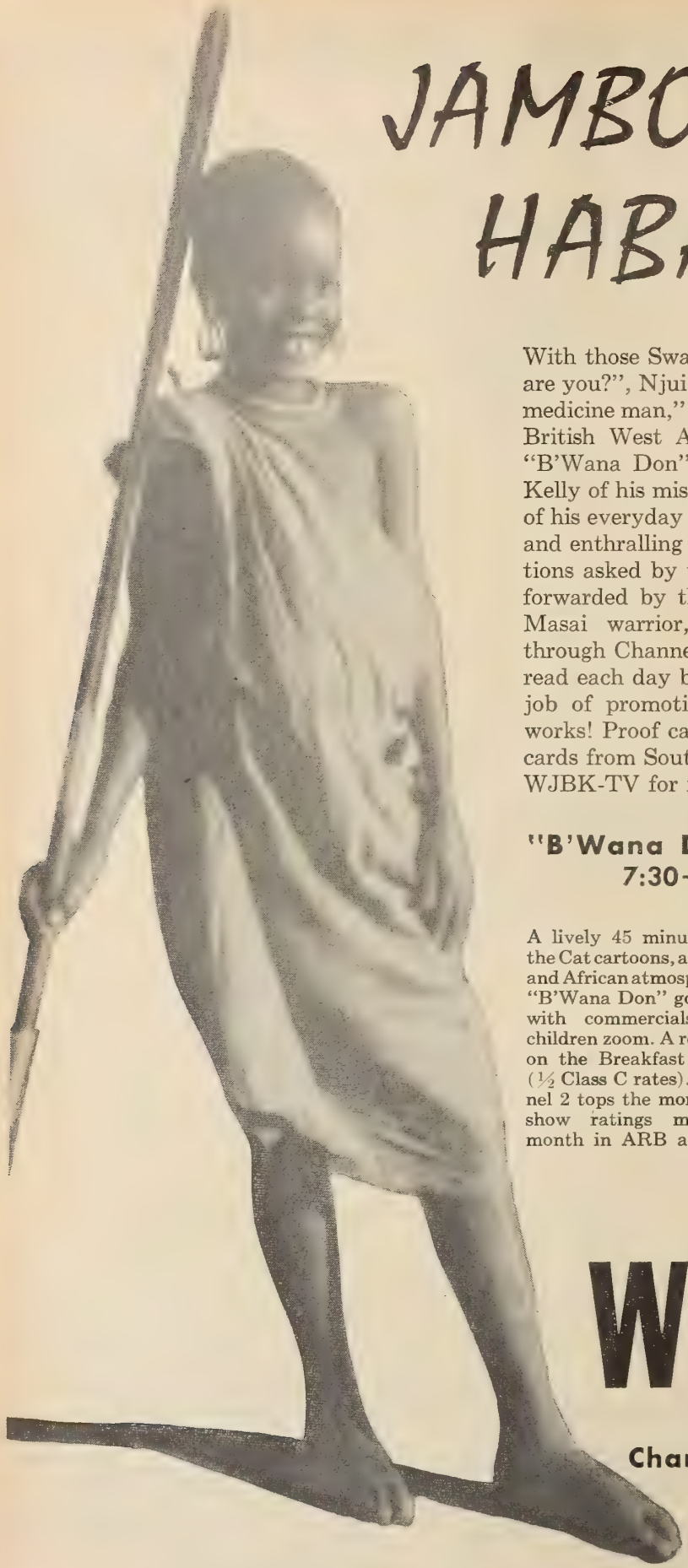
Proposed sale of WGMA Hollywood, Fla., by former tv quiz producers Jack Barry and Daniel Enright caused lengthy argumentative delay at FCC meeting Wednesday. Barry & Enright discussion took up most of morning meeting and caused FCC to run into extra session Thursday. No action was taken.

Following disclosures of role played by producer Enright in Twenty-One *and* Tic Tac Dough *quiz fixes, FCC instituted revocation against WGMA on character qualifications* (BROADCASTING, *Dec. 7, 1959*). *B&E subsequently contracted to sell station to Kingsley Murphy Jr. and Carroll E. Crawford for $265,000. WGMA license expired Feb. 1.*

Complaint conundrum

With Oversight Subcommittee officially out of business since Jan. 3, many who put specific complaints in writing are asking that correspondence be returned. This has raised sticky problem since files of subcommittee now belong to House. Case in point: Station which submitted lengthy statement and exhibits complaining about effect of ratings on program quality wants written information returned. Subcommittee, it is understood, has information that five-year-old asked questions with findings published as part of "valid" survey.

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JAMBO RAFIKI, HABARI GANI

With those Swahili words, meaning "Hello friends, how are you?", Njui Ndooto, 12 year old son of a Masai "big medicine man," begins his daily letters from Tanganyika, British West Africa, to his pen pals on WJBK-TV's "B'Wana Don" children's program. Helped by Father Kelly of his mission school, Njui tells the familiar things of his everyday life in faraway Africa that are so strange and enthralling to Michigan children, and answers questions asked by the youngsters in the 500 letters a week forwarded by the station. The letters from this future Masai warrior, now learning about Western ways through Channel 2 contacts with American children, are read each day by "B'Wana Don" Hunt. It's a two-way job of promoting international understanding, and it works! Proof came last Christmas, when 1,000 gifts and cards from Southeastern Michigan children were sent to WJBK-TV for remailing to their African friend.

"B'Wana Don" Participating Program
7:30—8:15 a.m., Mon. thru Fri.

A lively 45 minutes of Felix the Cat cartoons, animal guests and African atmosphere. When "B'Wana Don" goes on safari with commercials, sales to children zoom. A real buy, too, on the Breakfast Time Plan (½ Class C rates). And Channel 2 tops the morning kiddie show ratings month after month in ARB and Nielsen.



"B'WANA DON" HUNT and scene-stealing chimp, "Bongo Bailey"

WJBK-TV

A Storer Station

Channel 2 CBS **Detroit**

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

Smoked-filled rooms are the order of the day as network and advertising groups plan next season's tv programming. More hour-long shows are in sight and less emphasis on comedy is anticipated. For the latest dope from Madison Avenue. See . . .

FALL PROGRAM LINEUP FORMS . . . 27

Revised type of sales format based on the rotating-minute plan is slated to go into effect for CBS-TV late morning programs. Stations will get more compensation if business is increased, it's indicated, based on stations carrying program. See . . .

HOW CBS-TV SALES PLAN WORKS . . . 42

Opinion is divided in key industry sources over a major free-speech issue—should Sec. 315 (equal-time) be wiped off the books or should the industry be satisfied with permanent suspension of the law for presidential campaigns. See . . .

INDUSTRY SPLIT ON SEC. 315 . . . 58

The average half-hour film will cost an extra $1,600 under the new contract between tv film producers and unions, judging by early estimates. Among items are a 10% wage boost and another 3% in fringe benefits. See . . .

PACT UPS FILM COST . . . 72

The longtime CBS record of aggressive news coverage ran into upstairs complications last week. Sig Mickelson, CBS News president, resigned, and Richard S. Salant takes his place, among other duties. Blair Clark was named general manager of news-special events. John F. Day also resigned. See . . .

CBS NEWS SHUFFLES AT TOP . . . 48

The danger of an all-network strike by technicians appeared to have subsided last week as NABET reached agreement with ABC and NBC for three-year contracts. This may speed up current negotiations between CBS and IBEW. See . . .

NETWORK, NABET AGREEMENT . . . 50

The combined advertising industries, seldom able to get together on their common problems and do something about them, assembled in Washington last week at the mid-winter Advertising Federation of America conference. They started to implement a boost-advertising campaign. See . . .

AFA MEETS AD THREATS . . . 30

Broadcasters may be divided about Sec. 315 but there is near-unanimity in opposition to the FCC's proposal to revise its financial reports, Form 324. It's even suggested the questions go beyond the Commission's authority. See . . .

NEW FINANCIAL FORMS OPPOSED . . . 84

Comments on FCC's rulemaking procedure to ban the sale of stations within three years are mostly opposed to idea, saying the FCC's objective is fine but would create even greater evils. See . . .

STATION SALE BAN OPPOSED . . . 62

Nothing like the excitement around the White House has been seen within memory of newsmen, and it adds up to important information for the nation. Next Kennedy news conference will be recorded but available immediately. See . . .

NEWS CONFERENCE INNOVATION . . . 62

One of America's great news and special events figures, Edward R. Murrow, has left CBS after a quarter-century to become head of the U. S. Information Agency. He bade goodbye to affiliates in an impressive closed-circuit talk. See . . .

MURROW MOVES TO USIA . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IF YOUR CLIENT IS THINKING OF SELLING DRUGS OR COSMETICS IN N.Y. C.

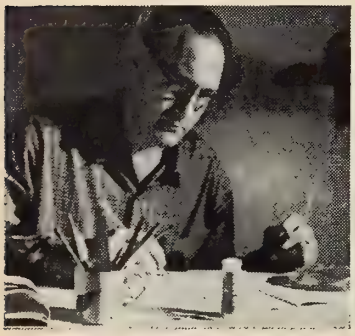
(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)







START WITH WINSland

(the proven path for reaching these people)

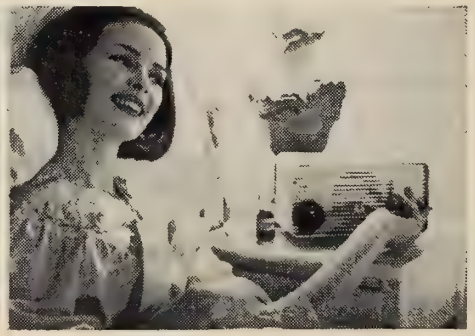




WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





WINSLANDERS are all alike in one respect. They buy and use drug and cosmetic products at a rate undreamed of in any other market. They are health and beauty conscious to the tune of over half a billion dollars a year. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell drugs or cosmetics, sell it on WINS, the station with the listeners who **take care of** themselves.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

FCC's $1,000 fines effective Feb. 13

Another new FCC rule—power to levy fines against licensees—was announced Friday (Feb. 3) by agency to implement amendments to Communications Act last summer (BROADCASTING, Sept. 19, 1960).

New power, effective Feb. 13, gives commission authority to levy fines up to $1,000 against station licensees for certain violations. FCC would be required to give alleged violator written notice of apparent liability and forfeiture involved. Licensee then would have 30 days to respond or pay fine. If violator does not respond, case would be turned over to attorney general for court action.

In past, FCC could levy fines only for violations of radio marine rules.

KTVT (TV) authorized two-city identification

FCC Friday (Feb. 3) announced following tv actions:

- Granted waiver of rules to permit ch. 11 KTVT (TV) Ft. Worth to identify itself as Ft. Worth-Dallas. Commissioner Robert T. Bartley dissented.
- Denied request by KBTX-TV Bryan, Tex., to move transmitter toward Corpus Christi and increase power and antenna "as patently not in accordance with commission's rules" on defective applications.
- Designated for hearing application by WMUR-TV Manchester, N. H., to shift transmitter 17 miles toward Boston; made WJAR-TV Providence, R. I., party to proceeding.
- Invited comments by March 2 on rulemaking to exchange ch. 52 Washington, Ind., for ch. 44 Vincennes, Ind. Vincennes U. asked for shifts as part of plans to build educational-commercial station on ch. 52.

Etv money bill scheduled for hearing in Senate

Senate Commerce Committee will hold hearings March 1-2 on bill (S 205) to provide states with grants of up to $1 million to purchase equipment for educational television stations.

Bill, which passed Senate in 1958 and 1959 only to die in House, is sponsored by Commerce Committee Chairman Warren G. Magnuson (D-Wash.), with three other Senators (of both parties) as co-sponsors.

Committee said leading educators, commercial broadcasters and FCC will be asked to testify. Names of witnesses are expected to be announced shortly.

In setting hearing date, Sen. Magnuson blamed lack of funds for fact that, of 257 channels set aside for etv, only 52 are in use. Several etv bills have been introduced in House this year.

Pulpit c-p-m: 15 cents

Church Federation of Greater Chicago Friday declared it's of "more than passing interest" that in 1960, year tv-radio "was rocked with scandal," 13 of Chicago's stations made available time for 1,365 Protestant and orthodox religious broadcasts with commercial value of over $277,000 and reaching nearly 137 million people. Churches themselves spent $19,000 on production costs. Federation said audience impressions were nearly double 1959, due in part to changed accounting system but also attributed increase "to greater promotional support" by stations. Federation marked with exclamation point fact that greater Chicago pulpits enjoyed broadcast cost-per-thousand of mere 15 cents.

NASA talking with GE on tv weather satellite

Negotiations are underway with GE for $4.5 million weather reconnaissance space satellite to be equipped with six tv cameras to scan earth's cloud cover, National Aeronautics & Space Administration said Friday. Project, under "Nimbus" nomenclature, is second step in long-range space weather surveillance program. Satellite, to be launched in polar orbit, will be permanently oriented toward earth through use of stabilization system. This is change from present Tiros series which have spacecraft spinning, permitting tv cameras to picture earth cloud covers erratically.

Tv cameras for Nimbus will be made by RCA, which also has subcontract for solar power system. Tv pictures will be stored on tape and transmitted to earth on command.

New study of ionosphere is scheduled to be undertaken this week; plans call for NASA to launch 74-pound radio transmitter into 240-1,600 mile high orbit. If successful, solar-celled Explorer IX satellite will transmit signals on six frequencies with varying powers. Transmission bands will be 20, 40, 41, 108, 360 and 960 mc.

General Foods move to NBC-TV discussed

General Foods, tv blue-chip advertiser, was continuing talks with NBC-TV Friday (Feb. 3) on possibly switching its nighttime programs from CBS-TV to NBC-TV next season (also see earlier story, page 27). If switch materializes—decision may be final over weekend or sometime today (Feb. 6)—it would represent boon for NBC-TV.

GF at start of this season on CBS-TV had sponsorship of *Danny Thomas Show, Andy Griffith Show,* and alternate weeks of *Angels, Ann Sothern Show, Aquanauts, Hennesey, Twilight Zone* and some of *Rawhide.* GF also is bidding for network spot for at least one new show (its own) called *The Freshman.* Of CBS-TV lineup that GF has, *Angels, Sothern* and *Aquanauts* appear closest to being dropped next season, with *Twilight* and *Hennesey* going either way. General Foods has control or ownership in at least *Danny Thomas, Griffith, Sothern* and *Hennesey.* Agencies involved: Benton & Bowles and Young & Rubicam, both N. Y.

NAB Tv Code Board ok's limited 'Iceman' showing

NAB Tv Code Review Board granted qualified endorsement of "The Iceman Cometh," Eugene O'Neill drama, for tv exhibition, at close of two-day meeting in Hollywood (early story p. 44).

Board said it believed tv version originally shown on WNTA-TV New York acceptable for television "but only under special circumstances." It said decision by individual stations should be predicated "on knowledge of the tastes of the station's audience and on the availability of broadcast time which will direct presentation to those in the audience not offended by such drama."

Serious intent of drama was cited by tv group and fact that play is generally recognized as one of America's greatest dramas.

Focus on NBC-TV programs

Programming is due to take center of stage this week when executive committee of NBC-TV board of delegates holds annual session with NBC top echelon in Phoenix. Network executives plan to present program plans for both summer and fall. Jack Harris, KPRC-TV Houston, heads affiliates group; NBC delegation is expected to be led by Chairman Robert W. Sarnoff, President Robert E. Kintner and Senior

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Kingsley

Walter Kingsley, president of Independent Television Corp. since its founding in 1958, resigned due to differences existing on overall policy planning for future. **Michael Nidorf,** currently chairman of board, will assume presidency of firm. Mr. Kingsley formerly worked as salesman for WHOB (now WGAW) Gardner, Mass., and commercial manager for WCOP Boston. He went into tv film with Ziv Television in 1949 and in eight years rose from salesman to general sales manager. His future plans are undecided.

Richard Barron, promotion manager and assistant to general manager, WSJS-AM-FM-TV Winston-Salem, N. C., appointed administrative assistant to Harold Essex, president of stations. Mr. Barron has served with WSJS since 1944 and was made promotion manager in 1955 and assistant to general manager in 1957. In other staff changes, Henry Pointel appointed manager, radio program department, and Parker Duncan made manager, regional sales division, both WSJS-TV.

Robert A. Dearth, since 1956 vp in charge of domestic and international activities for Morse International Inc., N. Y., appointed president of agency. At same time, **Jerome Patterson,** president for last 11 years, is elevated to board chairman. Mr. Dearth formerly served as copywriter and account executive for McCann-Erickson, Cleveland, and was assistant to president and vp of Ross Roy Inc., Detroit.

Harry LeBrun, vp and general manager of WLWA (TV) Atlanta, resigns because of conflict in policy matters. **James H. Burgess,** sales manager of WLWA since 1957, succeeds Mr. LeBrun. Prior to joining Atlanta outlet, Mr. Burgess was national sales representative for Crosley Broadcasting Corp., Cincinnati (parent organization of WLWA), and served as sales director of WLWC (TV) Columbus. Mr. LeBrun, who came to Atlanta in January 1955 after serving as assistant manager of WLWT (TV) Cincinnati, was named vp and board member later that year.


Mr. LeBrun


Mr. Burgess

Sig Mickelson, president of CBS News, resigns in major realignment of network's news operation. Action closely followed resignation of **John Day,** news vp of division. **Richard S. Salant,** chairman of committee which oversees that division, succeeds Mr. Mickelson. **Blair Clark,** CBS correspondent, appointed vp and general manager. (See story page 48 for details.)


Mr. Oswald

George Oswald, formerly vp at Kenyon & Eckhardt, joins Geyer, Morey, Madden & Ballard, N. Y., as senior vp. He will be based at agency's New York headquarters, but will serve as liaison and coordinating executive for GMM&B regional offices in Chicago, Los Angeles, Omaha and Portland, Ore. In his nine years at K&E, Mr. Oswald was director of its regional offices and supervisor of several national accounts. Previously, he had been associated with Cecil Presbrey Inc. and with William Esty Co., in account management. His agency career began at J. Stirling Getchell Inc., from 1936-1942, in creative department and later in account management.

Edwin S. Friendly elected vp, program administration, and **Lester Gottlieb** elected vp, special programs, both for NBC-TV. Mr. Friendly, named director of program administration in 1960, joined NBC in 1959 and at one time was director, special program sales. From 1956 to 1959, Mr. Friendly was CBS' daytime program director. Mr. Gottlieb, whose appointment as director, special programs, was announced Jan. 24 (WEEK's HEADLINERS, Jan. 30, 1961), has been vp of General Artists Corp., talent agency, and program executive with Young & Rubicam, New York. At General Artists, Mr. Gottlieb had responsibility for *Perry Como* show.

For other personnel changes of the week see FATES & FORTUNES

Executive V.P. David Adams. Meeting starts today (Feb. 6), may spill over into tomorrow.

Hamm's to co-sponsor Twins

Hamm's beer will co-sponsor 170 radio broadcasts and 50 telecasts of new Minnesota Twins (formerly Washington Senators) 1961 games, it was announced Friday. Broadcasts will be originated by WCCO-AM-TV Minneapolis and carried by 12-station sports network in northern Wisconsin, Nebraska, North and South Dakota, Iowa and Montana. Second sponsor will be named shortly. Ray Scott and Bob Wolff will do play-by-play and Halsey Hall, color.

Carey, Frear named to SEC

President Kennedy Friday nominated William L. Carey, Columbia U. law professor, chairman of Securities & Exchange Commission.

Former Sen. J. Allen Frear (D-Del.) was selected as SEC member. Sen. Frear was defeated for re-election last November.

Mr. Carey served on SEC staff for two years and in Justice Dept. before World War II.

He replaces Edward N. Gadsby as chairman.

NBC-TV eliminates planes

NBC-TV affiliates will receive newsfilms on same day basis, starting today (Feb. 6). New service, which can save as much as 24 hours over former airplane method, uses electronic syndication. NBC's lines now will transmit film to stations every weekday afternoon, affiliates then taping it for use on news programs.

Cunningham requests more data on payments

Chief Hearing Examiner James Cunningham continued his get-tough policy against applicants dropping out after payment of expenses with request for more information in ch. 10 Medford, Ore., case.

FCC announced Friday (Feb. 3) that Mr. Cunningham asked for "additional factual data" to support claim of expenses by TOT Industries Inc. and Medford Telecasting Corp. (BROADCASTING, Jan. 23).

Two had agreed to withdraw their applications on payment by third ch. 10 applicant of $6,700 to TOT and $9,300 to Medford Telecasting. Additional basis for expenses claimed was ordered to be filed by Feb. 15.

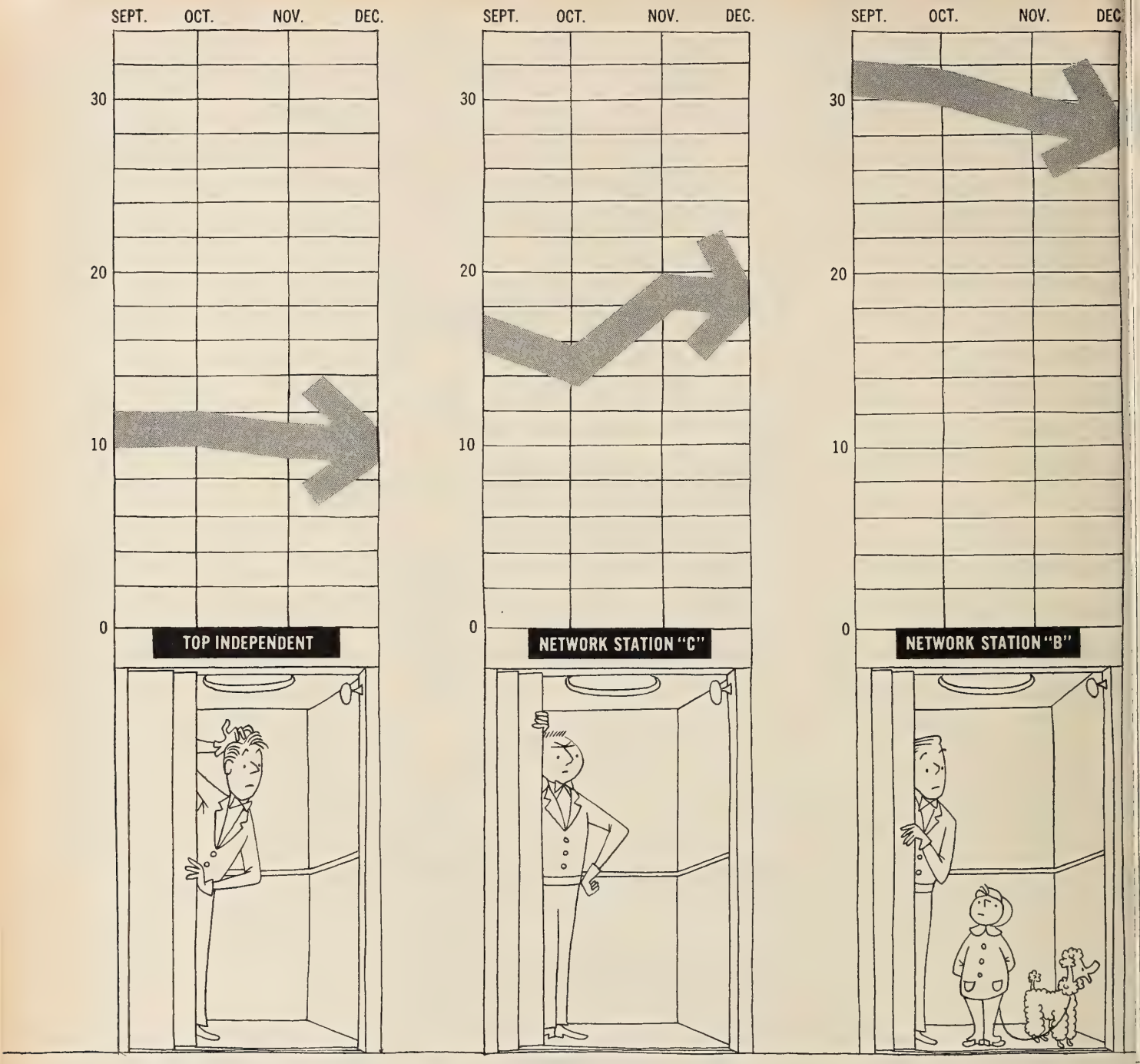
people

People watch. People listen. People know. And, people respond to stations which invite rather than intrude, which enlighten as well as entertain, which serve needs rather than fancies. Through the years, an adamant insistence on responsible programming and a willingness to shoulder the duties of a broadcaster, have helped bring each of our radio and television stations the most responsive audience in its area.

THE WASHINGTON POST
BROADCAST DIVISION

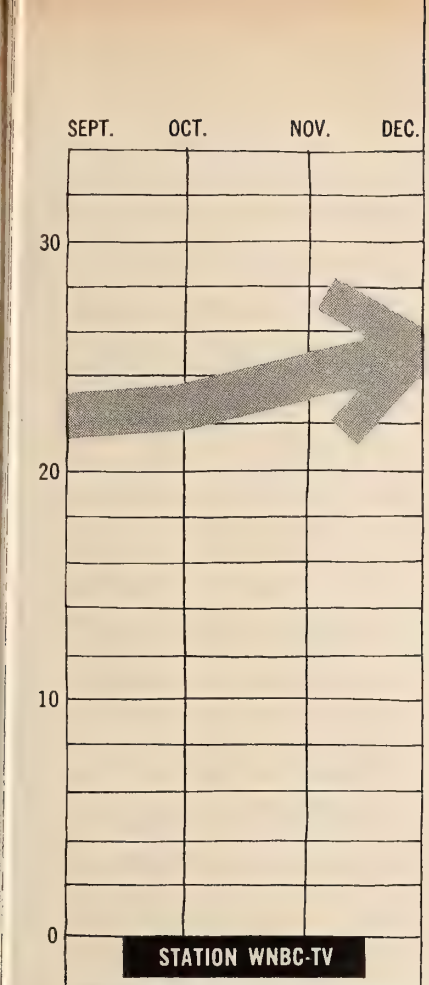
WTOP-TV CHANNEL 9 WASHINGTON, D. C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D. C.

PERCENT SHARE OF NEW YORK TELEVISION AUDIENCE*



*Total Week, Sunday through Saturday 6 am-12 midnight
Source: Nielsen Station Index, Sept.-Dec., 1960





GOING UP!

In television's most competitive market, the one that's pulling 'em in is WNBC-TV. Since this season's start, Channel 4's total-week share-of-audience has gone up more than all other channels combined (the major competing station's has gone down).

Morning to midnight, New Yorkers find more of the entertainment they like – more color programs, more specials, more lively excitement – plus the best in news and information programs – on Channel 4.

Could your sales curve use a lift? Then join the switch to WNBC-TV – the one that's attracting more new viewers in the world's buyingest market.

WNBC-TV
NEW YORK · NBC OWNED
REPRESENTED BY NBC SPOT SALES



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 5-11—1961 Advertising Week.

Feb. 6—Hollywood Ad Club luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

Feb. 6-7—**U. of Texas** Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

*Feb. 7—Joint luncheon meeting, **Los Angeles Advertising Club** and **Southern California-American Assn. of Advertising Agencies.** Featured speaker: Leo Burnett who will discuss "What is this Thing Called 'Advertising'?"

Feb. 7—**International Broadcast Awards banquet of Hollywood Ad Club. 8 p.m.,** Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

*Feb. 8—FCC Chairman Frederick W. Ford will be principal speaker at annual meeting of **National Council of Churches,** Riverside Church, New York.

Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—Mutual Advertising Agency Network initial meeting of 1961. Canterbury Hotel, San Francisco.

Feb. 11—**American Women in Radio & Television** Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age.*

*Feb. 12-18 — **Variety Clubs International Week.** Organization, annually raises money for abandoned, needy and handicapped children.

*Feb. 13—William C. Coombs, chief, space telecommunications section; Radio Systems Div., Boulder Labs., National Bureau of Standards, on Digital Tv before Washington chapter, **IRE,** at 8 p.m., Smithsonian Institution, Museum of Natural History, Washington, D. C.

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

*Feb. 16—National Brotherhood Awards dinner, sponsored by **National Conference of Christians and Jews.** Roosevelt Hotel, New York City.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcaster Assns. Shoreham Hotel, Washington, D. C.

*Feb. 24-26—Annual meeting, New England Chapter, **American Women in Radio and Television.** Somerset Hotel, Boston.

Feb. 26—Broadcast Pioneers, New York chapter, **first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5** p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

*Feb. 28—**Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich, director of NAB tv code board, New York office.

Feb. 28—**American Marketing Assn.,** New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

*March 3-4—**Vhf** translator conference sponsored by *DXing Horizons.* Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

*March 7—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

*March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12,15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

*March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

*March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.**'s schools of journalism (Medill) and law, downtown campus, Chicago.

*March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 28—**American Marketing Assn.,** New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

*March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

*April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the Ameri-

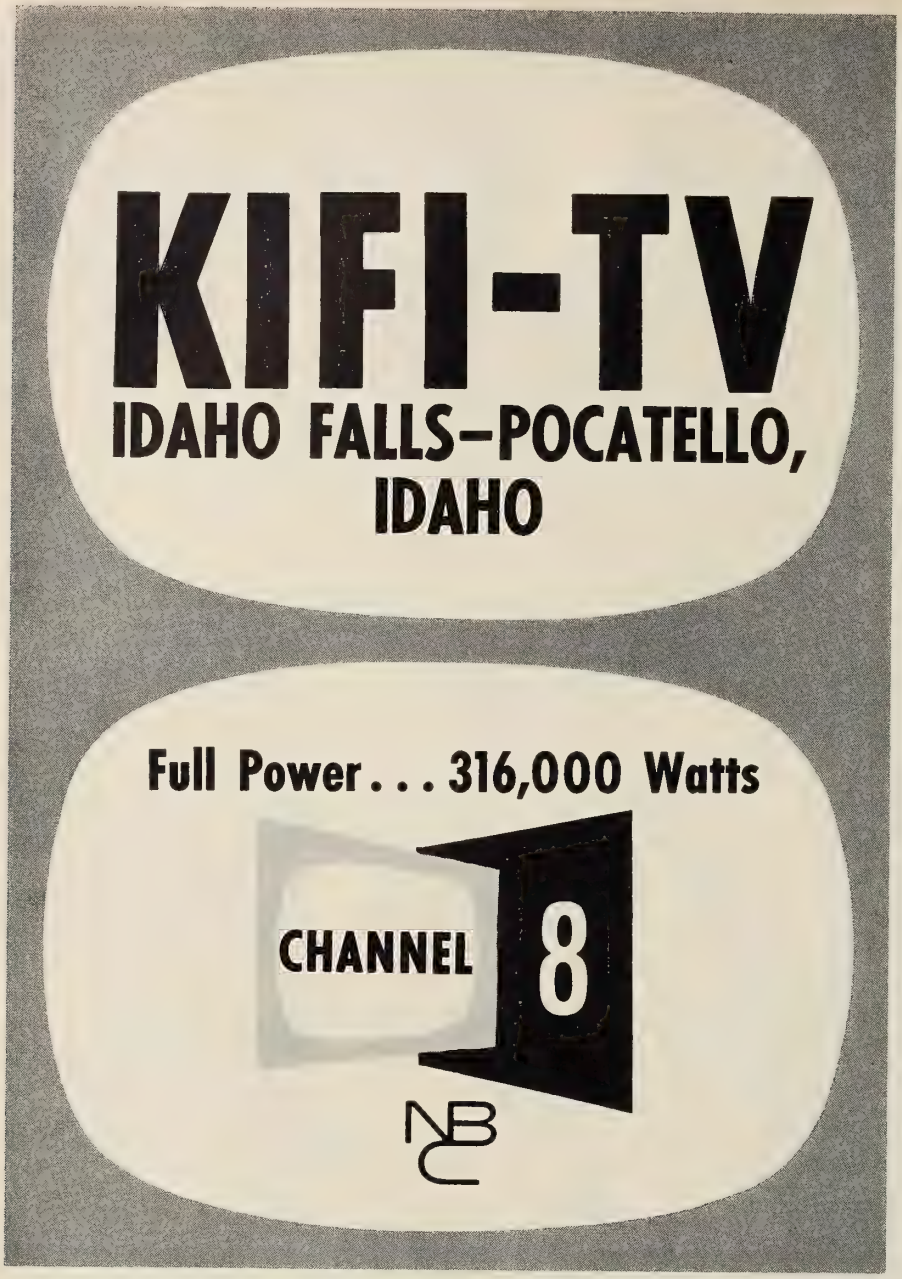
Were you waiting for a picture?

If you don't have UPI, you didn't have this exclusive picture of the hijacked Portuguese luxury liner Santa Maria cruising at sea. It was made by UPI photographer Bill Sauro from a U.S. Navy patrol plane and transmitted to UPI subscribers more than three days ahead of the second best effort.

United Press International

UPI NEWSPICTURES TELL THE STORY





New powerful selling force in Idaho

When you re-evaluate your TV buys in growing Idaho, be sure to ask for all the information on the newest station, KIFI-TV, covering the expanding dual city market of Idaho Falls and Pocatello; also penetrating the prosperous surrounding area. Contact James Brady, President & general manager or The Meeker Company.

Represented nationally by:

The Meeker Company inc.

NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO, LOS ANGELES

can Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 4-7—**Audio Engineering Society**, West Coast spring convention. Ambassador Hotel, Los Angeles.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

*April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

*April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

*April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

*April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the **1961 Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

*May 3—**Station Representatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

Advertising Federation of America 1961 Conventions

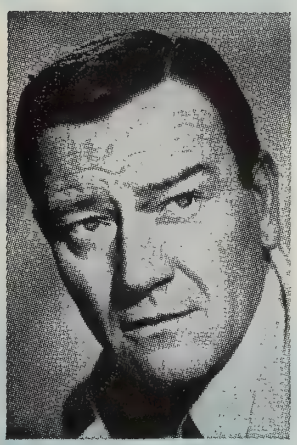
April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.

JOHN WAYNE CLAIRE TREVOR
LARAINE DAY ROBERT STACK
JAN STERLING PHIL HARRIS
ROBERT NEWTON DAVID BRIAN

A Wayne-Fellows Production
Directed by William A. Wellman

THE HIGH AND THE MIGHTY

NOW FOR T.V.







ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

ABC-TV's 2 Nielsen worth a 2 minute investing 2 million network television

Already the facts of 1961 are crystal clear. The competitive markets where the viewer can choose all three networks give each network the acid test, and here, ABC-TV emerges as the leader. What's more, the only brand new shows in the top five (My 3 Sons and The Flintstones) are on ABC-TV. The chart on the right clearly indicates that the big trend is to ABC-TV, and as we keep on saying . . . there is nothing harder to stop than a trend.

rating point lead is study by any advertiser or more dollars in

What network is first in the current Nielsen TV Report* for 1961? *(And it's consistently so.)*

	Rating	3 Network Share of Audience
ABC-TV	**21.3**	**37.2**
Net Y	19.2	33.6
Net Z	16.7	29.2

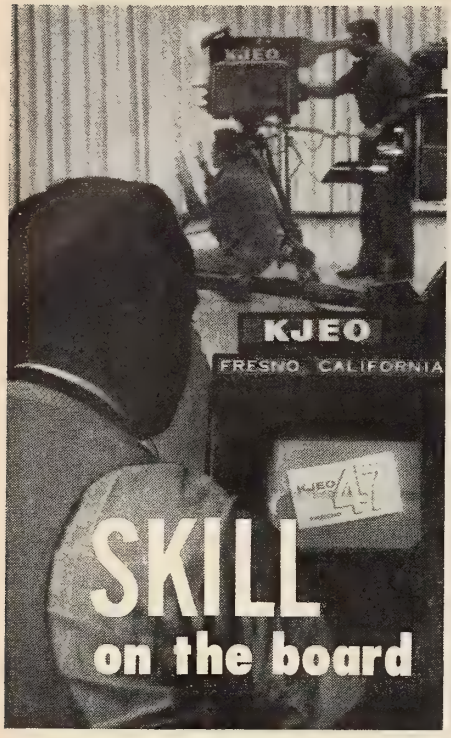
What network has the most half-hour firsts in the current Nielsen TV Report* for 1961? *(Your chances for success are best on ABC-TV; third only 12% of the time, Network Y, third 32% of the time; Network Z, third most of the time.)*

	Half-hour Firsts†	Half-hour Seconds	Half-hour Thirds
ABC-TV	**23**	**22**	**6**
Net Y	21	12	18
Net Z	8	16	27

What network has 3 of the top 5 programs in the current Nielsen TV Report* for 1961? *(ABC-TV is the trend-setter—not follower.)*

ABC-TV	**The Untouchables**	**37.9**
Net Y	Gunsmoke	34.5
Net Y	Candid Camera	33.8
ABC-TV	**My Three Sons**	**32.9**
ABC-TV	**The Flintstones**	**30.7**

*Source: Nielsen 24 Market TV Report week ending Jan. 15, 1961. Average Audience 7:30-11 PM Monday through Saturday, 6:30-11 PM Sunday. †ABC-TV and Network Y tied for one-half hour.



Skill on the board keeps "sell" in the message. Expert handling of commercial material can and does put your product ahead. When you've got the extras that count — smooth production of live or filmed commercial material, crisp delivery of local-live tags — your KJEO time-buy shows you know.

Throughout Central California KJEO-TV is famed for board men. And talent. Top announcers, top engineers, top film technicians are at work right now, to give you the "Air Time Product Image" you want.

Be confident. If KJEO-TV is your buy in the BILLION DOLLAR MARKET it's the best engineered by far.

our ratings? We've Got Them!
Check with your nearest H-R representative
our network affiliation? abc Of Course!

KJEO
CHANNEL 47 Fresno, California

J. E. O'Neill, *President*
Joe Drilling, *Vice Pres. - Gen. Mgr.*
W. O. Edholm, *Commercial Mgr.*

OPEN MIKE ®

'Wonderful things'

EDITOR: Many wonderful things have happened to me as a result of your kindness in publishing my MONDAY MEMO (Jan. 23). . . .

Friends with whom I had lost contact over the years have called and written to me, which is in itself very pleasing.—*W. P. Whitehorn, marketing director, American Sponge & Chamois Co., Long Island City, N. Y.*

Phone ringer

EDITOR: Thanks a million for the fine job which you did on covering our most recent study on behalf of the spot television industry, "Trends in the Selection of Media by the Top 100 Advertisers, 1956-1959" [BROADCAST ADVERTISING, Jan. 9]. It was indeed a thorough, well-organized story and has had our phone ringing with great frequency ever since. . . .—*Robert Hutton, Vice President & Promotion Manager, Edward Petry & Co. Inc., New York.*

The one and only

EDITOR: . . . There is only one radio station with physical facilities in Newburgh, N. Y.—WGNY. The station identified in the published article ("Five 'exurban' ams join MBS," THE MEDIA, Jan. 16) as being situated in Newburgh is located in another city—in another county!—*Campbell K. Thompson, General Manager, WGNY Newburgh, N. Y.*

Per inquiry proposal

EDITOR: . . . You will note enclosed ad from an agency (Jones, Brochard & Co., 2707 McKinney, Dallas 1, Tex.). For $50, they will address p.i. (per inquiry) offer to 366 radio stations which have shown interest in p.i. deals. Obviously, they have got 366 suckers to agree to run p.i.s for them.

But why doesn't this agency operate on a p.i. basis, too, since they expect the radio industry to do same? Why doesn't this agency address these radio stations for nothing and let the client pay only for the number of stations who do accept the p.i. offer? What this agency expects from radio, it should be prepared to do also. — *Walter H. Stamper, Commercial Manager, WAPO Chattanooga.*

On coming of age

EDITOR: Although WLBC went on the air in 1926, it became of age in December when we broadcast our first editorial on WLBC-AM-TV.

A few days before, a 15-year-old boy was standing on a corner waiting for his mother to pick him up after a basketball game when a group of other boys who had been drinking beer engaged in a fight nearby. One asked the waiting boy to join in the fracas and when he refused he was struck a blow on the head and died two days later.

This fatal attack was but one of a series of affairs which has been spreading through our community and it was about this serious outbreak of juvenile delinquency that we spoke out in our first editorial. Since then we have received a great many letters from business, religious and civic leaders and it was the subject of several Sunday School lessons and a sermon and I was called on to read and lead a discussion on it at the local Rotary Club. There will be more editorials from our stations.—*Don Burton, President-Treasurer, WLBC-AM-TV & WMUN (FM) Muncie, Ind.*

'Righteous wrath'

EDITOR: You dipped your pen in righteous wrath and the result, "Spectre of censorship" (EDITORIALS, Jan. 30), is worthy of the cause it serves.

Congratulations, warm thanks and best wishes.—*Kenneth Clark, Vice President, Motion Picture Assn. of America Inc., Washington, D. C.*

Not part of deal

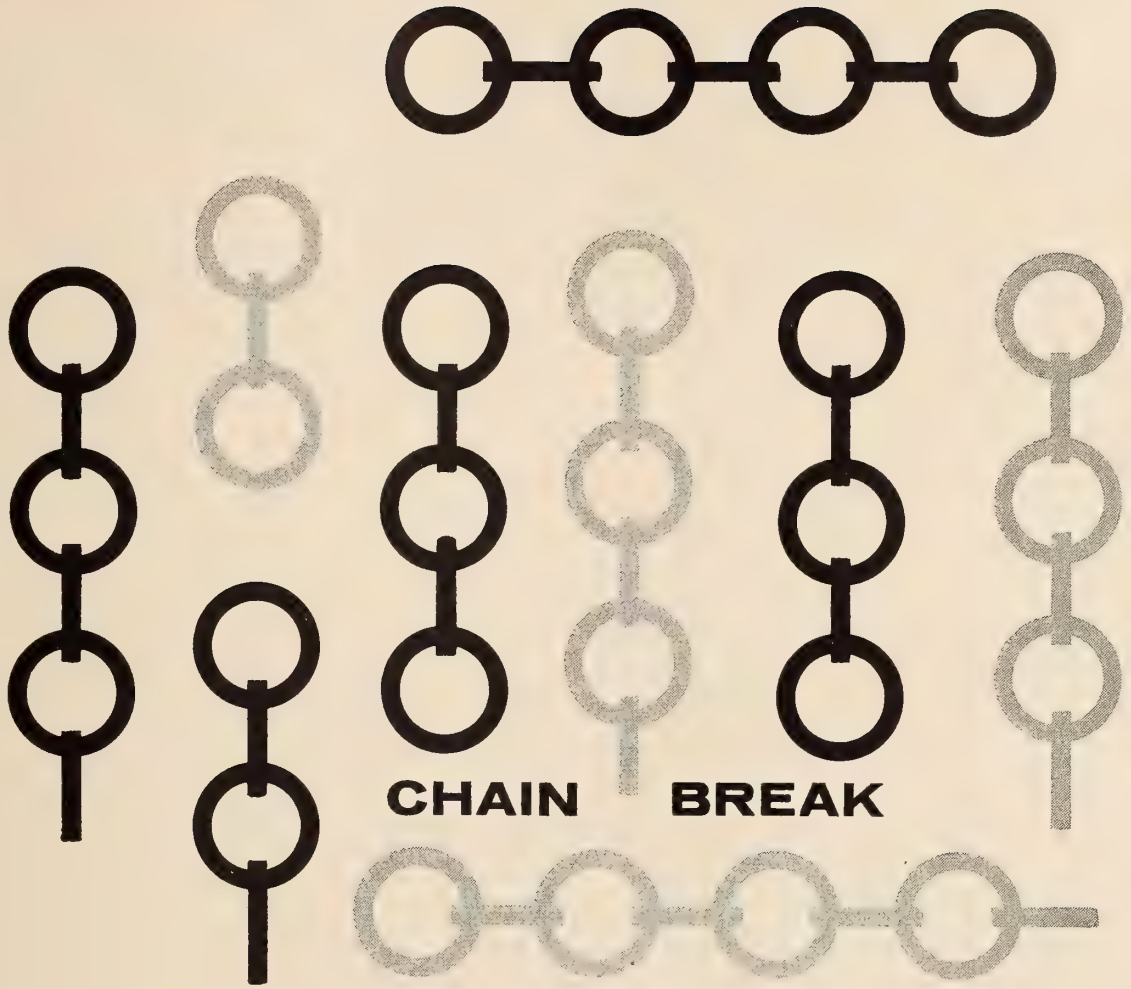
EDITOR: With reference to your CHANGING HANDS (Jan. 23), you are in error in reporting that the sale of WSAI-AM-FM Cincinnati to Jupiter Broadcasting Co. included the Muzak franchise in Cincinnati. The Muzak franchise in Cincinnati is owned and operated by Audio Electronics Inc.—*John G. Williams, Blackburn & Co., Atlanta.*

Unseeing audience

EDITOR: In a recent advertisement of ours, for which you so generously donated the space as your contribution to the fight against cancer, we said, among other things: "Nowhere can we reach a larger audience than through television."

What we meant to say was: "Nowhere can we reach a larger audience —for our films—than through television."

Obviously, our meaning wasn't entirely clear. For this we apologize most sincerely to our many friends and supporters in radio broadcasting who have written to us and pinned our ears back —as, I am afraid, we deserved. . . . —*Lane W. Adams, Executive Vice President, American Cancer Society, New York, N. Y.*



You too can make a necklace. Join the nine pieces of chain illustrated into an endless group of fifty links. But there's a catch (jewelry comes high). You must pay yourself a dime for each link you open and twenty cents for each link you solder closed. What's the smallest sum you'll have to pay yourself for sterling services rendered?

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you already have it, say so in your entry and we'll provide an equally fascinating reward.

(Commercial: Link WMAL-TV with WSVA-TV and get the puissant Washington, D. C.-Harrisonburg, Va. markets at attractive combination rate.)

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MONDAY MEMO

from DAVID C. STEWART, president, Kenyon & Eckhardt, New York

Daring innovation can be both soul- and sales-satisfying

The most important element in advertising today is, of course, creativity. And if you were to ask, "Where does creativity in advertising come from?" most people would mention the copywriters, art directors and television producers who create the ideas.

Some would tack on the photographers, illustrators, and studios that turn out the finished product. To a very great extent, this is, of course, true.

If you don't start with creative people, you'll never end with creative advertising, which is why we work so hard to develop staffs that are rich in truly creative people. But there is much more to it.

When I see a good tv commercial or ad, one that is both creative and effective, daring in concept, fresh, new, my tendency is to say, "Who wrote that?" Or, "I wonder who the producer was? He's great!"

Client's Daring ▪ But, more to the point, my inclination is to salute the men in the client's organization who had the daring and courage to spend their company's money on a great idea.

It's not easy to write great advertising. But many more great advertisements are written and developed than ever are seen. Every important agency has them languishing in the file cabinets. Very often the reason is that an agency could not get a client to see the value in the advertisement.

It's easy for a client to take the tried and expected. But the advertising manager, marketing director, or company president who has the courage to strike out in a new direction puts his job and his reputation on the line. And when he does it he is contributing mightily to the creativity of his advertising.

Similarly, it takes a far more courageous agency to sell daring advertising. And it takes much more sweat and persuasion to keep people from changing the material beyond recognition, to hold back from conceding that one little point that may sell the idea, but kill the spark.

Metrecal Story ▪ A most apt example comes to mind, strangely enough, in the advertising produced for the Edward Dalton Co. and their product, Metrecal, here at Kenyon & Eckhardt. Metrecal is a new concept in weight control. It demanded, in the minds and imaginations of the people at the agency, a conceptual design in advertising that would equal and do justice to the brilliance of the medical and nutritional principles upon which the product was developed.

Eschewing the highly dramatic picturization of the fat-man-turned-thin or the ungainly-girl-become-svelte, latter-day Cleopatra, Kenyon & Eckhardt adopted a policy of *information to the public about the product.* We decided that the truth, simply and effectively communicated, would be appreciated and absorbed by the people who had an overweight problem or knew someone who had one.

The management of the Edward Dalton Co., far more versed and learned in the ethical drug field than we could hope to be, saw at once the validity of the principle of straight communication which we recommended for their over-the-counter Metrecal sales. In fact, their executives took a basic idea and improved upon it with perception and active communications sense until the eventual end product was advertising that combined high readability and total integrity.

(The Kenyon & Eckhardt approach to Metrecal's advertising on *The Valiant Years* has been described at the agency as "semi-institutional." Metrecal began its association with that program, and network tv, for the first time on Jan. 1, 1961.)

(Basically the advertising on that program is made up of three commercials: a one-minute, a 90-second and a two-minute commercial. The product itself is not shown and is mentioned only briefly—in one commercial mention of the company only is made at its close. Martyn Green, theatre and tv actor, is narrator and appears as the Metrecal spokesman; in the hardest selling of the three types of commercials, Mr. Green's voice only is used. A so-called "epilogue" commercial, employing rear-screen projection technique, has been repeated on several shows and is nearly pure "public service," with Churchillian phraseology in narration.)

Metrecal's tv and print advertising tells the truth. It does not promise love and affection as available to only the slim and trim; it does not promise promotion and an office with a carpet to the slender businessman, and, most importantly perhaps, it does not shout "Revolutionary," "Foolproof" or ". . . never before . . .".

Risk Calculated ▪ The Edward Dalton Co. in approving the advertising took a calculated risk that it would be lost in a sea of over-loud announcers, brilliant color, giant type and shouted promises.

Don't ever kid yourself that it did not take a very real courage and daring for the unsaluted—too often unsaluted—people in the client's organization to spend their company's money on a good idea.

The rewards for such conviction are not ungreat. Metrecal is the accepted standard in a field of nutritional weight control products that's becoming crowded with similar products which only can be called imitators.

As each of us knows, it is fun to be followed, but not too closely. And the best way to assure a following, of course, is to create a product—be it of material nature or the advertising planned to sell the product—that so intrigues other people in the advertising and marketing field that they just have to try to better your performance and generally succeed in only copying.

The courage is in the pioneers, seldom in the "me too" clique.



David Stewart joined Standard Oil Co. (N.Y.) sales in 1928, later moved into fiscal management; was officer-director of large independent oil company from 1938-42; in Navy during war, emerging as lieutenant commander in 1946, when he joined K&E; became secretary-general manager in 1947, director in 1949; treasurer-executive committee member in 1952. He added title of senior vp in 1956 and became executive vp in 1958. He became president-chief executive officer last Sept. 15.



STATUES ON THE SCHUYLKILL portray early American history for plaza strollers and thousands of motorists who get in and out of town along beautiful East River Drive. Many have their radios on. Many of the many are dialed to 610.

Mr. & Mrs. Metrodelphia live with history, not alone through preserved national birthplaces, but as well through modern work, whose creators and endowers share a sense of history. The statuary is in the Ellen Philips Samuel memorial, on the East bank of the Schuylkill, just above "Boathouse Row." The list of sculptors reads like a fragmentary U. N. roll-call—Jose de Creeft, Karen der Harootian, Ahron Ben-Shmul, Waldimar Raemisch. On the other side of the statues, are thousands of mobile Metrodelphians, a growing portion of whom are listening to **WIP**, which has been attentive to the area's history and cultural life for 40 years. (Incidentally, our fm station, which already carries U. N. proceedings, will transmit all presidential press conferences.) Now, with the added impact of Metropolitan's new concepts, **WIP** is growing rapidly to the foremost audience position in Philadelphia. Many advertisers are re-writing their schedules. **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock**, V.P. & General Manager. **H. D. (Bud) Neuwirth**, Sales Director. Represented nationally by **Edward Petry**.



War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7 witn
Washington, N.C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

PUT YOUR FINGER HERE!

CBS SEATTLE

CBS TACOMA

A MARKET BIGGER THAN PITTSBURGH . . . bigger than Boston and Jersey City combined

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area.

Before you buy TV on the West Coast, get the complete KTNT-TV story from WEED TELEVISION.

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

BROADCASTING PUBLICATIONS INC.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Sol Taishoff

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

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THAT WCKY SURE cooks up

NEW IDEAS IN CINCINNATI!



Like it says ("as" it says?) in those perky Campbell Soup ads— "To make the best begin with the best." What they mean is, you have to start with a solid base and then add the gingers and spices to make it taste so good they can taste it! Same thing in radio, too. Example— WCKY—the big Y from Cincinnati. Pretty good start but WCKY doesn't stop there. Comes now the frosting on the cake—a whole cookbook of new ideas to make Cincinnati sit up and beg. Some of them in programming; some in promotion; all of them reciped to whet the appetite of the army of listeners who are sick-and-tired of the all-potatoes-and-no-meat diet in radio. Which is to say WCKY is an even better buy today. Talk it over with AM Radio Sales...

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

MORE ADULT EYES ARE GLUED TO WXEX-TV



than any other station in the • Richmond • Petersburg • Central Virginia Area



Most ADULTS in Richmond, Petersburg and Central Virginia watch WXEX-TV. ARB Ratings* show that WXEX-TV leads with 205 firsts in 387 telecast quarter-hours. That's a clear, positive lead . . . 53% of the time! Station B trails with 37% . . . and Station C with 10%.

So if you want to SELL to *adults* (who, after all, buy EVERYTHING) then see us. Remember . . . the BIGGEST BUYING audience in RICHMOND, PETERSBURG AND CENTRAL VIRGINIA is the big ADULT audience . . . and they buy what they SEE on WXEX-TV . . .

*ARB, August 1960

WXEX-TV NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 6, 1961 Vol. 60 No. 6

PROGRAM LINEUP FOR FALL FORMS

More action-adventure, new animation, less comedy in prospect as agencies skirmish for position on 1961-62 network schedule

Top-level negotiations between the tv networks and their advertisers and prospects were on in earnest last week with the first broad outline of next season's program schedule taking shape.

While it is far too early to determine what the final line-up may be it is evident from preliminary planning that there will be more hour-long action adventure, a scattering of new animation shows and less comedy programming in the 1961-62 season.

This year the start of network program selling comes a full nine months ahead of the time when the first of the new fall schedule will be aired.

Agencies with tv advertiser money to spend were penciling in program shuffling and changes as they were received and tentatively negotiated with network officials. A composite sample of how the three-network 1961-62 schedule could look next fall appears in the chart on page 29. The program chart reflects initial selling and program talking proposals as received by agencies. Though this program sequence is certain to be changed from week to week until well into the spring, it portends network (and to some extent, advertisers) program thinking.

Advertisers ▪ These were among the significant advertiser developments:

▪ Procter & Gamble apparently has decided to stick with ABC-TV for its *Rifleman* program that appeared at one time to be headed for a CBS-TV slot. P&G, meanwhile, held fast to an hour period (10-11 p.m. on Friday) on ABC-TV. Reportedly under consideration: *Detectives* or a half-hour show plus *The Law & Mr. Jones* or a new hour show.

▪ General foods and its agencies were busily weighing their network line-up with a possibility held out that NBC-TV might wean business from CBS-TV by offering the advertiser an entree in *Wagon Train* next season. In addition to General Foods' current half-hour situation comedy business on CBS-TV, most if not all of which is expected to continue next year, the advertiser has held talks with CBS-TV on slotting a new half-hour show, *The Freshman*, starring Gertrude Berg (Four Star Productions). But as yet the deal has not been firmed.

Though only two advertisers, P&G and GF initial moves usually signal the start of the negotiating season. Among other advertisers, duPont has settled on an hour show on NBC in Sunday, 10-11 p.m., that will feature a "potpourri of quality" as expressed by a spokesman last week. In the hour will appear some dramatic shows, *Project 20's*, and a few Irv Gitlin (NBC's public affairs programmer) efforts. (DuPont is dropping *Show of the Month* and *June Allyson Show* on CBS-TV).

A report considered by some as "unlikely": Possibility that the hour-long Dinah Shore show on NBC-TV will be cut back a half hour by Chevrolet Div. of General Motors, her long-time sponsor.

At the week's end, NBC-TV sealed Purex' comeback on that network for next season by wrapping up the advertiser for five specials, one per month, October through February. Foote, Cone & Belding and Purex had been considering a CBS-TV package that would have included some *CBS Reports* programs. American Tobacco reportedly had purchased the new half-hour *Bob Cummings Show*, a comedy slated for CBS-TV.

Agencies ▪ From the agency quar-

A certain grant of radio-tv freedom

The pay-off for broadcasting's historic coverage of the 1960 political campaigns began to be evident last week. During hearings on revisions of the political broadcasting law, Sen. John O. Pastore (at right), chairman of the Senate Communications Subcommittee, predicted broadcasters in 1964 would have at least as much freedom to cover campaigns as they had in 1960. He thought it a sure bet that the Congress would make permanent the 1960 suspension of the equal time law's application to presidential and vice presidential candidates.

A day later President John F. Kennedy made Sen. Pastore's prediction look like a sure thing when he said, in answer to a question at his news conference, that he would agree to meet his opponent in television debates if he ran for re-election in 1964. The debates of 1960 were made possible by the temporary suspension of the law.

What about total repeal of Sec. 315, the political broadcasting law? Sen. Pastore thought that would be tougher to get. But he's willing to listen to arguments and will resume hearings later on, perhaps next month. See story page 58.



ter: J. Walter Thompson, a major network billing agency, indicated it was "just about" starting its talks with networks about programming efforts but had no commitments, Nearly every other major agency reported much the same: few commitments, even fewer pilots seen (apparently there are fewer pilots to be seen this year).

As described by one agency official: This is the time for gathering "intelligence" on what networks are offering (or would offer) and which agencies are interested in buying which shows, while evaluating the effect of potential buys.

Programming ▪ As drawn up from numerous sources last week, this would appear to be the networks' program thinking:

▪ A continuation of the hour-long show trend. Most new hour series will be of action-adventure and include such shows as MGM-TV's *Cain's 100, 87th Precinct, Portofino* (on international police) on NBC-TV; *Defenders* on CBS-TV, *The Corrupters, Safari, Nevada Police* on ABC-TV. CBS-TV would appear to be following the pattern already set by ABC-TV and NBC-TV in slotting hour shows throughout the week, and in fact has called a moratorium on any additional half-hour pilot production from "outside" producers, having enough already in the works for the next season.

▪ Trend to action-adventure. The action-adventure trend, including imitators of the highly-popular *The Untouchables* and *77 Sunset Strip* as well as the "police file" type program would appear to lead "popular" programming next season.

Agencies feel there'll be more animation shows (among ABC-TV's animations plans: return of *The Flintstones, Bugs Bunny* and possible addition of *Top Cat* and *Calvin and the Colonel*); NBC-TV will have at least two different Disney presentations.

They see fewer total comedy shows (this already is evident in the initial programming proposals offered by the networks). Variety and public service programming probably will not change significantly.

▪ An extension of the "proven" show. For example, CBS-TV is prepared to make new *Gunsmoke* series, expanding it from a half hour to an hour (while repeating the half-hours), there's talk of possibly making *Tennessee Ernie Ford,* an hour rather than a half-hour long, on NBC-TV, while ABC-TV is considering repeats of *Maverick* 6:30-7:30 p.m.

▪ Probable return of feature film showing. NBC-TV is proposing this for its Saturday evening lineup starting at 9 p.m. (ABC-TV in the past has shown some features on Sundays as *Film Festival.*)

Titles ▪ Titles of possible new shows (with the network designated) have been piling up. A sample:

ABC-TV—*The Corrupters, Nevada Police,* new drama show *Studio 61, Dr. Kate, Bus Stop, Kilimanjaro* or *Safari, The Lawyer, The New Breed, The Force, The Impatient Ones, The Circus* (series of specials), all hour-long shows; *Top Cat, Small Town D.A., The Hathaways* or *The Chimps* (with Peggy Cass) and *Room For One More,* all half-hour programs.

CBS-TV—*Everglades, Defenders* a new drama hour as yet not named, *The Freshman,* a new Bob Cummings vehicle.

NBC-TV — *Big Tent, Portofino, Women in The Case,* new *Disney's Wonderful World of Color* (RCA reportedly has signed for half, via J. Walter Thompson), *duPont Theatre, Dick Powell Show, Cain's 100, 87th Precinct,* all of these a full hour.

Highpoints ▪ Taking the highpoints in schedules by each evening and each network:

Sunday: ABC-TV's big change is to peddle reruns of *Maverick* before 7:30 p.m. The network is in doubt as to whether it will continue at 7:30 with a new *Maverick* series or program something else, (*Safari,* for example). Hour-long *Bus Stop* and *Asphalt Jungle,* which are back to back, and run through 11 p.m., are new, the former goes in next season, *Asphalt* is starting at the tail end of this season.

CBS-TV thus far is firm Sunday, the lineup remaining the same. NBC-TV's shuffle spotlights a new Disney hour, an open period at 8:30 p.m. unless Dinah Shore is cut to a half hour and moved back to 8:30. This would open the way for another hour show that would butt up against the new "*duPont Show.*"

Monday: There will be action on ABC-TV and a few minor changes on CBS-TV unless *To Tell the Truth* and *Pete & Gladys* are yanked for a full hour action program; and full revision for NBC-TV (including retention only of this season's *Americans*).

Tuesday: Assuming ABC-TV keeps *Rifleman* at 8 p.m., that night would begin to look different at 8:30 with animated *Top Cat* followed by hour-long *Nevada Police* and *The Corrupters.* CBS-TV starts with *Gunsmoke* reruns, has a probable opening at 8-8:30, will retain most of the other schedule, though the *Tom Ewell Show* may be shaky. NBC-TV would juggle time periods, drop its slot that had programmed specials, add the new *87th Precinct* or a similar type show.

Wednesday: It's not certain whether *Hong Kong* will fill the hour with which ABC-TV starts Wednesday night, and the 8:30-9 p.m. period is still open. But *Hawaiian Eye* and *Naked City* hours are slated to continue. CBS-TV is coming in with an action hour followed by another hour show, possibly a dramatic hour. NBC-TV with its

Shulton's salvage

The pilot of a film series that doesn't get regular airing isn't always wasted. Last fall Shulton Inc. examined more than 100 pilots, bought five it considered the best and placed them on the air in 85 markets as special holiday programming between Thanksgiving and New Year's. Last week Shulton named Flamingo Films Inc. to distribute the five half-hour shows for syndication. Flamingo initially will offer the five pilots to stations carrying the company's *Screen Director's Playhouse* anthology series and then to other outlets. The pilot films include: "The Wonderful World of Little Julius," with Eddie Hodges and Sam Levene "The Ring of Steel," with Margaret O'Brien; "Underwater Counterspy," starring Reed Hadley; "The Priest and the Parolee," with Lloyd Nolan, and "Invasion by Three," with Chuck Connors.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 26-Feb. 1 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 26	**Untouchables** (9:30 p.m.)	ABC-TV	33.1
Fri., Jan. 27	**Twilight Zone** (10 p.m.)	CBS-TV	23.3
Sat., Jan. 28	**Gunsmoke** (10 p.m.)	CBS-TV	33.5
Sun., Jan. 29	**Candid Camera** (10 p.m.)	CBS-TV	33.6
Mon., Jan. 30	**Danny Thomas** (9 p.m.)	CBS-TV	28.3
Tue., Jan. 31	**Bobby Darin** (9 p.m.)	NBC-TV	29.1
Wed., Feb. 1	**Naked City** (10 p.m.)	ABC-TV	25.4

Copyright 1961 American Research Bureau

How next fall's tv network schedule looks now

		7-7:30	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	ABC	Maverick Reruns (starts 6:30)	Safari or Maverick		Lawman	Bus Stop		Asphalt Jungle	
	CBS	Lassie	Dennis the Menace	Ed Sullivan		GE Theatre	Jack Benny	Candid Camera	What's My Line?
	NBC		Disney's Wonderful World of Color			Dinah Shore		DuPont Theatre	
MONDAY	ABC		Cheyenne		Surfside Six		Adventures in Paradise		
	CBS		To Tell The Truth or Action	Pete & Gladys Hour?	Comedy?	Danny Thomas	Andy Griffith	Hennesey or other?	
	NBC		The Americans		Cain's 100		Dick Powell		Public Affairs
TUESDAY	ABC		Bugs Bunny	Rifleman or open	Top Cat	Nevada		The Corrupters	
	CBS		Gunsmoke Reruns	Comedy or Rifleman	Dobie Gillis	Tom Ewell	Red Skelton	Garry Moore	
	NBC		Laramie		87th Precinct		Hitchcock	The Thriller	
WEDNESDAY	ABC		Hong Kong or other?			Hawaiian Eye		Naked City	
	CBS		Action Hour?		Drama?		I've Got a Secret	U.S. Steel/Armstrong	
	NBC		Wagon Train		Price Is Right	Perry Como		This Is Your Life	Public Affairs
THURSDAY	ABC		Guestward Ho	Donna Reed	Real McCoys	My Three Sons	Comedy or Rifleman	The Untouchables	
	CBS		Action Hour?		Bob Cummings	Gunslinger?		CBS Reports	
	NBC		The Outlaws		Disney Cartoons	Bachelor Father	Ernie Ford ½ or hour	Groucho Marx?	Station Time
FRIDAY	ABC		The Chimps (Peggy Cass)	The Nelsons	Flintstones	77 Sunset Strip		Action Hour?	
	CBS		Rawhide		Route 66		Gleason Twilight Zone or?	Defenders	
	NBC		Big Tent		Nanette Fabray	Portofino		Women in the Case	
SATURDAY	ABC		Roaring 20's			Lawrence Welk		Fights	
	CBS		Perry Mason		Checkmate		Have Gun Will Travel	Gunsmoke	
	NBC		Bonanza		The Tall Man	Feature Films			

high-rated *Wagon Train* hasn't disclosed any radical changes that night.

Thursday: Reports make this a firm night for ABC-TV (except for 9:30-10 p.m.), but a questionable one for CBS-TV (*Gunslinger* if it makes it in at 9-10 p.m., and an action hour leading off at 7:30, with the new *Bob Cummings Show* at 8:30 p.m.) Even *CBS Reports* is not firm for that night. NBC-TV is squeezing in a Disney cartoon at 8:30, it is said while the Tennessee Ernie Ford and Groucho Marx situation appears to be sticky (reports vary from a new hour-long Ford vehicle to a revamped program or none at all).

Friday: This night would see few changes of significance other than CBS-TV's uncertainty for 9:30-10 p.m. and *Defenders* for 10-11 p.m., while NBC-TV's revamp includes the hour-long *Big-Tent* starting at 7:30 and at least two other hour shows—*Portofino* and *Women in The Case.*

Saturday: The Saturday night lineup includes an open period at 8:30 on ABC-TV and feature films starting at 9 p.m. on NBC-TV. The rest of the program appears much as this season.

Aside from these "tangibles," there's the increasing practice of presentations made before agencies on basis of a script and story line instead of pilot. There's another "unknown" quantity now developing: many producers are quietly seeking advice and "direction" from prospective buyers before filming, and there are instances of advertisers financing pilots. These "trends" potentially could effect a marked influence on a network's seasonal change.

AFA meets threats to advertising

CRITICISM, WASHINGTON PROBLEMS OUTLINED, AD WEEK PLANS AIRED

The two main problems facing the combined advertising industries—legislative-regulatory pressures and the growing criticism of its role in the national scheme—were met head-on Jan. 31-Feb. 1 at the Advertising Federation of America's third annual mid-winter conference in Washington.

A number of legislators took part, along with James M. Landis, special assistant to President Kennedy in charge of regulatory agencies and their place in the government (see Landis story, page 69).

AFA unveiled its year-long plan to present advertising's message to the public through all media, starting with Advertising Week Feb. 5-12. This project is being handled on a volunteer, cooperative basis but AFA plans to back it eventually with money and staff. George W. Head, National Cash Register Co., is national chairman of the 1961 Advertising Week-Year campaign. McCann-Erickson Advertising (U.S.A.) is task force agency. Daniel J. Edelman & Associates serves as volunteer public relations agency.

"The goal of the campaign," Mr. Head said, "is to upgrade the public image of the advertising industry by telling of advertising's vital role as a major force in American business.

"We would never tell one of our clients or our own companies that advertising their products or services one week a year would be adequate. To achieve maximum effectiveness, advertising must continuously, week after week and year after year, promote a better understanding of advertising."

Message ▪ President Kennedy sent a mesage to Arthur C. Fatt, president of Grey Advertising Agency, New York, and AFA conference chairman, in which he voiced hope the conference would accomplish "its stated objective of establishing a closer relationship between government and your industry and create a better understanding of advertising as a dynamic force in the national economy."

Donald H. McGannon, president of Westinghouse Broadcasting Co., and member of the AFA mid-winter conference committee, called on advertisers "to sell their products and what it means to America." He added that advertising "must not only demonstrate what it has been but what it can be."

Rep. Hale Boggs (D-La.), warned AFA that the taxing device is being used by the government for censorship purposes. Noting that President Kennedy already has shown he welcomes the full and free expressions of ideas from American citizens on ways to aid government and national progress, he said he introduced his bill (HR 640) providing for tax deductibility as ordinary business expenses for expenses incurred in advertising and other efforts to state a position on pending legislation or federal regulations. Under Treasury Dept. regulations issued in December 1959 such expenditures are not deductible.

Criticism ▪ Rep. Boggs criticized the Internal Revenue Service practice empowering local agents to interpret what constitutes unjustifiable expenditures for lobbying purposes. "No internal revenue should have that authority," he said. He said the Bill of Rights guarantees freedom of speech and freedom to petition the government for redress of grievances.

Rep. Bob Wilson (R-Calif.), partner in a San Diego agency (Champ, Wilson & Slocum), described the annual AFA Washington conference as one of the most constructive steps in the history of the federation. Most legislators consider good lobbying helpful in supplying important points of view and specialized information, he said.

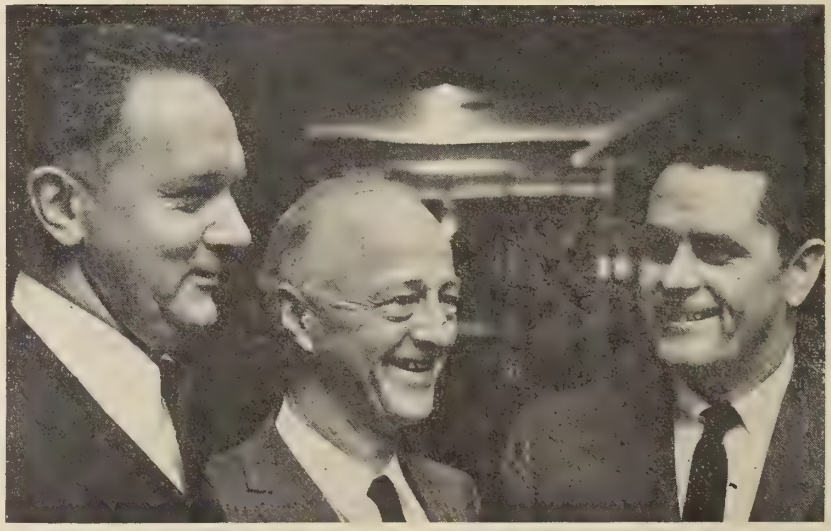
James S. Fish, vice president of General Mills and AFA board chairman, described advertising as "a tool of the American free enterprise system." Commenting on the year-long drive to build advertising's image, he said the heads of the three tv networks have contributed heavily in money to

Moving forward with advertising

Television along with other media owes a basic responsibility to the public—"keeping our national economy moving forward," the Advertising Federation of America was told Feb. 1 at its mid-winter conference in Washington (story above) by Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla., chairman of the board of Television Bureau of Advertising.

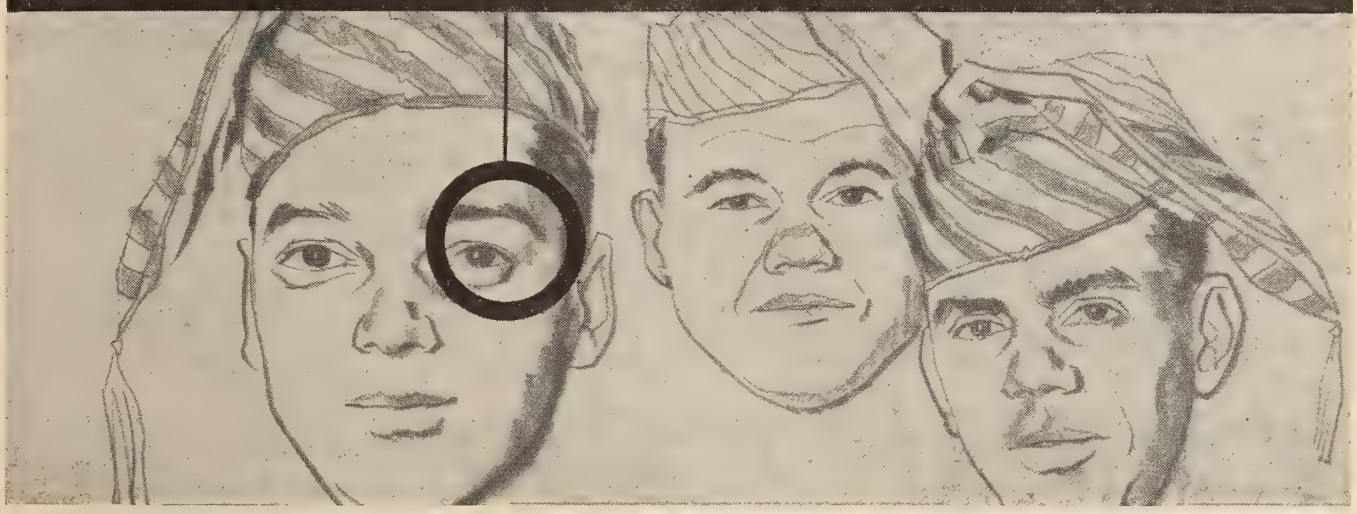
Introducing the TvB presentation "The Progress of Discontent" to AFA, Mr. Marshall said, "television, which both follows the wishes of the people and leads these same people, at the same time must be television which is free to tell all the news including that of our basic national economy. Remove from television this important news and you remove from industry the output of its production lines."

The TvB film shows the role of advertising and its ability to spur progress. It was presented by Norman E. Cash, and George G. Huntington.



Among participants at a TvB breakfast showing of its film, "The Progress of Discontent," were (l to r): Norman E. Cash, TvB president; Kenneth Laird, Tatham-Laird, Chicago, and James S. Fish, General Mills, Advertising Federation of America board chairman.

Night people listen to new "Clockwatchers" show on WSB radio, Atlanta



WSB "Clockwatchers" at work . . . Bill Foster, Brent Hill and Ben Fairbanks

Out of the night comes a new sound for night people "Clockwatchers" on WSB Radio from midnight to 5 a. m. Some of these night folks are traveling, some working in factories, some keeping vigil over cities. But wherever they are, whatever they're doing . . . radio is a constant companion. And a handsome share of this massive audience is within range of WSB. For Atlanta's 50,000 watt clear channel station has a night coverage pattern embracing 25,000,000 homes . . . 27 states.

"Clockwatchers" listeners hear lots of music, news of the latest happenings throughout the night, famous sports figures and important events, outstanding information and entertainment features. They hear this—all through the night. You can reach and sell this vast responsive audience of night people on WSB Radio's "Clockwatchers." Call Petry for information.

ATLANTA'S wsb-radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

help finance tv commercials. Millions of dollars worth of air time and print space have been committed to the campaign, he said.

Dr. Steuart Henderson Britt, Northwestern U. marketing-advertising professor and author of the new book *The Spenders,* recalled that "what 180 million Americans buy—or don't buy —can determine what happens to our economy." He voiced concern that those who attack the American system have portrayed the advertising business as a conspiracy to undermine America. He added that some 200 bills were proposed in Congress last year to deal with controls over almost every phase of marketing and advertising.

Exacting Ethics ▪ John J. Ryan, AFA counsel, said government officials now saddled with an exacting code of ethics may ask the same thing of businessmen. He took note of a Federal Power Commission ruling which holds institutional advertising expenses can't be considered reasonable and necessary expenses of a business for the purpose of fixing rates. Finally, he cited the need for legislation to nullify a "crippling IRS regulation against institutional advertising that was adopted last autumn."

Edward Gudeman, Undersecretary of Commerce, advised advertisers and other business firms to devote more attention to foreign exports. He formerly headed Sears, Roebuck advertising.

Douglas L. Smith, director of advertising and merchandising, Johnson's Wax, called for higher advertising standards and the need for business conscience. He cited a statement by Howard M. Packard, company president, as a tv show was ending "amidst a clatter of tommy guns, crashing black limousines, a dying gun moll, dead gangsters and bleeding police." Here is Mr. Packard's statement, "You know, our standard may cost us business at times—but I really believe that it's worth it, long-term or short-term. Even if we get all the business by sponsoring television like that, I would rather not have it than be identified with such entertainment."

W. B. Murphy, president of Campbell Soup Co., said the consumer rejects advertising "that shouts too loud or claims too much just as he is out of patience with products that are of poor quality."

Morton J. Simon, associate AFA counsel, warned that states "are going to make a determined effort to retain —and protect jealously—their assumed rights to attack and tax advertisers from other states."

AFA's mid-winter conference wound up with a congressional reception.

Transogram plans tv spots

A heavy tv spot campaign is planned for next fall by Transogram Co., New York, which last Friday (Feb. 3) appointed Mogul, Williams & Saylor, New York, as its new agency. A manufacturer of toys, games, hobbies-crafts and juvenile furniture, Transogram comes to MW&S from Wexton Adv., New York, where the advertiser last year made its tv debut with multiple-market testing on spot. Fall plans include a campaign on top-rated children's shows in more than 50 markets. Additional tv promotional programs are expected to be announced at a later date. A major feature of all upcoming Transogram commercials will be the introduction of an animated character, "Transy," as the company's brand-identifying symbol.

Agency research role debated by experts

Agencies owe it to themselves and their clients to be active in all phases of research, Dr. Donald L. Kanter, executive director of creative research, Tatham-Laird Inc., Chicago, said Thursday in a debate on agency research involvement before the Chicago chapter of the American Marketing Assn.

But Edwin J. Gross, president of Gross Thumin Research Assoc., a St. Louis market research firm, felt agencies should get out of market research and confine research to their own product advertising.

Dr. Kanter said his agency frequently uses outside research firms to help solve marketing problems for Tatham-Laird clients, "but the question is really not whether to use outside research facilities, it is how, when and for what purpose they can best be used." He said clients today expect imagination, creativity and depth from agencies in all phases of advertising, including research. "This requires effort in all stages of the research problem," he explained, "including definition, data processing, analyses interpretation and report writing." He didn't feel this could be achieved in all cases by firms outside the agency since matters of security and client orientation are involved.

Dr. Kanter concluded that "it's the client's prerogative to hire anyone he chooses to research his product and keep him informed of his business progress and it's the agency's responsibility to research the product and anything else it needs to know to make sure it is doing a sound job."

Mr. Gross argued that agencies' expansion into market research gets them off the track from their original purpose —to create effective advertising for their clients and expose it in the most efficient media situations. He also felt agencies have been handicapped in marketing research because of the cost factor and the controversy over quality. He didn't imply discredit to the basic integrity or correctness of such research,

Network television gross time billings

Source: TvB/LNA-BAR

	NOVEMBER			JANUARY-NOVEMBER		
	1959	1960	Change	1959	1960	Change
ABC-TV	$13,103,250	$15,841,960	+20.9%	$112,384,714	$143,802,940	+28.0%
CBS-TV	23,458,970	23,563,839	+ 0.4	242,420,221	250,934,013	+ 3.5
NBC-TV	21,765,361	24,575,958	+12.9	213,837,126	226,949,294	+ 6.1
TOTAL	$58,327,581	$63,981,757	+ 9.7%	$568,642,061	$621,686,247	+ 9.3%

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
Jan.	$13,260,010	$23,477,358	$20,980,897	$57,718,265
Feb.	12,677,110	22,977,171	19,923,712	55,577,993
Mar.	13,487,460	24,043,799	21,072,164	58,603,423
Apr.	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
Aug.	11,366,100	21,448,482	18,052,503	50,867,085
Sept.	11,875,080	21,103,437	18,436,653	51,415,170
*Oct.	15,239,570	23,024,149	25,086,325	63,350,044
Nov.	15,841,960	23,563,839	24,575,958	63,981,757

*October 1960 figures revised as of Jan. 31, 1961.

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

Source: TvB/LNA-BAR

	NOVEMBER			JANUARY-NOVEMBER		
	1959	1960	Change	1959	1960	Change
Daytime	$17,969,645	$21,651,460	+20.5%	$184,704,925	$190,892,428	+ 3.3%
Mon.-Fri.	14,219,118	17,880,879	+25.8	156,292,501	157,585,805	+ 0.8
Sat.-Sun.	3,750,527	3,770,581	+ 0.5	28,412,424	33,306,623	+17.2
Nighttime	40,357,936	42,330,297	+ 4.9	383,937,136	430,793,819	+12.2
TOTAL	$58,327,581	$63,981,757	+ 9.7%	$568,642,061	$621,686,247	+ 9.3%

1959

During 1959,

wmca 570kc

ranked as one of the top three radio stations in

15 out of 30 regular New York rating reports...

1960

During 1960

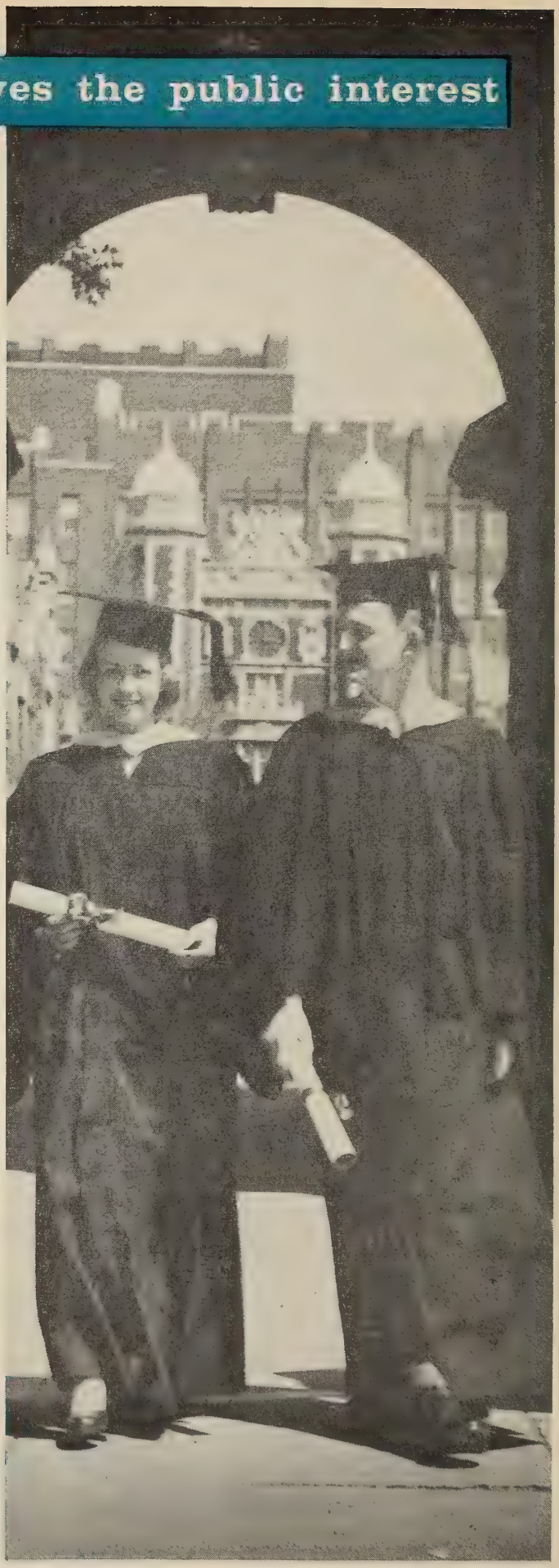
29 out of 30.



wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

1961

WGAL-TV serves the public interest



College of the Air

Now in its eighth consecutive year, this tri-weekly adult-level educational series is designed for classroom use in senior high schools, in colleges, and for home-viewing. Through close cooperation with eight colleges in the Channel 8 coverage area, WGAL-TV offers alert, diversified programming. College of the Air is just one phase of this station's many public service activities.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

he said. But he feels there is a tendency for client research directors to question the validity of agency research since it was service that may have been thrown in with the ad account and which the client did not have the opportunity to specifically choose and buy.

Instead, Mr. Gross said, agencies should devote their attention to basic research in the mass communication processes, particularly media effectiveness, and on optimum ad expenditures and qualitative research on consumer attitudes, so they can develop more potent campaign strategy in pre-testing advertising (post-testing should be the client's job, he said) and counseling on market and product research.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for two weeks ending Jan. 8, 1961

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Rose Bowl Football Game	48.4	22,700
2.	Wagon Train	40.0	18,760
3.	Sugar Bowl Football Game	40.0	18,760
4.	Tournament-Roses Parade—NBC	39.3	18,432
5.	Gunsmoke	37.3	17,494
6.	Orange Bowl Game	37.1	17,400
7.	Rawhide	35.6	16,696
8.	World Championship Pro Football	33.8	15,852
9.	77 Sunset Strip	33.1	15,524
10.	Ed Sullivan Show	33.0	15,477

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	35.1	16,462
2.	Wagon Train	33.6	15,758
3.	Rose Bowl Football Game	32.5	15,243
4.	Real McCoys	30.0	14,070
5.	Have Gun, Will Travel	29.7	13,929
6.	Rawhide	28.5	13,367
7.	Candid Camera	28.1	13,179
8.	My Three Sons	27.3	12,804
9.	77 Sunset Strip	27.2	12,757
10.	Dennis the Menace	27.1	12,710

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

Orange Bowl (CBS-178), L&M (DFS), Rise (SSCB), Anacin (Bates), Mon., Jan. 2, 12:45 p.m. to conclusion.

Rawhide (CBS-202): Philip Morris (B&B). National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Rose Bowl (NBC-150): Gillette (Maxon), General Motors (M-E), Mon., Jan. 2, 4:45-7:17 p.m.

Sugar Bowl (NBC-175): B. F. Goodrich (BBDO), American Tobacco (SSCB), Wynn Oil (EWRR), Colgate-Palmolive (Bates), Schick (Compton), Whitehall (Bates), Mon., Jan. 2, 1:45-4:28 p.m.

Tournament of Roses Parade (NBC-180): Minute Maid (Bates), Mon., Jan. 2., 11:45 a.m.-1:45 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

World Championship Pro Football (NBC 180). Hygrade Food Products (Doner). Philip Morris Inc. (Burnett), National Brewing (Doner), Liebmann Brewers (FCB), Falstaff Brewing (DFS), Standard Oil of Indiana (D'Arcy), Standard Oil of Ohio (McCann-Marschalk), Hill Bros. (Ayer), Theodore F. Hamm Brewing (C-M), Mon., Dec. 26, 11:45 a.m.-2:40 p.m.

Business briefly...

Max Factor & Co., cosmetics, Hollywood, and **Fedders Inc.,** air conditioners, Maspeth, N. Y., purchased participation in NBC-TV's *The Americans,* making the new Civil War adventure-drama series a virtual sell-out. Max Factor also bought into NBC-TV's *Michael Shayne* and three of the network's daytime shows. Agencies: Kenyon & Eckhardt (Max Factor); Hicks & Greist (Fedders).

The Doxsee Co., canned and bottled clam products, Brooklyn, started a Lenten season spot radio campaign yesterday (Feb. 5) in eight major markets, except in New York where the spot drive got underway last week. Other markets for the schedules of one-minute live commercials are: Los Angeles, Seattle, Detroit, Baltimore, Portland, Ore., Miami, and St. Louis. Agency: Smith/Greenland Co., N. Y.

Schweppes (USA) Ltd., N. Y., is lining up tv minutes in about 25 markets and a smaller schedule of radio availabilities. Agency: Ogilvy, Benson & Mather, N. Y.

Illinois Bell Telephone Co. for the ninth consecutive year will sponsor semi-final and final games of the Illinois high school basketball tournament on the afternoon and evening of March 17 on a 10-station tv network. Agency: N. W. Ayer, Chicago.

General Motors Corp., Fisher Body Div., Detroit, in an unusual move, is scheduling a spot radio saturation campaign in the top 50 markets for approximately five weeks, starting yesterday (Feb. 5). The division ordinarily conducts campaigns only during the introductory period of new GM cars in November, but decided on a second effort in spot radio to emphasize the theme: "Body By Fisher." A recent survey among GM dealers concluded that this theme was "a measureable asset." Agency: Kudner Adv., N. Y.

Roman Products Corp., Italian frozen foods, South Hackensack, N. J., has scheduled a radio spot campaign for the Lenten season, starting yesterday (Feb. 5), through April 22, on six New York stations (89 minutes weekly) and two Philadelphia stations (80 minutes weekly). Commercials will be both live and transcribed. Agency: Smith/Greenland Co., N. Y.

Corn Products Co., N. Y., is using tv spot in four cities to introduce a new line of seven packaged dehydrated soups produced by C. H. Knorr Co., German and Swiss-based enterprise that is part of Corn Products' organization. The company is building a soup plant in Argo, Ill. "Advance marketing" program has been set up in Columbus and Dayton, Ohio, Syracuse, N. Y., and Providence, R. I. It's reported a "healthy schedule" of one-minute filmed commercials has started in each city to continue throughout 1961. Other markets will be opened when Argo plant starts producing in July. Agency: Dancer-Fitzgerald-Sample, N. Y.

Quaker Oats Co., Chicago, plans to use tv spot drive in top 50 markets to introduce a new product, "Life," presweetened oat cereal that is ready-to-eat. Quaker also will use spots on its existing daytime and nighttime network tv vehicles for Life. The product has been heavily test-marketed since this marks the introduction of the hot cereal maker into the cold cereal field. Product introduction starts in April. Agency: J. Walter Thompson Co., Chicago.

Grocery Store Products Co. (Gold Medal Macaroni Div.) is starting an intensive spot tv campaign for Gold Medal noodles early in February in Los Angeles, Tucson and Phoenix, through Cunningham & Walsh, L.A.

It's just a separation—not a divorce

SCHICK RAZORS DESERT TELEVISION FOR PRINT MEDIA

The Schick Safety Razor Co. is not displeased with television and is not completely foresaking it. That's the reassuring word for broadcasters from a company spokesman in the wake of last week's announcement that the razor firm is dropping television entirely for the remainder of the first quarter of 1961 and is placing the major portion of its $3.5 million advertising budget into newspapers.

The broadcasting media, still smarting from the recent decisions by the Shell Oil Co. and the American Dairy Assn. to devote all their 1961 advertising to print media instead of tv, had been hopeful that the Schick move was not part of the same pattern.

"This is not another Shell decision," William F. Siegel, advertising director of Schick, said in clarifying his company's position. "We were very pleased with the results from our sponsorship of the *Witness* program (CBS-TV) and *Peter Pan* Christmas Special (NBC-TV) last year. We are not disclaiming use of tv forever."

Mr. Siegel went on to explain that Schick's sales campaign for the first quarter of 1961 will give away a free grooming kit containing a comb, clipper, nail file, etc., to every purchaser of the Schick 1066 razor. The razors will be sold on a 14-day free money back trial. The customer keeps the grooming kit even if he returns the razor.

"We feel," Mr. Siegal went on to explain, "that newspapers give us the most effective coverage for this type of campaign. We don't want to worry about ratings and newspapers give us almost foolproof coverage." He emphasized, however, that his company was undecided at this point "what media we will use for the rest of the year."

Schick started its print campaign last week and will use a minimum of four large two-color ads in newspapers covering every major market in the country. This schedule is to be argumented by ads to run in six national magazines.

Schick decision ▪ The campaign is being handled by Norman, Craig & Kummel, the firm's new agency as of last week (BROADCASTING, Jan. 30). Mr. Siegel said the decision to switch media was made by Schick and not by N C & K or the firm's old agency, Benton & Bowles. Schick's agency change was one in a series of recent shifts involving conflicts in razor product interests. The latest report, called a "well-substantiated rumor" by a high agency official, has the Ronson lighter account leaving Norman, Craig and Kummel and going to Doyle Dane Bernbach Inc. Ronson, whose electric shaver account is handled by Papert, Koenig, Lois, apparently felt that by taking on the Schick account, N C & K, which only handled Ronson's lighters and accessories, had still created a product conflict.

Bolling adds two new offices

In a move to strengthen its overall sales efforts, The Bolling Co. opened new offices in Atlanta and Philadelphia on Wednesday (Feb. 1), the same effective date of its acquisition of the Headley-Reed Co. (BROADCASTING, Jan. 2). The additions bring the firm's total number of national offices to 14.

The Atlanta office will be managed by Frank A. Cason Jr., veteran southern territory time salesman, while Robert S. Dome, who formerly managed the Headley-Reed office in Philadelphia, will assume that responsibility in the new Philadelphia Bolling office. At the same time the station representative firm announced the addition of Edward R. Robbins, for the past 18 months national sales manager of KOCO-TV Oklahoma City, to its Dallas office.

A boy & his dog get bigger ad budget

A relatively modest toy advertiser, Colorforms Inc., Norwood, N. J., $550,000 budget in tv in 1960, has announced an increase of 23% in its 1961 advertising expenditures.

Ogden Kniffen, advertising director of the toy manufacturing company, said the new budget reflects its 18% rise in business in 1960 as compared with an average increase of 5% for the toy industry as a whole. Colorforms' advertising is on a year-round basis, including a 52-week schedule on CBS-TV's *Captain Kangaroo* three times a week and a spot schedule on children's tv programs in 20 major markets. The commercials, prepared by the company's agency, Kudner Adv., New York, feature Clarence, a boy, and Cromwell, a big, good-natured dog, who become involved in humorous situations and finish off each commercial singing "It's more fun to play the Colorforms way."



Also in advertising...

Marketing study ▪ A new merchandising report, "Marketing's New Target—2,000 One-Stop Store Managers," prepared by E. B. Weiss, vice president and director of special merchandising services for Doyle Dane Bernbach, is now available to the trade. The report covers some 2,000 giant chain store units and suburban branches of department stores, and pinpoints the current trend of giving a great deal of autonomy to the managers of these stores. It is the 15th in a continuing series of studies on basic merchandising trends that DDB has published.

Young in Boston ▪ Adam Young Companies, radio and tv station representatives, N. Y., has opened a branch office in Boston. Located at 129 Newbury St., the office is managed by Jim Smith, formerly of the New York office. Telephone: Congress 2-1145.

Ad education ▪ The Advertising Federation of America has sent a new service bulletin, "School Advertising Clubs Organization Guide," to 136 professional member clubs. It also is being made available to schools. The potential for clubs exists in thousands of high schools and hundreds of colleges that do not already have them, George T. Clarke, director of the AFA bureau of education and research, said. The guide gives five pages of advice on organizing, writing a constitution and listing source material available from the AFA.

Agency a la mode ▪ Wexton Adv. Agency, N. Y., has formed a fashion division headed by Penny Morell and Mary Entrekin. The Wexton Fashion Div. aims to attract a broad range of non-competitive men's and women's fashions, including all related products. Accounts supervised by Miss Morell are Leonard Arkin & Son and Andrew Arkin, both of which have used network tv in the past; Anne Fogarty special editions; Ellen Tracy, and Folker Fabrics. All appointed Wexton effective Jan. 1. Miss Entrekin supervises a group that includes Burlington Tricot Fabrics Co.

I'LL SAY THIS...

"To us, consistency is most important . . . and we have consistently placed a part of our budget with one or more of the WLW Stations for the past several years. We have received full value in return, in terms of audience, service, and better-than-average cooperation in promotion and merchandising."

Paul W. Young

Advertising Manager

Southwestern
Ohio Blue Cross

Cincinnati,
Ohio

YOU CAN QUOTE ME...

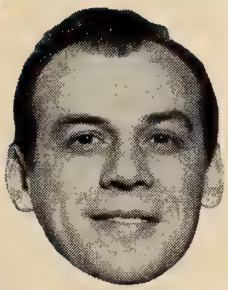
"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

John T. Nolan Jr.

President

Keelor & Stites,
Cincinnati,

Agency for
Southwestern
Ohio
Blue Cross





Call your
WLW Stations' Representative . . .
you'll be glad you did !

the dynamic WLW Stations

WLW-C Television Columbus

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

RADIO'S STRENGTHS IN YEARS AHEAD

Blair & Co. pair see service, information, modified music

Radio strengths in the years ahead were advanced last week by two "radio doctors" who exchanged the stethescope for a crystal ball.

The "doctors"—Wells Barnett, John Blair & Co.'s stations operations manager, and George Skinner, director of radio programming services—were called in by the Radio & Television Executives Society at its weekly timebuying and selling seminar.

Their diagnoses: radio has an informational and personal importance for the average person, a service provision that will continue and will increase in the future; the single types of radio music programming appear to be fading or overlapping one another—so that music programming has become modified and formula 40, rock and roll, popular, classic and such designations have become outmoded.

Some of the "new" types of radio and their nomenclature as supplied by Mr. Skinner:

The playing of top quality selections with little or no talk, the programming of music of a wide range of interest, logging of music that is "middle-of-the road" and "mature" and sprinkled with top musical numbers, etc., and finally no-music, all-talk with the top personalities type of station programming.

Examples ▪ Mr. Barnett presented a few examples of new services being provided around the country, including WABC New York's new recreational reports (taped report on ski conditions), KFWB Los Angeles' campaign to put teeth into narcotics laws, and a detailed discussion by Ben Strouse of WWDC Washington on the advantages and importances of editorializing.

A point made by both men: it's time stations asserted the key importance of "public service" the "modern way." For example, a one-minute announcement campaign can devote more accumulated time to public service more effectively than a dull 15-minute program devoted solely to one topic.

The speakers said radio's new ways

'I used to be a 150-pound weakling, but look at me now...'

The startling change in health and attractiveness that can supposedly be gained by regular workouts at a Vic Tanny Gym is depicted in a new sophisticated manner that is itself a startling change from the straight hard sell of the company's previous tv advertising efforts. The new spots, which are making their tv debut this week in New York, Chicago, Los Angeles and other cities in which Tanny health studios are located, were created by Jon Byk Adv., Hollywood agency.

"We initiated the humorous approach deliberately to make the gyms attractive to young executives and career girls from offices as well as the factory workers," Mr. Byk said. "You might say we hope these spots will add the white-collar group to the blue-collar crowd brought in by television."

How this appeal is presented can best be explained by quoting from one of the new commercials, "Miss Jones." The spot opens on a beach where a shapely gal in a swimsuit is approached by a "man in the street" radio interviewer. He asks her: "Miss Jones, is it true that you used to be a 150-pound weakling?" She replies: "Was I ever!," and the scene fades from the beach to an office where a bespectacled Miss Jones, big-hipped and small bosomed, dawdles listlessly at her duties, while the boss zips in and out at an incredible speed.

"I was so tired all the time," Miss Jones' off-camera voice explains, "and I was so unattractive with my sloppy figure that the boss walked by without even seeing me." As she speaks, the pictured Miss Jones in the office stands up and tries to stop her boss but he walks right through her without pausing.

The Big Change ▪ "Then Mama told me about Vic Tanny." Now Miss Jones is in the middle of the gym, working out on all of the machines in extreme fast motion. "And the first thing I knew, there I was working out in that luxurious Vic Tanny gym. My overweight hips lost their extra pounds, my bust became firm and youthful. I developed vim and vigor, too."

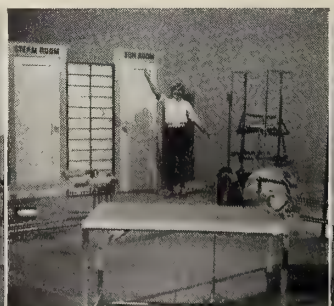
Back to the office, where a Miss Jones who is slim, gorgeous and no longer wearing glasses is typing at a furious speed. The boss enters and now he notices, all right, even to the extent of chasing her around the office as her voice goes on . . . "and now that I go to Tanny's—well, it's a good thing I'm in top physical condition, because I have to run for my life from those wolves in the office."

The spot concludes back on the beach. The interviewer is now down on the sand, in Miss Jones' arms and gazing adoringly at her, while she looks straight at the audience and asks: "Why don't *you* see Vic Tanny today?" Time is left for a live local tag with a slide to fill out the minute of air time.

The Tanny commercials utilize a new technique developed by Wonderland Productions, tv commercial producer, and named "Wondermotion." Marvin Bryan, executive producer, was reluctant to divulge the technical details of the process, which makes characters move about at top speed, apparently without moving their hands or feet. "Just say it's a combination of a special camera technique plus optical printing," he stated, "and that it virtually eliminates any need for retakes, so it's inexpensive."



Before Vic Tanny's



At Vic Tanny's



After Vic Tanny's



Look at me now



THE FLAIR IMAGE: YOUNG ADULTS LOOKING THEIR BEST–There's a certain flair about her these days – about her looks, about her clothes, her home, her life. She's charmed by a new world of charm and delighted by a new world of delights. She's one of millions of young homemakers who has the time and money to discover these new worlds. And you can be sure of this: she's discovered FLAIR on ABC RADIO.

GET FLAIR ABC RADIO

It's the one program that plays her music, talks her language. If you want to meet her, get FLAIR on ABC RADIO.

FLAIR, Mon.-Fri. afternoons, starring Dick Van Dyke as host, introducing the people and ideas young America wants to meet, i.e., Jonathan Winters, Arlene Francis,

KNOW HOW

One does not normally associate Admiral Richard E. Byrd with the great nuclear race of the last decade. And yet, it was his "know how" which helped provide the answers to possible uranium deposits in the vast uncharted regions of Antarctica. Past performance so often forms the basis for the accomplishments of tomorrow. And it's equally true in business . . . the "know how" of quality-minded radio and television stations which is constantly reflected in ever increasing value to advertisers.



WFAA

dallas • radio & television

The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

and new uses would find a receptiveness at advertising agencies, buyers finding that multiple-station buys are more effective than mere simple purchase of the top station in that single market.

Said Mr. Skinner:

"Instead of putting all the commercials on the station with the top ratings, advertisers undoubtedly will learn they can do a more effective coverage job by pinpointing their campaigns on a variety of stations that reach their specific targets." This buying method, he warned, will require "more effort than the present system . . . but sales results should justify [them]."

Agencies, he thought, also will spend more time on presenting commercials more effectively. And he predicted the time will be approaching when radio departments within agencies are "revitalized."

10 advertisers, 7 agencies get RAB awards

Hundreds of jurors sifted hundreds of nominees for the 10 "most effective radio commercials" in Radio Advertising Bureau's annual contest and three advertising agencies came up with two apiece in the awards list: William Esty Co., New York, and two different offices of J. Walter Thompson Co.

The winners, all to receive the RAB "Golden Record Plaque," listed alphabetically:

Budweiser (D'Arcy, St. Louis), Chun King (BBDO, Minneapolis), Ford (J. Walter Thompson, Detroit), L&M (Dancer-Fitzgerald-Sample, New York), Lucky Strike (BBDO, New York), Nescafe (William Esty, New York), Northwest Orient Airlines (Campbell-Mithun, Minneapolis), Schlitz (J. Walter Thompson, Chicago), Winston (William Esty, New York), Wrigley's Doublemint (Arthur H. Meyerhoff, Chicago).

The list was pared down from 30 commercials that got sizable votes, and because of increasing entries in the six-year old sweepstakes, jurors picked 10 this year instead of eight as in years past, Kevin B. Sweeney, RAB president, said. In the early days only a handful of commercials were nominated, but now the number getting 100 or more votes from the jury has quintupled. RAB's "blue-ribbon jury" was made up of 300 advertiser, agency and broadcast executives.

9 Red L tv commercials shot for $30,000 in day

Nine new Red L frozen seafood dinner spot tv commercials are being placed in 13 U.S. markets in a saturation tv campaign to capture the Lent period (Feb. 15-Apr. 1) trade.

Smith/Greenland Co., New York, the agency handling the push, used speed-up tactics to film all the commercials—range in length from 10 seconds to one minute—in one day, Oct. 30, 1960. The total cost to the client for the spots, including talent, was slightly less than $30,000. S/G estimates that if the commercials had been produced in the conventional manner the cost would have been greater—approximately $80,000 for an average three-weeks shooting time.

All the spots feature veteran movie character actor Edward Everett Horton, who relays to the audience, in a terse and tongue-in-cheek manner, a message about the product. In all the 10-second commercials Mr. Horton holds the Red L package and recites the same lead line, "Some people are not buying my Red L frozen seafood dinners."



Actor Edward Everett Horton wears a sweater emblazoned with the Red L in this spot commercial for Red L frozen lobster Newburg. "Let's have three Red Ls and a tiger," Mr. Horton exhorts the audience.

The spots have been released in the New York market on WCBS-TV and WNBC (TV) and soon will be seen on such major outlets as WBZ-TV Boston, KDKA-TV Pittsburgh, WJBJ-TV Detroit, KYW-TV Cleveland and WCCO-TV Minneapolis-St. Paul.

New animation process will cut costs by 90%

The Paul Garrison Organization, Los Angeles, has been commissioned to do three television commercials for an undisclosed Helene Curtis product, using "Montageograph," a new process designed to reduce animated motion picture production costs by 90%.

At a demonstration in New York last week Mr. Garrison explained that by making slides of his client's own file of photographs and using slide projectors to make the film, the finished product averages a cost of $100 per minute of running time, as opposed to about $1,000 per minute when an animation camera is used.

"Montageograph" 's principle? Slides from two manually operated slide projectors are synchronized to a pre-recorded sound track and transposed onto 16 mm sound film. The result is an animated motion picture with wipes, dissolves, super-imposures and other optical effects.

Rep appointments...

▪ WGL Fort Wayne, Ind., to Venard, Rintoul & McConnell Inc., N. Y.

▪ CKY Winnipeg, Manitoba, Canada: Devney/O'Connell Inc., N. Y., as U.S. rep.

C-p-m, ratings come last, GB&B's Harris tells SCBA

"Ratings and cost-per-thousand are the last things we look at when buying station time," Peg Harris, media director of Guild, Bascom & Bonfigli, San Francisco, told a meeting of the Southern California Broadcasters Assn. last month in Hollywood.

"You can buy a dozen eggs two weeks old for 20 cents, or a dozen eggs with double yolks for 80 cents and either way, you got a dozen eggs," she said.

More important to GB&B timebuyers, she said, is information that will help them match the kind of people the product is made for and the kind of commercials the agency is using with the audience composition and program format of the individual stations.

At the luncheon, Walter W. Candy, president of the Los Angeles Community Chest, presented a plaque to SCBA Chairman Cal Smith, general manager of KFAC Los Angeles, in recognition of the contributions of radio stations to the 1960 Chest campaign. SCBA also received a citation for the efforts of its member stations on behalf of Navy recruiting.

Agency appointments...

▪ Squirt Co. (soft drink), Sherman Oaks, Calif., appoints Donahue & Coe. The company's budget is in excess of $1 million with approximately $750,000 in commissionable advertising, D&C reports.

▪ Auto Assoc. Inc., King of Prussia, Pa. (Volkswagen distributor for Pennsylvania and Delaware) appoints Doyle Dane Bernbach, N. Y., to handle its advertising.

CBS-TV sales plan—not completely new

IF IT INCREASES BUSINESS, NETWORK SAYS, AFFILIATES WILL GAIN

What appears to be a relatively new concept of television station compensation is built into the controversial rotating-minutes sales format which CBS-TV hopes to put into effect in its late-morning program block (BROADCASTING, Jan. 16, Et Seq.), it was learned last week.

Some veteran observers thought when they first heard the compensation plan's details that it was totally new. CBS-TV authorities reported, however, that with variations it's essentially the same system currently used on their *Captain Kangaroo* early-morning show. They acknowledged affiliates' compensation per sales unit under the new system would be less than now, but said if the new sales format increases business by "a reasonable degree"—which they fully expect—then in actual dollars the stations would receive more compensations than is now the case.

In its compensation features the plan provides that stations carrying the late-morning programs will be compensated for network commercials, not by a fixed-rate arrangement, but according to a ratio which will depend on the total number of affiliates carrying each show. In addition, one of the six commercial positions available in each half-hour period (the first position) will be turned over to the affiliates for local sale.

The method of figuring station compensation was described to the affiliates as follows: "Each station's gross rate for a particular program in these periods [10 a.m. to 12 noon EST, Monday through Friday] will be the proportion that its network Class A hourly rate bears to the total of Class A hourly rates of all stations carrying that particular program, applied to the network gross time charges for all minute availabilities that are sold by the network in that program. Compensation based on this rate will be in accordance with your affiliation agreement. . . ."

For Example ▪ To explain what this meant, authorities cited a hypothetical example:

Assume that 100 stations, representing exactly 50% of the total network rate card, clear for one of these programs. Say that one of those stations has a network rate which amounts to 2.5% of the total network rate card. If stations representing only one-half of the rate card clear the program, the hypothetical station's rate represents 5% rather than 2.5% of the gross time charges, and the station accordingly would be paid 30%—more or less standard network payment figure—of 5% of the gross time billings received from the advertiser.

CBS-TV officials said the only real difference between this arrangement and the one in effect on *Captain Kangaroo* is that the *Kangaroo* discount structure is different and stations are paid at 50% of the net rather than 30% of the gross.

They also emphasized that sales of *Kangaroo* have risen sharply—from a point near zero—since the current sales-and-compensation format was put into effect on that show. Obviously, they hoped the new rotating-minutes sales plan will have the same invigorating influence on sales—currently languishing—in the 10 a.m. to noon period.

Absorbs Discounts ▪ In this period the compensation format calls for the network to absorb all discounts earned by advertisers buying at the new one-minute rates. These may range as high as $700 ($800 maximum during the summer months). The price to advertisers is $3,200 per minute ($2,800 in summer). The talent portion of these prices is pegged at $1,000 winter and summer. Thus, the gross time charges—on which station compensation will be based—amount to $2,200 per minute commercial in the winter and $1,800 per minute during the summer. Agency commissions also are to be absorbed by the network.

CBS-TV officials conceded that "theoretically, at least," an affiliate would not know what his compensation was going to be until the business had been placed and carried and all the bookkeeping done to determine how many stations had carried it. But "as a matter of practice," they said, the "standard lineup"—the number of stations which normally will carry the programs—will become evident fairly quickly and on this basis each affiliate can reasonably predict what his compensation will be.

Network officials said that despite the storm blown up by station representatives and some stations in protest against the rotating-minutes plan, they still are confident it will gain acceptance by affiliates. They acknowledged that some stations still are opposing it, but said the number is diminishing and speculated it would decline even further when the first advertising order is submitted to the stations for clearance. As of late last week no order had been signed, but it was reported that "good prospects" are in negotiations.

Confidence ▪ Even with the pro-and-con count where it stood last week, officials voiced confidence that there

Every cloud has a silver lining

Visiting FCC firemen can help the membership of a state broadcasting association. At least, the Florida Assn. of Broadcasters subscribes to this theory following on-the-spot inspections of that state's stations by FCC field teams (BROADCASTING, Dec. 26, 1960).

As a result of the inspections, FAB membership now is the highest in history with approximately 25 stations signing up in the past month. And, a majority of these new members can be attributed to the commission's activity, FAB President Lee Ruwitch said last week.

"We thank them for it," the FAB president, who doubles in brass as executive vice president-general manager of WTVJ (TV) Miami, said. The FCC inspections stimulated a keener interest and a greater sense of their responsibilities among state broadcasters, Mr. Ruwitch said. FAB membership now totals 99 stations—including all but two of the state's tv outlets.

Another indication of the increased interest, Mr. Ruwitch pointed out, was the attendance at a recent FAB board meeting in Orlando. Every member of the 15-man board was present—also a first. Soon after the FCC teams—lead by Broadcast Bureau Chief Harold Cowgill—appeared in Florida last month, Mr. Ruwitch warned FAB member stations not yet visited that they were coming along with the type of questions being asked.

One such question: "Is your station a member of the state association?" This question was included, it is understood, to enable the FCC to determine if the licensee subscribed to an industry code of ethics.

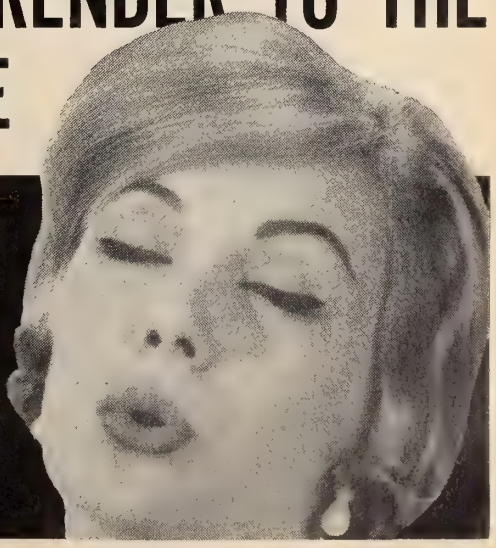
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WGST, Atlanta, Georgia
WBRC, Birmingham, Ala.
WEBR, Buffalo, New York
WTVN, Columbus, Ohio
KVIL, Dallas, Texas
KICN, Denver, Colorado
WXYZ, Detroit, Michigan
WJPS, Evansville, Indiana
WFDF, Flint, Michigan
CHML, Hamilton, Ontario
KXYZ, Houston, Texas
WXLW, Indianapolis, Ind.
KPEL, Lafayette, Louisiana
KFOR, Lincoln, Nebraska
WMC, Memphis, Tenn.
WRIT, Milwaukee, Wisconsin
CKGM, Montreal, Quebec
WABC, New York, New York
WAVY, Norfolk, Virginia
KOIL, Omaha, Nebraska
WPEN, Philadelphia, Penn.
KQV, Pittsburgh, Penn.
KISN, Portland, Oregon
WICE, Providence, R. I.
WSLS, Roanoke, Virginia
WHEC, Rochester, New York
KSAL, Salina, Kansas
KALL, Salt Lake City, Utah
KMNS, Sioux City, Iowa
WMAY, Springfield, Illinois
WIL, St. Louis, Missouri
CHUM, Toronto, Ontario
KTUL, Tulsa, Oklahoma

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are not enough hold-out stations to imperil the plan from either an advertiser's standpoint or the network's. They also reported that a limited number of affiliates of other networks had indicated interest in carrying the programs under the new plan if it's rejected by the CBS-TV affiliates in their markets.

The plan is scheduled to go into effect Monday (Feb. 13). It was devised to meet the problem of lagging sales during that two-hour period. Unless the plan is accepted and attracts additional business, President James T. Aubrey Jr. told affiliates in a closed-circuit talk 10 days ago, CBS-TV may be forced to curtail its morning programming (CLOSED CIRCUIT, Jan. 30).

Station representatives and affiliates opposing the plan contend that it amounts to "invasion" of the spot advertising field and also devalues all television time through the lowered price structure it establishes. They also object that the rotation feature of the plan—advertisers would be required to move their commercials around among the various programs—would make normal product protection at the local level difficult if not impractical or impossible.

The programs currently in the two-hour block are *December Bride* reruns, *Video Village, I Love Lucy* reruns and *Clear Horizon*. The relatively few advertisers now using these programs under the traditional quarter-hour sponsorship format are being given the option of continuing on that basis for the life of their current contracts or buying minutes at the lowered prices provided under the new plan.

NAB tv code board discusses 'Iceman'

Strong dialog that goes beyond tv's normal standards of good taste was reviewed Feb. 2 by the NAB Tv Code Review Board, opening a two-day meeting in Hollywood. The board viewed the Eugene O'Neill drama, "The Iceman Cometh," scheduled for distribution to 85 U.S. stations that subscribe to NTA's *Play of the Week* series.

The drama was broadcast in New York Nov. 14, 1960 by the NTA-owned station, WNTA-TV, not an NAB tv code subscriber. It brought favorable comment from critics and from the home audience, with only three of 500 letters describing the lan-

Walker to quit NAB; Engineering Conference plans aired



NAB's Engineering Conference, major technical forum of the broadcasting industry, will come under new direction after its 1961 session in Washington, May 8-10, following resignation of its longtime director, A. Prose Walker, as NAB engineering manager.

Mr. Walker will remain in the industry after his resignation, effective May 16, it was learned but he has not disclosed the new connection. NAB President LeRoy Collins accepted the resignation with regret Feb. 1. He said Mr. Walker's loss "will be keenly felt by the association and by the membership."

A former professor of mathematics and later an FCC employe, Mr. Walker joined NAB in 1953. At the FCC he had been eastern supervisor of the Conelrad alert project and was chief of technical operations, broadcast division, tv division and allocations branch.

During his FCC and NAB service he took part in the major international conferences dealing with broadcasting, the last being the International Telecommunications Union session at Geneva in 1959. He is international chairman of the broadcast study group of CCIR, international technical study conference. He is a licensed radio amateur and registered engineer; senior member of Institute of Radio Engineers and is associated with many other groups.

Three days of technical progress in broadcasting will occupy industry engineers at the May 8-10 Engineering Conference, held in conjunction with the NAB convention. Basic plans were drawn up Jan. 30.

Will Chair Meeting ▪ Mr. Walker will be presiding officer at the Monday opening session, with Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., as coordinator. George W. Bartlett, Mr. Walker's assistant, will preside the afternoon of the first day with Benjamin E. Windle, WCLT-AM-TV Newark, Ohio, as coordinator. Presiding at Tuesday conference sessions will be J. D. Bloom, WWL-AM-TV New Orleans (tv session), with Jack Petrik, KETV (TV) Omaha, as coordinator.

Leslie S. Learned, MBS, will preside at the Tuesday radio session with Clure Owen, ABC, as coordinator. Andrew L. Hammerschmidt, NBC, will preside at the final session Wednesday with William S. Duttera, NBC New York, as coordinator.

Luncheon presiding officers will be Virgil Duncan, WRAL-TV Raleigh, N. C., chairman of the NAB Broadcast Engineering Conference Committee; Frank Marx, ABC, and James D. Parker, CBS-TV.

In photo (l to r): Messrs. Bartlett, Windle, Petrik, Parker, Duncan, Walker, Duttera, Bloom and Braun.

****

THE STANDARD OF QUALITY SOUND AND PICTURE IN VERMONT

WCAX radio and WCAX-TV offer one of northern New England's major markets, centered on Burlington ... quality vehicles of entertainment ... quality vehicles of result-producing advertising.

WCAX and WCAX-TV ARE NOW REPRESENTED NATIONALLY BY AVERY-KNODEL, INC., who are ready to tell you the full story of this market.

WCAX broadcasts with 5000 watts on 620 kilocycles.

WCAX-TV serves well over 100,000 families on low Channel 3.

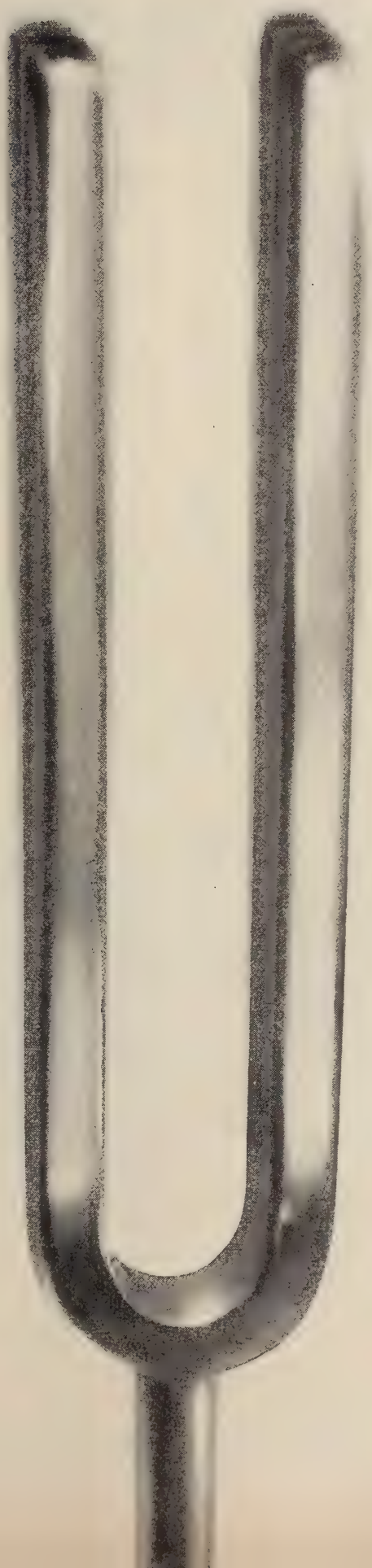
Buy the Burlington-Plattsburgh Area.

Buy quality.

Buy WCAX and WCAX-TV.

For choice availabilities, call Avery-Knodel.

****



guage as offensive (BROADCASTING, Dec. 5, 1960).

At issue in the code group's discussion was the problem of code flexibility in the case of "works of art." Complicating the problem is a clause in the author's will that the drama cannot be edited and must be presented as written or not at all. The board was expected to reach its decision Friday (Feb. 3).

As the code group opened its meeting Feb. 2 reports were heard from Edward H. Bronson, director of tv code affairs for NAB, and his assistant Harry Ward, on program monitoring activities; Stockton Helffrich, director of the New York code office, on work with advertisers, agencies and producers to see that tv commercials are made in compliance with code regulations, and Frank Morris, assistant code director for the West Coast, on the cooperation he is receiving from the 23 Hollywood producers of filmed programs who are affiliate code subscribers in keeping their product in line with code provisions. The board also viewed a number of film clips.

Code review board chairman, E. K. Hartenbower, KCM-TV Kansas City, presided over the meeting. Other board members present: Joseph Herold, KBTV (TV) Denver; Mrs. A. Scott Bullitt, KING-TV Seattle; George Whitney, KFMB-TV San Diego, and Robert W. Ferguson WTRF-TV Wheeling, W. Va. Gaines Kelley, WFMY-TV Greensboro, N. C., and James M. Gaines, WOAI-TV San Antonio, Tex., were unable to attend. Also present from NAB were Charles H. Tower, vice president for television; Douglas A. Anello, chief counsel, Jack L. Perry, assistant to the president, and John M. Couric, manager of public relations.

Radio Free Europe seeks aid from radio-tv

Radio-tv stations are being asked to help promote the 1961 campaign of Broadcasters for Radio Free Europe during a two-week period, which began Feb. 1. Five filmed spots and five tv scripts and 17 radio appeals are among promotional materials available.

Ted Bates & Co. is volunteer agency for the Advertising Council; Donald H. McGannon, president of the Westinghouse Broadcasting Co., is chairman of the broadcasters committee, and Henry M. Schachte, Lever Bros. executive vice president, is campaign coordinator.

As a special inducement four trips to Europe, highlighted by a special visit to the RFE facilities center in Munich, Germany, will be awarded to the two radio and two tv stations doing the best promotional jobs.

NAB BOARD BEGINS MEETING

Collins to appear before group in Palm Springs as membership prepares to tackle big budget

NAB's Board of Directors will take up the association's million-dollar budget at a series of winter meetings starting today (Feb. 6) at the El Mirador Hotel, Palm Springs, Calif. President LeRoy Collins will make his board debut at the meetings, though he sat informally with the radio and tv boards when he was elected to the presidency last Oct. 10.

Besides finances, the board will consider basic organization problems. First will be selection of a board chairman, formerly held by the late Harold E. Fellows in conjunction with the presidency. After Mr. Fellows' death last March a special three-man policy committee was named to guide association affairs. Clair R. McCollough, Steinman Stations, was chairman of this committee and made almost weekly visits to Washington headquarters. Mr. McCollough's name has been mentioned frequently for the board chairmanship, a non-salary post.

The organization now headed by President Collins includes four vice presidents, with Everett Revercomb as secretary-treasurer. Between the Fellows and Collins administrations Mr. Revercomb served as acting administrator.

Budget ▪ Three committees will meet today to complete work on the association budget. Merrill Lindsay, WSOY Decatur, Ill., is chairman of the radio finance group; W. D. Rogers, KDUB-TV Lubbock, Tex., heads the tv finance group; the general finance committee comprises members of both the other committees.

Two directors will not be able to take part in the board meetings, it was indicated at the weekend. Harold Hough, WBAP Fort Worth, notified NAB he could not attend the sessions. Arthur Hull Hayes, CBS Radio, will be represented by J. M. Seward, also CBS Radio.

Basic programming for the 1961 NAB convention, to be held may 7-10 in Washington, will be drawn up tomorrow (Feb. 7) by the convention program group whose co-chairmen are Mr. Lindsay and Dwight Martin, WAFB-TV Baton Rouge, La., respective vice chairmen of the Radio and Tv Boards. The directors will review the convention plans. The Radio Board meets Feb. 8, the Tv Board Feb. 9 and the combined boards Feb. 10, winding up the winter meeting.

A convention subcommittee will propose the name of the 1961 winner of NAB's Distinguished Service Award. Members are Odin S. Ramsland, KDAL Duluth, Minn.; Messrs. Lindsay, Martin and Rogers, and Thomas C. Bostic, KIMA Yakima, Wash. Messrs. Bostic and Rogers are respective radio and tv board chairmen. Last year's award winner was Mr. McCollough.

NAB's Engineering Committee is considering names for the annual NAB Engineering Achievement Award. Last year FCC Commissioner T. A. M. Craven received the award.

Taft Broadcasting Co. announces stock earnings

Board of directors of Taft Broadcasting Co. has voted a 10 cents per share quarterly dividend plus 2½% stock dividend payable March 14 to stockholders of record Feb. 15.

Net revenue for the third quarter of the company's fiscal year (ending Dec. 31, 1960) was reported as $3,082,588. Operating profit before depreciation and amortization was $1,359,448, with net income of $458,190 (31 cents per share). Depreciation and amortization totaled $324,943, leaving a cash flow generated from operations of $783,133 (53 cents per share). This compares with 1959 third quarter net revenue of $2,866,943; operating profit before depreciation and amortization of $1,357,701; net income of $517,501 (35 cents per share); depreciation and amortization of $201,108, leaving cash flow of $718,509 (48 cents per share). The per share values were based on 1,488,186 shares outstanding.

Court dismisses 'Hate' case

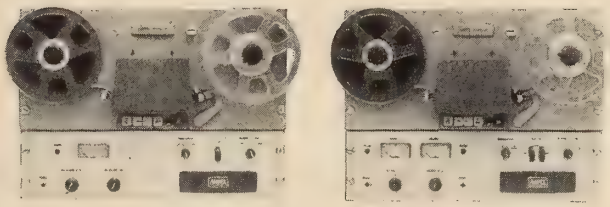
An indictment brought by the grand jury of Riverside, Calif., against James A. Schulke, former vice president in charge of Paramount Television Productions and KTLA (TV) Los Angeles, was dismissed for lack of evidence Thursday (Feb. 2) in the Riverside County Superior Court. Mr. Schulke, along with Pat Michaels, former KTLA newscaster, and various city officials of Elsinore, Calif., had been indicted (BROADCASTING, Jan. 23) for conspiracy to commit slander in *City of Hate*, a program broadcast on KTLA Dec. 11, 1959. The deputy district attorney and deputy attorney general concurred with the motion of Mr. Schulke's attorney that "there was . . . no evidence to connect (him) with any violation of law as set forth in the indictement."

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7" REELS

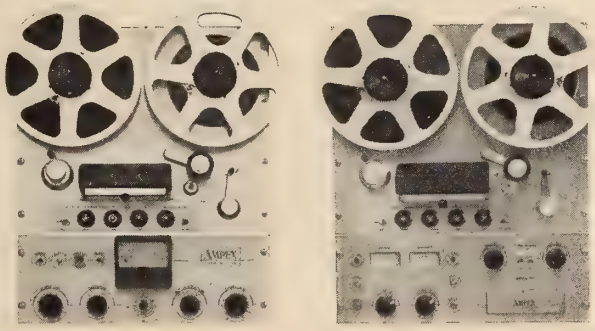
THE PR-10-1 MONOPHONIC,
Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



THE PR-10-2, STEREO/MONO
Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

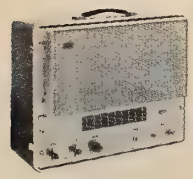
10½" REELS

THE AMPEX 351 MONOPHONIC
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.

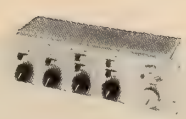


THE AMPEX 354, STEREO/MONO
Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

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MONITOR SYSTEM
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.



STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.



PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

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CBS NEWS SHUFFLES AT TOP

Sig Mickelson & John Day resign from network; Richard Salant & Blair Clark get new appointments

The other shoe dropped at CBS News last week.

The long-speculated realignment there came with these developments: Sig Mickelson, head of the division since its formation, resigned as president; Richard S. Salant, who was installed last December as chairman of a top-level committee to oversee the division, was named president succeeding Mr. Mickelson, and Blair Clark, a correspondent, was named general manager and vice president.

These top-level changes, revealed first by CBS Inc. President Frank Stanton in an inter-departmental memo and announced Thursday afternoon, came two days after John F. Day, news vice president of the division, announced he was resigning because the December reorganization had made his position "intolerable." Mr. Day implied that the creation of the executive committee under Mr. Salant had left the division with two heads: while Mr. Mickelson was continuing as president, he said, Mr. Salant was "in effect the head of the whole thing."

If the division did have two heads, it seemed clear that Thursday's changes fixed all that. In taking over the presidency Mr. Salant obviously becomes the man responsible and the man in charge. Mr. Clark, as general manager and vice president—a sequence of titles which he himself was reported to prefer over the more customary reverse order—becomes No. 2 man, but with an authority and responsibility extending considerably beyond that held by Mr. Day as No. 2 under Mr. Mickelson.

Mr. Salant confirmed the added stature of the job assigned to Mr. Clark. He also described Mr. Clark's duties as those of "the creative man who will worry about news coverage, about news gathering and about news programming." Mr. Clark also will supervise public affairs programming as well as news operations.

Clark's Choice ▪ Whether Mr. Day would be replaced in the new structure was a question to be decided by Mr. Clark. Mr. Salant said Mr. Clark "may decide later that he needs a no. 2 man —that's up to him."

In his memo disclosing the changes President Stanton spoke warmly of Mr. Mickelson and his "many contributions to broadcast journalism and to the growth of CBS News," which he said "have been invaluable."

Dr. Stanton's memo disclosed "with deep regret" that Mr. Mickelson had resigned "to take a post outside CBS which will be announced shortly." Until that new position is announced, the memo continued, "he will make his office on the 20th floor"—the top-level executive floor at CBS headquarters at 485 Madison Ave., New York.

Mr. Mickelson "will have our best wishes as he assumes his new responsibilities," Dr. Stanton asserted.

The Mickelson resignation was effective Friday (Feb. 3) and the Salant appointment to succeed him goes into effect today (Feb. 6). The Clark assignment, announced by Mr. Salant, also becomes effective today.

Mr. Mickelson, who joined the CBS organization in 1943 as news editor of WCCO Minneapolis, which then was owned by CBS, has become one of broadcast journalism's best known spokesmen, especially on such subjects as television and politics, and broadcast media's rights to "equal access" with print media in covering news events.

Speculation about possible changes in the CBS News operation have circulated ever since the ratings on CBS' coverage of the political conventions last summer and the election last fall dropped sharply behind those of NBC. The speculation persisted even after the creation of the news executive committee under Mr. Salant last December.

Mr. Mickelson was a member of that committee, along with the presidents of other CBS divisions and Dr. Stanton and CBS Board Chairman William S. Paley. Mr. Salant was empowered to act for the committee between its meetings. The committee has authority over the scheduling of CBS News programs on the CBS Television and CBS Radio networks, as well as over the news division's policies and operations.

Mr. Salant, 46, formerly a partner in the New York law firm of Rosenman, Goldmark, Colin & Kaye, joined CBS in 1952 as a vice president and general executive. Until he was named chairman of the news executive committee his duties cut across virtually the entire range of CBS corporate interests, with special emphasis on FCC, congressional and other government relations. He also had been a member of the CBS editorial board for five years.

Mr. Clark, 43, has been a CBS News correspondent since 1953, first assigned to Paris. He covered the Geneva Conferences in 1954-55, returned to the U. S. in 1956 as a key reporter on CBS Radio's "Campaign '56," a weekly report on the 1956 presidential election campaign. His most recent assignment was as anchor man on the *World Tonight* news series on CBS Radio.

JFK Classmate ▪ Mr. Clark was a classmate of President John F. Kennedy at Harvard. He started his career on the *St. Louis Post Dispatch* and then, after wartime service in the army, founded and edited the *New Hampshire Sunday News,* then joined the *Boston Herald-Traveler* in 1950 as editorial writer.

Mr. Mickelson, who is 47, taught journalism at the U. of Minnesota, Louisiana State U., Kansas U. and again at U. of Minnesota before he joined WCCO. He moved to CBS in New York in 1949 as director of public affairs and added news to his directorship in 1951. He has headed CBS News since its creation, first as vice president in charge and, since 1959, as president.

Mr. Day, whose resignation also was effective at the end of last week, said his complaint against "intolerable" working conditions was aimed at the organizational setup and not at Mr. Salant or any other executive personally.

Mr. Day said he had discussed with Edward R. Murrow, CBS News commentator named last week to become director of the U. S. Information Agency, the possibility of taking a post with USIA, but that nothing definite had been set. He said he also had received "a couple of newspaper offers." He indicated he planned to take his time "and see what's best to do."

He joined CBS some six years ago after an extensive newspaper career including service as managing editor of



Mr. Salant Mr. Clark Mr. Mickelson Mr. Day

still America's favorite cookie...



My Little Margie

More and more renewals every day for MY LITTLE MARGIE . . . as station after station keeps coming back for MARGIE because *audiences* ask for her. Gale Storm wins her way through 126 episodes into the hearts of America . . . creates a friendly acceptance for sponsors and their products. Now in 7th, 8th, 9th and 10th runs. Ratings are getting better all the time.

Available for strip programming

MY LITTLE MARGIE still beats all competition in her time slot

NO. 1 IN 10TH RUN . . . 7.6 CHICAGO
My Little Margie outrates programs such as I Love Lucy, I Married Joan, Abbott & Costello.

NO. 1 IN 9TH RUN . . . 12.9 RICHMOND
My Little Margie outrates programs such as December Bride, Amos 'n Andy, I Love Lucy.

NO 1 IN 8TH RUN . . . 7.7 NEW YORK CITY
My Little Margie outrates programs such as Life of Riley, Our Miss Brooks, Abbott & Costello.

NO. 1 IN 7TH RUN . . . 8.3 DETROIT
My Little Margie outrates programs such as I Love Lucy, Life of Riley.

NO. 1 IN 7TH RUN . . . 10.1 BOSTON
My Little Margie outrates programs such as Burns & Allen, I Married Joan.

NO. 1 IN 6TH RUN . . . 7.2 DALLAS, FT. WORTH
My Little Margie outrates programs such as Life of Riley, I Love Lucy, December Bride.

NO. 1 IN 7TH RUN . . . 8.2 PITTSBURGH
My Little Margie outrates programs such as Burns & Allen, Our Miss Brooks, Gale Storm Show.

NO. 1 IN 6TH RUN . . . 12.2 MINNEAPOLIS
My Little Margie outrates programs such as I Love Lucy, I Married Joan, Burns & Allen.

Source: ARB Nielsen

OFFICIAL FILMS, INC.

Another favorite **Trouble with Father**
starring **STU ERWIN**
Entertainment for the whole family—130 amusing, fast-paced episodes—available for syndication



the *"Louisville* (Ky.) *Courier-Journal"* (owner of WHAS-AM-TV Louisville).

Mr. Day was the second high-ranking network news executive to leave his post in recent months with criticism for network policies. John Daly resigned as vice president in charge of news and special events for ABC last November in a dispute with ABC-TV's decision to have some of its public affairs programming produced by sources outside the network [BROADCASTING, Nov. 21, 1960].

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WRAW Reading, Pa.: Sold by Robert S. Reider and associates to Reading Radio Inc. for $307,000. Reading Radio is comprised of William F. Rust Jr. and Ralph Gottlieb, who are also principal owners of WKBR-AM-FM Manchester, WTSN Dover and WKBK Keene, all New Hampshire; WAEB Allentown and WNOW-AM-FM-TV York, both Pennsylvania. Charles Weiland, a present stockholder of WRAW, will continue as a 15% stockholder in the purchasing company. WRAW is 250 w on 1340 kc.

▪ WBEC Pittsfield, Mass.: Sold by Donald B. Miller and associates (*Berkshire Eagle*) to Richard S. Jackson for $195,000. Mr. Jackson of Greenwich, Conn. formerly was radio-tv vice president for J. M. Mathes Inc. advertising agency and is now associated with the Texaco Metropolitan Opera network broadcasts. WBEC is on 1420 kc with 1 kw.

▪ KYFM (FM) Oklahoma City, Okla.: Sold by Edwin P. Nall to Barney Groven for $28,000. Mr. Groven is program director of WKLO Louisville, Ky. Station is on 98.9 mc with 1.5 kw. Broker was Hamilton-Landis & Assoc.

▪ WSAZ-AM-TV Huntington-Charleston, W. Va.: Sold by Huntington Publishing Co. to WJR Detroit for $6 million (see page 51).

▪ WMAK Nashville, Tenn.: 50% sold by Frederick Gregg Jr. and associates to John R. Ozier for $25,000. Mr. Ozier, who will be chairman of Radio Nashville, operates an advertising agency in Nashville, as well as outdoor advertising companies in the area. He has also agreed to lend the company $50,000. WMAK, founded in 1948, operates with 5 kw on 1300 kc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 87).

▪ KHOW Denver, Colo.: Sold by Robert Howsam and associates to TCA Broadcasting Corp. for $575,000. TCA is owned by Townsend Corp. of America which controls WKDA Nashville, Tenn.; KNOX Fort Worth and KITE San Antonio, both Texas.

▪ KIVA (TV) Yuma, Ariz.: Sold by Harry C. Butcher and Floyd Odlum to Bruce Merrill for $500,000-$550,000 based on payment terms. Mr. Merrill is president of Antennavision Inc., community antenna operator in southwest. Consideration includes agreement not to compete for five years in Yuma County, Ariz., or Imperial Valley, Calif., areas.

▪ WLAP-AM-FM Lexington, Ky.: Sold by John B. Poor to William R. Sweeney for $475,000 and agreement not to compete within 25-mile area for 10 years. Mr. Sweeney is former stockholder in WBNC Conway, N. H.

▪ KNDO (TV) Takoma, Wash.: Sold by Ralph Tronsrud to Leo L. Lyon and associates for $194,229 including purchase price of leased property at end of lease. Mr. Lyon and Hugh E. Davis are present employes of KNDO. Weed Television Corp., station representative, owns minority of buyer.

▪ KHQL-TV Sterling, Colo.: Construction permit sold by Bi-States Co. to Richard B. Steuer for $2,195. Mr. Steuer has an interest in KTUR Turlock, Calif. Assignment grant also included changes in facilities. Commissioner Robert T. Bartley dissented.

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

BLACKBURN *& Company, Inc.*

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WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
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Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

Networks, NABET reach agreement

National Assn. of Broadcast Employes & Technicians reached agreement with ABC and NBC on Wednesday (Feb. 1) for a new three-year contract. It provides for an average increase in wages of approximately 5% during the first two years and an additional 1% for the third year.

The settlement was achieved after the contract deadline had expired on Tuesday and ABC had suspended negotiations for six days (AT DEADLINE, Jan. 31). The proposed contract still must be ratified by almost 1,000 members at ABC and approximately 1,200 at NBC.

Union negotiators, who had been meeting in Cincinnati, declined to give information on new contract details, pointing out they were occupied with working out the language of the pact. It is understood that average wages for technicians will rise from $190 to $200 weekly for the first two years and to $202 for the third year. In other classifications of technicians and for other employes covered by the contracts, the salary scales will vary slightly.

Fringe benefits also were gained by



WJR officials sign to purchase WSAZ-AM-TV

Top officials of WJR Detroit and WSAZ Inc., Huntington-Charleston, W. Va., met last week to sign the contract for the $6 million purchase by WJR of WSAZ-AM-TV.

The West Virginia stations, pioneer broadcasting facilities in the Ohio, Big Sandy and Kanawha Rivers area, are owned by the Huntington Publishing Co. WSAZ, 5 kw on 950 kc, began operating in 1939; WSAZ-TV on ch. 3, covering what is understood to be the 11th largest audience on the NBC-TV roster, commenced broadcasting in 1949. Both stations are affiliated with NBC.

The pioneer clear channel, 50-kw WJR (760 kc), is owned principally by the heirs of George A. Richards. John F. Patt is chairman of the board and Worth Kramer is president. The company also owns ch. 12 WJRT (TV) Flint, Mich., an ABC affiliate, which began operating in 1958 after a lengthy comparative hearing before the FCC.

The $6 million consideration will be paid over a 10-year period. The price is for all outstanding stock of WSAZ Inc. The sale is subject to FCC approval.

Further expansion of WJR properties is under consideration.

The sale was negotiated through Howard E. Stark.

Seated at the contract-signing table are (l to r): Mr. Kramer, Mr. Patt, William D. Birke, Huntington Publishing Co. president, and Hilda S. Long, secretary of the newspaper company. Standing (l to r): C. Thomas Garten, vp-general manager, WSAZ Inc., and F. Sibley Moore, vp-secretary, WJR.

the union, including improved health and welfare and severance provisions at both networks and the institution of a pension plan at ABC in the third year (NBC employes already are covered under the RCA pension plan). One conditioning circumstance is that the pension will be started sooner if ABC-Paramount Theatres puts into effect a plan for its other employes at an earlier date.

CBS, which holds a contract with the international brotherhood of Electrical Workers for technicians and allied employes, is scheduled to resume talks in Washington, D. C. today (Feb. 6). Formal negotiations were recessed last week. This contract, which covers 1,100 workers, also expired last Tuesday but negotiators agreed to talk beyond that date.

Some reductions listed on WPAT-AM-FM card

WPAT-AM-FM Paterson, N. J.-New York has sent out ratecard No. 15 featuring new buying flexibility, some price reductions and a big file-size format printed in three colors.

Whereas advertisers formerly could buy only program participations and newscasts, now they are offered in addition a run-of-schedule announcement plan, plus five-minute newscasts. "Sta-

STATIONS FOR SALE

EAST

BEAUTIFUL NEW YORK STATE MARKET

Station potential $130,000.00 annually. Lends itself to absentee-ownership, price $120,000.00 on easy terms.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH

SUNNY SOUTH FULLTIMER—$225,000.00

The only fulltimer in a two-station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

MOUNTAIN STATES VHF—NBC NETWORK

Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms 29% down.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

PACIFIC NORTHWEST FULLTIMER—$160,000.00

Fulltime Northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000.00. Total price $160,000.00 with $60,000.00 down and long terms on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

tion Selected Announcements," the ROS plan, sell at a flat, net rate of $50 for one minute, 48-announcement minimum schedule and 455 maximum. Daytime newscasts have been reduced from $140 to $125 and nighttime newscasts are down from $180 to $160, both at the 1-64-time minimum. Program participations and fixed-position announcements range from $40 for an 11:30 p.m.-6:30 a.m. minute to $125 for a fixed minute in the 7-11:30 p.m. *Gaslight Revue,* both at the 1-49-time frequency. All rates are for simultaneous am and fm broadcast.

KBUY returns to CBS after interim with MBS

KBUY Amarillo, Tex., rejoins CBS Radio Feb. 6.

The station, acquired by KBUY Inc. in May 1959 and sold in September 1960 to Giles E. Millers Gemco radio stations group, had been affiliated with MBS in the interim. KBUY is on 1010 kc with 5 kw daytime and 500 w nighttime power. Gemco also owns KOKE Austin, Tex.

CBS, in announcing the re-affiliation agreement, said KBUY is the fifth station to return after disaffiliating in the past two years.

The uplifters are 'insolent charioteers'

SARNOFF HURLS SPEAR AT CRITICS OF 'POPULAR TASTE'

A sharp attack was delivered last week by Robert W. Sarnoff, board chairman of NBC, against critics of "popular taste," because, in actuality, they "feel contempt for the public."

Mr. Sarnoff spoke to the annual convention of the National Automobile Dealers Assn. in San Francisco last Tuesday (Jan. 31). He drew a parallel between the automobile and broadcasting industries, noting both had been castigated by "the insolent charioteers who ride roughshod over such scorned manifestations of popular taste as tail fins or westerns." He added:

"They profess great concern for the public and the public interest—as long as they can presume or prescribe what the public *ought* to want. Essentially, they feel contempt for the public because they regard it as a patsy for hidden persuaders, a pawn in the hands of industrial intriguers and the manipulators of Madison Avenue.

"They pay us an impossible compliment. It is one of their articles of faith that the public can be made to buy what it doesn't want, or doesn't need. The public is the best judge of what it needs, and indeed whether it should buy things it doesn't need . . ."

Responsibility ▪ Mr. Sarnoff acknowledged that "those of us who depend upon the public favor have a right, even a responsibility, to try to lead and influence public taste." But he pointed out that "We can only propose; it is always the public that disposes, and rightly so."

Mr. Sarnoff told the automobile dealers that radio and television shared the deep impact of the automobile as "personal instruments of technology that have done so much to transform man's relationship to the world around him."

"It is a free competitive enterprise that has made possible the automotive industry's phenomenal growth and continuing contribution in the United States and has enabled us to lead the world in this field," Mr. Sarnoff asserted. "By the same token, it is freedom of broadcasting as an advertising-supported medium that has developed American television and radio as the most flourishing in the world, not only for the range and vitality of its programming but for constructive benefits to our economy as a whole."

EQUIPMENT & ENGINEERING

RADIO SPECTRUM MOVING INTO LIGHT

Coherent light maser promises new relay space

Bell Telephone Labs thinks it may have the answer to the increasing demands for more channels of communication in a revolutionary device called the Continuously-Operating Gaseous Optical Maser. Demonstrated at a news conference in New York last Tuesday (Jan. 31), the "planned scientific discovery" generates an extremely high frequency beam of light which may in a decade develop into a major carrier of tv programs and telephone conversations.

Bell Labs' new maser (microwave amplification by stimulated emission of radiation) operates on less power than an ordinary light bulb and continuously produces a coherent beam of infrared light. The continuous operation, which was not possible with solid state masers, is achieved through a mixture of helium and neon gas. The light beam, in terms of bandwidths, represents a 1,000-fold increase in tv channels.

Bell scientists visualize the possibility of using the gas maser for communication through outer space, between air and spacecraft and through long pipes or conduits for ground communication. Dr. Ali Javan, who proposed and invented Bell's maser, said it's possible for a light beam transmission system to replace some day the present coast-to-coast coaxial cable system for network tv programs.

The principles of optical masers were first described in 1958. Last year Bell Labs and other research organizations introduced optical masers made of crystalline solids (BROADCASTING, July 11, 1960), but they were capable only of pulse-type operation at huge expenditures of power.

Simply described, the gas maser achieves its effect through interactions between helium and neon atoms enclosed in a glass tube about 40 inches long. The helium atoms are excited to a high state by a continuous electrical discharge at radio frequencies. The excited helium atoms transfer their energy to the neon atoms by colliding with them. The "stimulated" neon atoms radiate this energy—on command—as a highly coherent stream of infrared light.

Lying in the infrared portion of the frequency spectrum, the path of the optical carrier will be a straight line, except that it can be turned in any direction by reflecting mirrors. The information-handling capacity of coherent light is millions of times greater than that of radio waves.

According to the Bell scientists, their next big step is to develop adequate methods of modulation before light beams can come into general use in communications.

Overseas tv object of satellite plan

Transoceanic television by mid-1962 is the object of a new communications satellite project underway at the National Aeronautics & Space Administration.

The program became known when the federal space agency invited bids from representatives of 41 companies in a meeting Jan. 24.

Bids from commercial companies to build the satellite were requested by March 6.

The new NASA project proposes to launch an 85-pound active communications satellite by mid-1962. The satellite would be used for tv, teletype and

Eschew the Straw

FARMING is as old as getting up before breakfast, or older, and there are those whose ideas about farmers haven't changed since they last saw the sun rise. One finds no more straw-chewing hayseeds in Iowa than in a rush-hour subway crowd. Don't be misled by attire.

Iowa farmers are big businessmen, even though they wear few white-on-white shirts while working. They operate some 190,000 farms whose average size is 185 acres. They till only 1.89% of the total land area in the continental U.S., yet Iowa ranks second among the states in total value of agricultural and livestock production (hogs, 22% of U.S. total; corn, 19%; oats, 18%; soybeans, 12%). Average gross income per farm in 1959 was 68% above the national average. For the first nine months of 1960 total gross income was $1,808,592,000—up 5% over the same period of 1959.

Farms are becoming highly mechanized; they grow bigger; fewer people are needed to run them; folks move to town and find jobs in business and industry. Iowa now outranks half the states in number of manufacturing plants.

Iowa's population increased 5.2% in the last decade. The increase in WMT's home county (Linn) was 31.3%; in Waterloo's county (Black Hawk) it was 21.9%. Other Eastern Iowa counties in our coverage area also show gains above the state average.

We're carrying the torch for farmers because we like torches and farmers—and WMT Radio blankets some of the richest farming area in the world, including 25% of all the Grade A land in the U.S. We start early (5 A.M. daily) to supply farm service information and entertainment. Last year we had more than 100 farm sponsors, 25% of them with us ten years or more. Our farm service department is staffed by three full-time college graduates, all born and raised on farms. Even in moments of stress none chews straws.

WMT—CBS Radio for Eastern Iowa. National representatives, The Katz Agency. Affiliated with WMT-TV, Cedar Rapids—Waterloo; K-WMT, Fort Dodge; WEBC, Duluth.



In NASHVILLE You Sell the Negro only if you Buy WVOL . . . Rounsaville Radio

In expanding Nashville 124,000 Negroes spend $82,400,000.00 annually on consumer goods. Metropolitan Nashville is 31.4% Negro. It's definitely a big spending market! And you reach them only with Rounsaville Radio's WVOL—only all Negro-Programmed station in Nashville. Top rated by both Pulse and Hooper (as are *all* Rounsaville Stations!) Call or write today for the full story on WVOL, and the entire Rounsaville Chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.



Rounsaville Radio reaches 1,433,915 Negroes in six major markets with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio speaks with believability, programming exclusively to the Negro with Negro talent and personalities. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in these Six Big Markets with ROUNSAVILLE RADIO

Buy One or All—Discounts with Two or More!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP — TAMPA - ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts, 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods.

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD. N.E., ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE Owner-President
HAROLD F. WALKER V. P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. Nat'l. Rep.
DORA-CLAYTON Southeastern Rep.

data transmissions. It would be launched in a comparatively low orbit (650 miles to 3,400 miles) and it would be used to communicate between the east coast of the United States and the west coast of Europe. It would circle the earth once every three hours.

Among the requirements were that it be capable of handling 3 mc bandwidth, that ground-to-satellite frequencies be 400-500 mc, and satellite-to-ground frequencies be 2200-2300 mc. Also recommended was that ground stations be equipped to convert European tv standards into U. S. standards and vice versa.

NASA's communication satellite experiments thus far have involved two launchings of Echo, a 100-foot aluminized sphere for reflected radio transmissions. The U. S. Army has launched Courier, an active space relay which uses tape recording of messages for storage until triggered by ground stations. The NASA "Relay" satellite will operate on "real time," or instantaneously.

First Hurdle ▪ Meanwhile, President Kennedy's nomination of James E. Webb to be NASA administrator cleared the first hurdle on Thursday when the Senate Space Committee approved his appointment

Mr. Webb, 54, is former director of the Bureau of the Budget and former undersecretary of State, both under President Truman. An attorney, he was a member of the 1958-59 Draper Committee studying the U. S. military assistance program; is president of Educational Services Inc. of Watertown, Mass., and Washington, D. C. (a nonprofit foundation devoted to improving the study of physics in secondary schools and universities); is director and assistant to the president of Kerr-McGee Oil Industries Inc., and is a director of McDonnell Aircraft Corp.

Sen. Robert S. Kerr (D-Okla.) is chairman of the space committee.

Mr. Webb will succeed Dr. T. Keith Glennan who resigned Jan. 20.

New Mycalex insulation

A new high-performance electronic insulation called Supramica 620 "BB" has been introduced in New York by its manufacturer and developer, the Mycalex Corp. of America, Clifton, N.J. The company's president, Jerome Taishoff, noted that the newly-developed product operates at 1,200 degrees F., molds to intricate shapes with superior accuracy and provides a true hermetic seal. Mycalex produces various products in ceramoplastics, glass-bonded mica and synthamica insulations. A major constituent of the new item is Synthamica 202, a synthetic mica and a product of the Synthetic Mica Co., a division of Mycalex.

Record high output seen for electronic industry

Output of the electronic industry will reach a new alltime high in 1961 despite a temporary slackening in economic expansion and recent weakening of consumer durable goods markets, according to the U. S. Dept. of Commerce. On the basis of industry data, the department predicted factory output will pass the $6.8 billion mark this year with components output also increasing. Electronic research, development and test expenditures will add another $2 billion, it was predicted.

Noting that electronic industries comprise one of the most rapidly growing sectors of the U. S. economy, the Commerce Dept. reported industry output of radio receivers along with sales may run below the "very high levels of 1960." Total consumer radio-tv receiver output last year ran $1.83 billion compared with $1.79 billion in 1959, the previous alltime high.

Minimum of two channels needed by tv in 1980

Future requirements of communication facilities were detailed in a paper presented last Wednesday at the American Institute of Electrical Engineers winter general meeting in New York. On the topic of "Satellites Go Commercial—For Communications," H. Edward Weppler, radio engineer, American Telephone & Telegraph Co., spoke of frequency requirements in the year 1980:

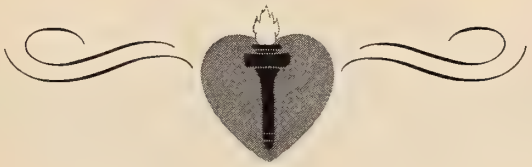
"A requirement for video transmission channels for closed circuit and network television is clearly indicated. A conservative estimate is that by 1980 a minimum of two video channels will be needed in each direction between the United States and major world centers . . . By the turn of the century international telephone calls are expected to reach several billion annually."

63 RCA scholarships

RCA has awarded 63 undergraduate scholarships for the current academic year. A total of 27, each carrying an $800 grant, has been given to undergraduate students majoring in science, music, business administration, drama and television programming. The others, including 30 science teacher scholarships and 2 RCA Institutes scholarships, vary from $250 to $1,200 each. Recipients, other than those granted to graduates of RCA Institutes, are selected by their respective school officials and the RCA educational committee reserves the right of final approval. RCA also has given unrestricted contributions of $500 to each of the schools maintaining the scholarships.

Dedicated Service

AMERICAN HEART ASSOCIATION



Howard W. Blakeslee Award

1960

WCSH-TV

for the dedicated effort and interpretive skill exemplified in the program, "Close to the Heart", telecast February 21, 1960. This film, describing local heart research and demonstrating the accomplishments of medical research, is an inspiring example of what an independent station can achieve in fulfilling its public service responsibilities. It is judged to be the outstanding television program of public interest in the cardiovascular field during the past year.

Wade Arnold
Chairman, Awards Committee, American Heart Association

A. Barton Hinsdale
President, American Heart Association

Awarded to WCSH-TV "for the dedicated effort and interpretive skill exemplified in the program 'Close to the Heart' telecast on February 21, 1960."

An inspiring example of the public service rendered to the people of Maine by WCSH-TV and one reason why it is the leader in the Portland market.

Your Weed representative will be glad to give you the other reasons.

WCSH-TV

6 NBC for PORTLAND

MAINE BROADCASTING SYSTEM

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

RENEWALS, BEER ADS BEFORE BBG

Canadian stations to be questioned on program content

Canada's Board of Broadcast Governors has summoned CKEY Toronto, CKOY Ottawa, and CKLW-TV Windsor, Ont., to appear Feb. 22 at Ottawa for a review of their programming in the past year to determine if they are carrying enough Canadian content in programs.

The same day BBG will hear discussions on proposed changes in radio and television regulations on beer advertising. Such advertising is now permitted in Ontario, Quebec and Newfoundland. Proposed regulations would limit the commercial announcement to 12 seconds with a three-second bridge between program and announcement.

An audio announcement could mention either the sponsor's name and product, or simply the product. Examples given by BBG: "This program is presented with the compliments of the ABC Brewery," or with the last three words changed to "the ABC Brewery, brewers of XYZ Ale" or "compliments of XYZ Ale."

The audio example would apply to both radio and television. On tv a representation of the product label or product label and sponsorship announcement could be shown. If both label and announcement were used in the video portion, the announcement could be part visual, part aural, but not both.

Warning ▪ BBG warned broadcasters during its Toronto meeting last March that it would review programming of stations whose licenses are up for renewal, with special emphasis on live and originating programs.

CKLW-TV was informed at that time [BROADCASTING, April 11, 1960] that its license would be renewed for one year only instead of the customary three years. BBG told the station's officials there had been complaints that station was not programming for Canadian listeners.

The hearings for the three stations will be the first test of how tough BBG plans to get with stations that do not include enough Canadian content in programs. BBG regulations require 45% Canadian program content as of April 1, 1961, and 55% by April 1, 1962. The Canadian license year corresponds to the government fiscal year, April 1—March 31.

A number of other stations will also appear before the BBG at the February 22 meeting on programming. Included will be CKPC Brantford, Ont., and CKNX-TV Wingham, Ont., and some from other parts of Canada. These stations will be questioned on general programming policies by the BBG.

Wide Interest ▪ BBG's hearings will be followed with interest not only by broadcasters, but also by parliamentarians. Pressure is growing at Ottawa for an investigation of the BBG, especially its chairman, Dr. Andrew Stewart, on allegations the board's recommendations for television station grants have favored newspaper and broadcasting station groups over those with fewer commercial interests in television. The biggest controversy to date has concerned the grant of a second Toronto television station license to a group which owns the *Toronto Telegram*, an evening daily, with leanings towards the Conservative party now in power at Ottawa. Dr. Stewart probably will be summoned before the Parliamentary Committee on Broadcasting to answer opposition charges that the tv recommendation was arranged before the hearings at Toronto last March.

The Feb. 22 meeting in Cathedral Hall, Christ Church Cathedral, Ottawa, also will hear applications for power increases and new stations, including a power increase for CHFI-FM Toronto, from 9.45 kw to 210 kw, and CHUM Toronto, for an fm station with 18 kw on 104.5 mc.

CBC to pay higher fees for copyright music

Canadian Broadcasting Corp. will pay more for copyright music use this year. A new schedule, which appeared in the official *Canada Gazette*, has been approved by the Canadian Copyright Appeal Board. CBC will pay Composers, Authors & Publishers Assn. of Canada (CAPAC), the Canadian affiliate of ASCAP, and BMI Canada Ltd., both of Toronto, 2.4 cents per capita, for all radio and television music on its stations. Last year the rate was 2.2 cents. Canada's population early this year was announced at just over 18,000,000 by the official Dominion Bureau of Statistics, Ottawa.

Independent radio and television stations will pay the same rates as last year based on gross revenue.

CKUA Edmonton, one of six non-commercial stations, is being charged for the first time, and will pay 2% of its annual operating costs for copyright music use. CKUA is owned by the Alberta government. The other five non-commercial stations in Canada are operated by religious and educational organizations and are exempt from paying music copyright fees.

CKPG-TV start authorized

CKPG-TV Prince George, B. C., has been authorized to begin telecasting on ch. 3. Delay in granting its license, applied for early in 1959, was due to an investigation by the Board of Broadcast Governors as to the broadcasting needs of the area. Permittee is CKPG Ltd.

$80.1 million granted CBC, up $10.3 million

Canadian Broadcasting Corp. will receive a grant of $80.1 million from the government for the fiscal year 1961-62, up $10.3 million from the last fiscal year, according to estimates Jan. 26 announced by Finance Minister Donald Fleming at Ottawa.

The increase is for operating and capital expenses of both the radio and television services of CBC, resulting mainly from higher costs of maintaining services and anticipated reductions in revenues.

The drop in revenues is anticipated in view of the recent inauguration of competitive tv stations in cities where CBC stations had been the only tv outlets. Half of the increase is earmarked for this drop in advertising revenue. Seven second stations are in operation or will be soon in cities where CBC held forth alone, and CBC has entered an eighth city which had only one independently-owned tv station.

Telemeter claims 30% audience for Newhart

First live pay-tv on the Trans-Canada Telemeter operation in Etobicoke area of Toronto on Jan. 5-7 had about 30% of subscribers pay $1.25 for the show. Attraction was comedian Bob Newhart, who appeared for 70 minutes on the TCT, live the first evening, on tape the next two evenings.

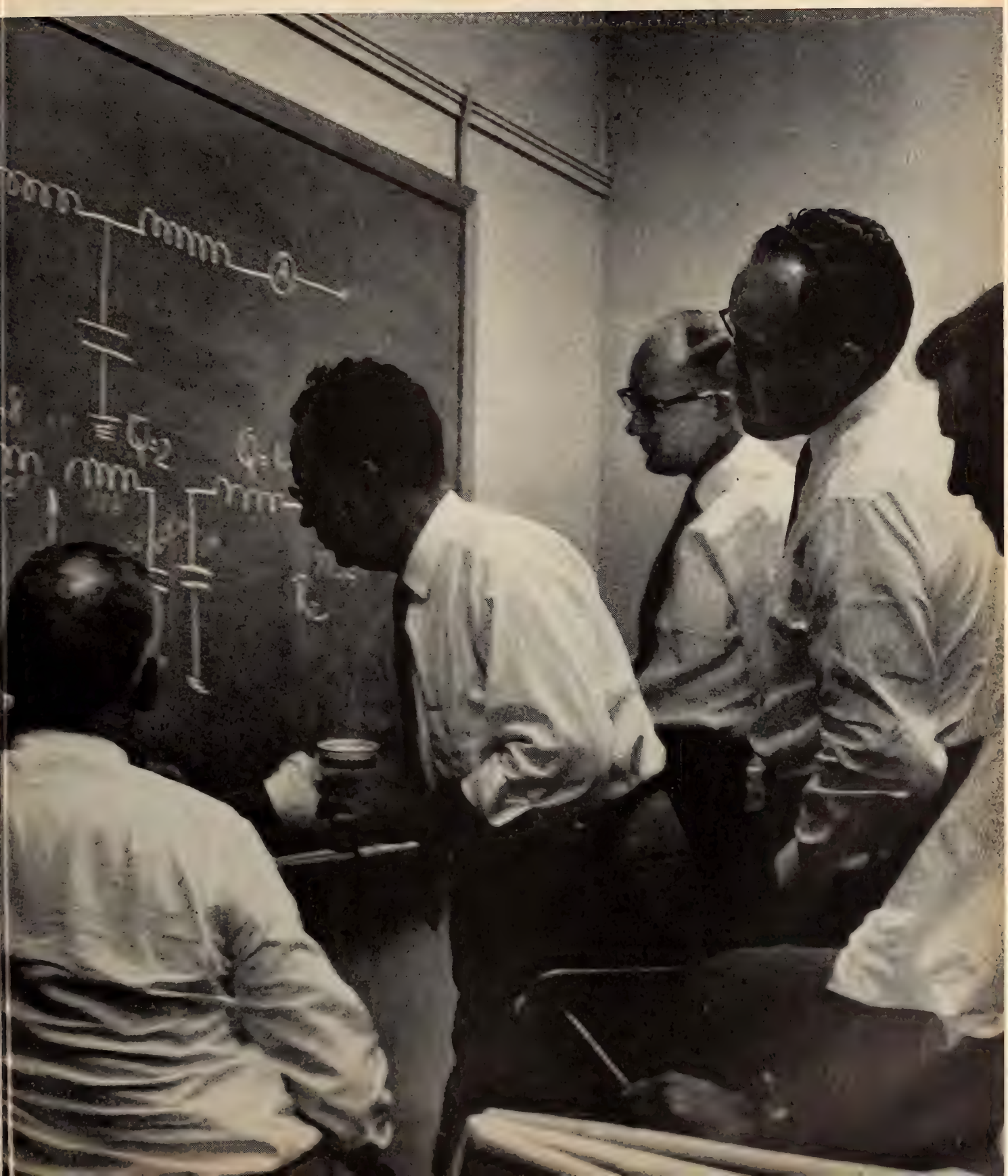
Preliminary estimate of the take, as reported by Gene Fitzgibbons, general manager of the operation, is based on collection of 20% of coin boxes on the 5,800 subscriber sets. Mr. Fitzgibbons points out that experience has shown that 20% of the coin boxes set the pattern for the remainder. Thus the Newhart show was paid for by 1,740 subscribers who paid in $2,175 to see the show.

Mr. Fitzgibbons said that by early summer TCT may be ready to release figures on its operations in the Etobicoke test area, which began in February 1960.

Football tactics aren't discussed at these chalk talks. But there is the same team spirit: a desire to do better than the other guy, to make the finest broadcast equipment in the world. Collins team of creative engineers consistently leads the league.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNI



A split decision on Capitol Hill

TWO NETWORKS, NAB, WANT SEC. 315 REPEALED, OTHERS DON'T

The broadcasting industry split last week in its recommendations regarding the legislative future of Sec. 315 of the Communications Act.

Dr. Frank Stanton, president of CBS; Robert Kintner, president of NBC; and LeRoy Collins, NAB president, urged Congress to repeal outright the equal-time provision and thus free broadcasters to cover candidates for any political office.

But Alfred Beckman, vice president of ABC; and Stephen J. McCormick, Mutual news vice president, asked only for enactment of a bill introduced by Sen. Warren G. Magnuson (D-Wash.). This bill (S 204) would make permanent last year's suspension of Sec. 315, for coverage of candidates for President and Vice President only.

The industry officials, along with Frederick W. Ford, testified at a preliminary hearing of the Senate Communications Subcommittee, called to receive an interim appraisal of how well the waiver of Sec. 315 had worked.

Broadcasters View ▪ Citing the "Great Debates" and other special programs presented last fall, the network officials argued that the suspension had worked well. They said it had allowed their industry to inform the electorate to an unprecedented degree and to arouse enormous interest in the election. They also said they had conducted their operations fairly and responsibly.

The preliminary FCC report—the complete one is due March 1—tended to support this industry view. It said that the seven networks had donated 80 hours and 10 minutes on a virtually 50-50 basis to the two major parties. In addition, television stations across the country had contributed 2,503 hours. This, too, was equally divided between the parties, according to the report.

One question raised during the hearing—as to whether an incumbent president, specifically President Kennedy, would be willing to participate in a future version of the "Great Debates" of 1960—was answered by the President himself at his own news conference Wednesday. He said he would (see story page 62).

Relaxed Atmosphere ▪ The atmosphere throughout the hearing was relaxed, with subcommittee members complimenting the witnesses on the manner in which broadcasters reported the 1960 campaign.

Sen. Pastore, moreover, virtually predicted that steps would be taken to assure broadcasters at least the same freedom in future presidential election years that they had in 1960. He said he didn't know whether it would be done by law, as in 1960, or by a joint resolution. But it will be done, he added.

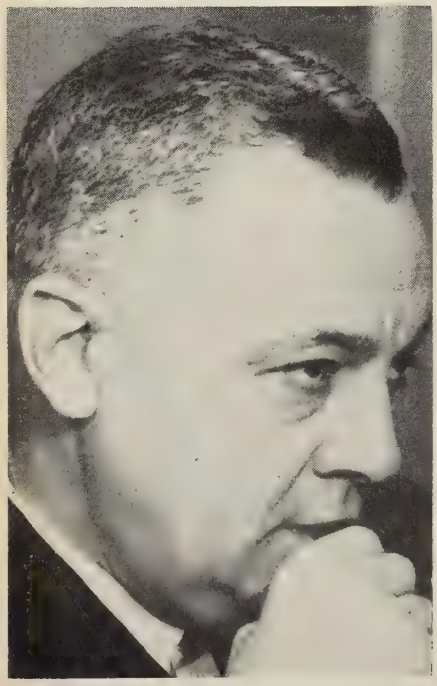
The real question, as he sees it, is in extending the suspension of Sec. 315 to candidates for lesser offices. Speaking to newsmen after Tuesday's session, he said he feels Congress could go further in freeing broadcasters from the equal-time requirement.

He doubted, however, that Congress would approve complete repeal of Sec. 315. Liberalization of the section has to be accomplished "gradually," he said.

In asking only for a permanent grant of the limited freedom broadcasters had last year, Mr. Beckman and Mr. McCormick said there were problems that should be resolved before Sec. 315 is wiped off the books.

How to Choose ▪ Mr. Beckman told newsmen that ABC is concerned about the problem broadcasters might face in having to choose, among a dozen candidates for office, which two or three command the attention that warrants free time. This could lead either to complaints to the FCC or to granting free time to all who request it, he said.

Mr. McCormick said after testifying he understands that, if Sec. 315 were repealed, broadcasters would lose the immunity to libel suits that the section now affords them.



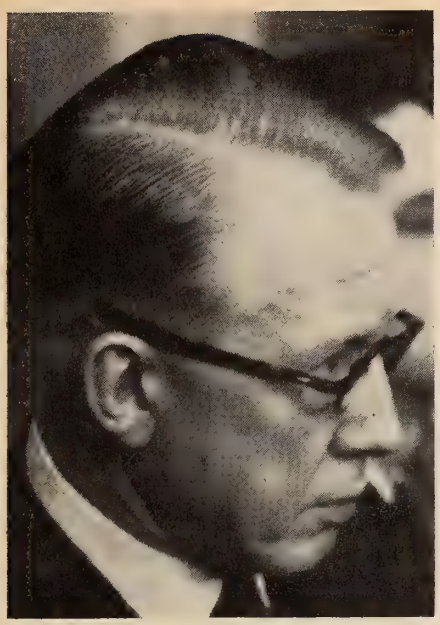
Ford of FCC
Commission supports industry view



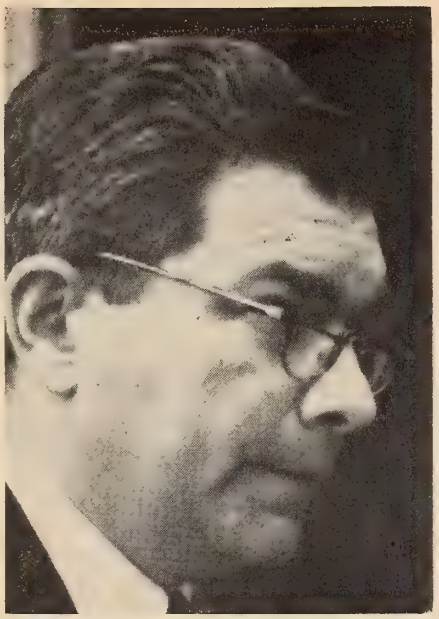
Kintner of NBC
Broadcasters have proved themselves



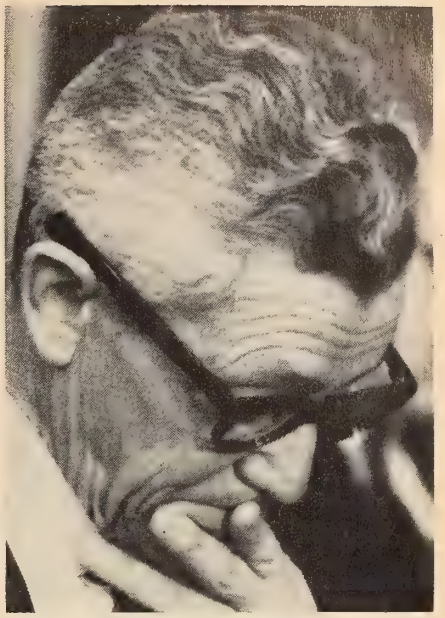
Beckman of ABC
How to decide among candidates?



Stanton of CBS
Complete the job that has been begun



McCormick of Mutual
Worried about loss of immunity



Collins of NAB
"Broadcasters . . . meet obligations"

Observers noted, however, that this immunity could be retained even if the section were not. It was pointed out that under the legislation suspending the equal-time provision last year, broadcasters continued to enjoy the immunity protection.

In urging complete repeal, Dr. Stanton said that last year's experience "furnished powerful evidence that radio and television, unshackled by the equal-time restrictions, can greatly revitalize the fundamental democratic process in this country."

He added: "I hope most earnestly that, having weighed this evidence, the Congress will now move to complete the job begun . . . [and] will promptly, completely and permanently free broadcasting from [its] restraints. . . ."

Mr. Kintner said that broadcasters last fall had proven his contention that that they "are capable of fair and responsible political reporting." Consequently, he said, "I believe we have earned the right" to cover candidates for all political offices, "unencumbered by the 'equal-time' shackles . . ."

Long-range Effect ▪ He also told the subcommittee that "one of the most important long-range effects of the expanded political coverage we were able to undertake last year will be a steady expansion of informational programming on television."

In his testimony—the first he has given before a congressional committee as head of NAB—Mr. Collins said that if Congress will repeal Sec. 315, "broadcasters will be faithful to their public responsibilities and continue to meet their obligations for fair treatment of candidates and differing points of view."

He pointed out that broadcasters are now bound by "the rules and policies of the FCC pertaining to issues of public importance, and these would be operative upon such repeal." He added that if Congress felt this obligation should be expressed in law, "I would recommend that the general standards of fairness and equity now included in Sec. 315 as applicable to public issues be broadened "to apply to political candidates."

Mr. McCormick said that radio had much to do with the fact that 64½% of the eligible voters cast ballots in the November election—an all-time high. He noted that, with 160 million radio sets in use throughout the country, that medium was, in some areas, the only means of informing the voter.

New Question ▪ Toward the close of the hearing, Sen. Pastore introduced a new issue—whether, in future broadcast debates between presidential candidates, the broadcasters would seek sponsorship for them. He wondered what effect advertising would have on the dignity of such programs.

He told the industry representatives to consider this matter carefully and be prepared to discuss it at the hearing to be held on the Magnuson bill. "This ought to be talked over very frankly," the senator said, "because it will probably come up on the floor of the Senate."

A future subcommittee hearing, to be held on the Magnuson bill after the FCC report on Sec. 315 is filed, began shaping up last week as a colorful affair. Sen. Pastore announced that Edward R. Murrow, the former CBS newsman named by President Kennedy to head the U.S. Information Agency, will be invited to testify.

And Lar Daly ▪ It was also learned that Socialist Party leader Norman Thomas, Lar Daly, perennial fringe-party candidate, and spokesman for other splinter party groups are expected to appear.

Requests to testify have been received by the subcommittee from these sources, and Sen. Pastore announced that all interested parties who want to testify will be permitted to submit a statemen or appear in person.

Mr. Murrow will be invited because, as head of USIA, he will have a decisive voice in what information other nations receive from America. And the "Great Debates," which he reportedly has criticized, were broadcast abroad.

Subcommittee member Gale McGee (D-Wyo.) on both days of the hearing quoted Mr. Murrow as stating, in a New York speech Jan. 12, that the debates "were a puny contribution" to the campaign.

Another critic of the debates who may be asked to appear is the noted historian, Henry Steele Commager. Sen. McGee quoted him as stating that the "present formula of the television debates is designed to corrupt the American public." An aide of Sen. McGee's said later that the appearance of the professor is a "possibility" but has not yet been discussed.

Dr. Stanton and Mr. Beckman, who were testifying on the two occasions when Sen. McGee introduced the critical appraisals, flatly rejected them. Along with the other industry witnesses, they said the debates played an enormous role in educating the public.

There was general agreement among the witnesses, however, that the format of the debates could be improved.

'Herald Traveler' wants court to rehear case

The *Boston Herald Traveler* went to court again last week to try to stave off losing its grant for ch. 5 in Boston.

The court cannot permit the FCC to revoke the grant of ch. 5 Boston to the *Boston Herald Traveler* without a hearing, the newspaper charged last Thursday in submitting a petition for a rehearing to the U. S. Court of Appeals in Washington.

At issue was the court's opinion sanctioning the FCC's proposal to revoke the 1957 grant and to re-evaluate all three applicants because of alleged off-the-record representations (BROADCASTING, Jan. 30).

The Boston permittee (WHDH-TV) said that not only must the court hold a hearing on the FCC's proposal, but it must also base its decision on a review of the whole record, or that part of it which is relevant before permitting the FCC to go ahead with its proposal.

In the Miami ch. 10 case, the Boston group said, the court ordered an expedited hearing. This is what it should have done in the Boston case, it said.

The FCC last July proposed to revoke the ch. 5 grant to the *Boston Herald Traveler*, but permit the station to continue operating under temporary authority while it reconsidered the applicants. This action was based, it said, on the "pattern" of the activities of Robert Choate, publisher of the Boston newspaper, in seeing former FCC Chairman George C. McConnaughey while the comparative case was pending.

Lexington uhfs oppose assigning third there

Licensees of the two existing uhf tv stations in Lexington, Ky., last week opposed FCC rulemaking to allocate a third uhf there. Bluegrass Broadcasting Co., whose petition started the rulemaking, urged the commission to adopt it.

WLEX-TV (ch. 18) and WKYT (TV) (ch. 27) argued the Lexington market cannot support another uhf. Since they pioneered uhf in that market, they feel they deserve to reap the benefits. Assigning another competitor would discourage other broadcasters from experimenting with the uhf, they said.

Bluegrass had asked assignment of ch. 37 to Lexington from Winchester, Ky. Bluegrass repeated the request last week.

Other allocation requests last week:

▪ Abilene Radio & Television Co. (KRBC-TV Abilene, Tex.), applicant for ch. 3 in San Angelo, Tex., asked for a drop-in of ch. 6 at San Angelo. With KCTV (TV) operating there presently, and ch. 3 applications pending hearing, the new channel would allow San Angelo viewers a choice of three networks, the request said. Adequate mileage separation from existing stations is feasible, Abilene added.

▪ WMTV (TV) Madison, Wis., asked for shift of ch. 15 from Richland Center, Wis., to Madison, deletion of ch. 30 in Madison and assignment of ch. 40 to Richland Center. WMTV (ch. 33) said it has been FCC policy to assign lower uhf channels to uhf's requesting them.

FCC okays reimbursment of two losing applicants

Two applicants have been permitted to drop out of comparative hearing for an am station in Windber, Pa.-Westernport, Md., and to be reimbursed by a third applicant for expenses incurred in connection with their applications.

Chief Hearing Examiner James D. Cunningham last week dismissed without prejudice the applications of Cumberland Valley Broadcasting Corp. and Gosco Broadcasters. He granted that the Windber Community Broadcasting System could pay Cumberland $1,000 in partial reimbursement of its expenses and $3,175 to Gosco for expenses.

An amendment to the Communications Act, effective last September, requires parties being reimbursed for dropping out of a hearing to prove that their expenses were legitimate and prudent and that the chief hearing examiner pass on such pay-offs.

Cumberland's principal stockholder is Arthur W. German, 90% owner of WTBO Cumberland, Md., Gosco is an equal partnership of Fred and Isadore Glosser, Herbert Sinberg and Sydney Ossip. Mr. Sinberg has an interest in WPAZ Pottstown, Pa. Windber's owner, Robert R. Nelson, is also majority owner of WBRD Bradenton, Fla.

Harris faces a fight for his seat in Congress

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, may face a primary fight with another well-entrenched Arkansas Democrat as a result of the state's new redistricting law.

The law, which went into effect last week, placed Rep. Harris in the same district with Rep. W. F. Norrell, a 12-termer who is sixth-ranking Democrat on the Appropriations Committee.

A reapportionment of the state was required on the basis of the 1960 census, which reduced the size of Arkansas' all-Democratic delegation from six to four.

WFLA TV

Reach

...in the land of Profitunity!

WFLA-TV offers BIGGEST AUDIENCES* when people watch TV most! . . . Monday through Friday, 6 p.m.-midnight.

AVERAGE ¼-HOUR HOMES REACHED

	WFLA-TV	Sta "A"	Sta "B"
Sign on-noon	17,000	16,300	1,300
Noon-6 p.m.	19,700	21,300	6,900
6 p.m.-midnight	62,600	55,500	23,200



WFLA-TV	10
STA "A"	5
STA "B"	0

CHECK TOP 15 SYNDICATED FILMS

* WFLA-TV delivers MOST TV Homes in 28 Counties of Central and West Coast Florida — including the Tampa-St. Petersburg Metropolitan market. (Jan. 1960 ARB TV ownership est.)

Source: ARB, NOV. 1960 (Homes Reached)

wfla-tv NBC TAMPA · ST PETERSBURG

REPRESENTED NATIONALLY BY—BLAIR-TV

Channel 8

WGN now first in Chicago daytime television

From 9 am to 6 pm, Monday through Friday

Total homes reached

WGN-Television gained 47,400 homes in the average quarter hour in the ARB* December 1960 report compared with November . . .

an increase of 44.7 per cent . . .

putting WGN-Television in first place competing with three network programmed stations . . .

while total homes viewing Chicago stations increased only 11% and the station with the second largest increase built its audience less than 2 per cent.

And the Nielsen** December book showed WGN-Television's average quarter hour audience to be up 49.3% over November while total homes viewing increased 10.8 per cent and the station with the next best increase built its audience less than 3 per cent.

Metropolitan area

WGN-Television average quarter hour audience showed the only increase of all Chicago stations . . .

a whopping 33.8 per cent, says ARB!

a whopping 34.8 per cent, says Nielsen!

. . . While competing stations lost from 5.4 to 16.0 per cent.

*American Research Bureau Chicago Market Report (Nov. 23-Dec. 20).

**Nielsen Station Index (Nov. 7-Dec. 4).

In Chicago **WGN** Television

means quality programming and dedicated community service.

WGN is Chicago—Quality—Integrity—Responsibility—Performance

The cop already has sufficient traffic rules

THAT'S GIST OF LATE COMMENTS ON STATION SALE RULE

Late comments on the FCC rulemaking to prohibit the sale of stations within three years after acquired or improved continued to run heavily against the proposal (BROADCASTING, Jan. 30). All but one party in the last group to file said that they agreed with the commission's objective—to get at any licensees who buy and sell stations to make a fast dollar—but that the agency's plans would result in a bigger evil.

The dissenter, KWSD Mt. Shasta, Calif., endorsed the anti-trafficking rule enthusiastically. Freedom to buy and sell as a licensee pleases ". . . has led to many abuses and has permitted persons to enter the industry, not to serve the public interest, but to make a quick profit," the station said. The rules are needed in order to protect the public and legitimate station owners interested in broadcasting as a profession, KWSD stated.

The Washington law firm of Fisher, Wayland, Duvall & Southmayd, commenting for seven clients, said that the FCC should make an exhaustive investigation where there is evidence of trafficking in a station sale. The mere statement that the commission intends to do this will deter improper operators, the attorneys said.

Another legal firm, McKenna & Wilkinson, told the commission that it "would most certainly be invalid" for the agency to require a licensee to operate a station for a specified minimum period if improsed as a condition to an original grant. The Communications Act makes it clear that stations are assignable or transferable provided certain conditions are met, McKenna & Wilkinson maintained. The lawyers backed up their contention with past commission rulings and legislative actions.

Much to Be Desired ▪ WERI-AM-FM Westerly, R. I., said that the mechanics of the commission's proposal ". . . leave much to be desired. Indeed, at best, they are inadequate to accomplish their purposes and on balance are likely to spawn more ills than they will cure." WERI suggested that the FCC send questionnaires to all stations as the first step in an investigation of trafficking. These, it was stated, should be followed by public hearings before any new rules are adopted.

Multiple-owner Meredith Broadcasting Co. said the FCC's idea would constitute a "serious blow" to the public interest. Meredith hit the statistics cited by the FCC on station sales allegedly showing a need for the proposed rules (BROADCASTING, Dec. 12, 1960) as failing to establish that any appreciable number of stations have been involved in trafficking.

According to the South Carolina Broadcasters Assn., the proposal is "unnecessarily rigid and arbitrary." The commission now has sufficient authority to deal with trafficking without establishing as law an arbitrary three-year rule, SCBA said.

WSTV-AM-FM-TV Steubenville, Ohio, and the Friendly Group of stations also attacked the "undue, disproportionate and excessive emphasis" on the time factor. In suspecting cases of trafficking, the Friendly Group suggested that the commission consider such matters as local ownership, diversification, programming plans, publis service and other criteria in addition to the time the seller has owned the station.

Reply comments in the rulemaking, provisions of which were spelled out in the Jan. 30 issue of BROADCASTING, are due this week.

NEWS CONFERENCES

JFK's staff experiments with tape in lieu of live

All rules for network news coverage of the White House are out the window temporarily as President Kennedy and staff explore new broadcast frontiers.

Another break with precedent will come Feb. 8, at 10 a.m., (tentative time) when the President's third news conference will be covered by radio and tv recording, with the program material available for broadcast at the moment the conference ends.

The first two Kennedy news conferences were broadcast live by all radio and tv networks. Both the President and Pierre Salinger, his news secretary, were highly pleased by what were described as ratings considerably above normal for the time periods.

But the President and his news chief are determined to try every reasonable broadcast technique before adopting any sort of permanent policy. Mr. Salinger said Feb. 2 the next conference or two will be available for broadcast recording. 'We want to see how it works," he said, adding, "I reached the decision against live coverage of the third conference before the second (Feb. 1) was held."

Questioned as to the President's role in the decision, he said, "I am sure he played a part in it."

The White House would not lend any credence to suggestions (1) the President had been overexposed to the nation during the week and (2) the President felt recorded pickups would force broadcasters to give more night time to the conference.

All networks were on record at the White House with requests for permission to carry live conference broadcasts, without any commitment to put them on the air. ABC had asked permission to telecast all February conferences. "We asked the networks to withdraw the requests for the next two conferences and they accepted," Mr. Salinger said.

The question of sponsorship came up last week. Mr. Salinger covered it this way:

"They (networks) have asked if we objected to sponsorship for press conferences and we have said we did not think it would be advisable to have sponsors on a press conference. . . . I think it is our position that if they are going to run them as a whole press conference that they would not be sponsored. If they plan compact tapes, within a regular news program, obviously they can do that . . . but if they are going to run the press conference as the news event, then it should not be done."

Newsmen were supplied hot transcripts during the first two Kennedy conferences and were free to use them at once. The transcripts were available as fast as they could be processed. Mr. Salinger said, however, that transcripts will be embargoed at the next confer-

'I will debate'—JFK

There's no doubt about it—President Kennedy will take part in radio-tv debates with his Republican opponent if he runs for re-election in 1964.

Asked about his view on "Great Debates" at the Feb. 1 news conference, the President quickly put his attitude on the record. Here is the question-answer exchange at the news conference:

Q.—"Mr. President, Senator Pastore [John O. Pastore, D-R.I.], during hearings held yesterday and today on amending Sec. 315 of the Communications Act, raised the question of whether an incoming presidential candidate would agree to debate a so-called outsider on television and the present attorney general in post-election remarks expressed some doubt that one who is already President would agree to debate with one who wants to be President. Could you help us clear the air on this, sir, and tell us whether if you're a candidate in 1964 you would agree to debate?"

A—"Oh, I would, yes."



YOU MAY NEVER SEE THE HIGHEST VOLCANO*—

BUT... Look At The WKZO Radio Ratings In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

* *Mount Antofalla (19,921 feet) in the Andes Range in Argentina is the world's highest active volcano.*

WKZO Radio reaches more of your prospects in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station.

Here's why. WKZO-AM walked off with top honors *in all 360 quarter hours surveyed*, 6 a.m.-Midnight, Monday through Friday in the latest Pulse Report (see left). Furthermore, this same survey shows that WKZO Radio has an average of 73% more listeners per quarter hour—morning, afternoon, evening—than Station B.

Talk to Avery-Knodel about WKZO Radio—Leadership radio for one of America's fastest growing markets. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between 1959 and 1965. *(Source: Sales Management Survey of Buying Power, July 10, 1960)*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

ence until the doors are opened and newsmen emerge from the conference room.

NBC produced the second Kennedy conference Feb. 1, using the two CBS rifle mikes to pick up reporters' voices. The conference ended in confusion when the President answered a reporter's query after the closing "Thank you, Mr. President." Radio and tv picked up this impromptu scene though some of the conversation was lost. The incident drew a protest Feb 2.

The President was on nationwide tv three times last week—recorded on the NBC-TV Garroway program, an exclusive interview dealing with a hospital anniversary; live with the State of the Union message to Congress, and live from the news conference.

ABC will produce the Feb. 8 conference, with the video transmitted to ABC-TV news in New York for taping since WMAL-TV Washington, its affiliate, lacks video-tape equipment.

Political timebuying high despite free tv

Despite the unprecedented amount of free time broadcasters made available to the political parties last year, political spending last year amounted to $14.65 million.

The figure was contained in a preliminary report of the FCC on broadcasters' activities in connection with the suspension last year of the equal-time provision of Sec. 315 (see story page 58).

The report, presented to the Senate Communications Subcommittee by FCC Chairman Frederick W. Ford last week, said the Democrats spent $6.75 million, the Republicans, $7.5 million and minor parties, $400,000.

The report also said that "indications are that total expenditures for political broadcasting (combined am and tv networks and stations) were substantially higher in 1960 than in 1956." However, comparable figures were not given.

While television network political spending was virtually the same in 1960 as in 1956, radio network revenues in this area nosedived, according to the report. It said the two major parties spent $2,927,235 on tv networks last year, compared with $2,930,514 in 1956.

In network radio, the Democrats and Republicans spent only $78,867 last year compared with $320,940 in 1956 —a drop of 75.4%.

The report was based on replies to questionnaires sent out by the FCC to all networks and stations. Chairman Ford said that only a "handful" of television stations and 161 of some 5,000 radio stations had not yet replied.

WBC agrees to quit WBZA if KLAC purchase okayed

Westinghouse Broadcasting Co. last week made moot two protests by Springfield, Mass., stations (that WBC was violating multiple ownership requirements by acquiring KLAC-AM-FM Los Angeles) in requesting the FCC to grant the new acquisition on condition Westinghouse terminate operation of WBZA Springfield.

Protests had been filed by WHYN (BROADCASTING, Jan. 30) and WSPR, both Springfield. The latter, petitioning the FCC last week, asked that the Los Angeles applications be denied and that license renewal of WBZA be designated for hearing with WSPR as a party. WSPR charged that WBZA, which repeats WBZ Boston programming, does not serve the public interest in Springfield and enjoys an unfair competitive advantage there because of its Boston affiliation which makes it a "bonus" for WBZ advertisers. The satellite station also in effect allows Westinghouse to operate a "51 kw station" by combining WBZ's 50 kw with WBZA's 1 kw, the petition said. WSPR also raised questions of character qualification, noting that the parent Westinghouse Electric Corp. had pleaded *nolo contendere* in a 1960 federal price-fixing case.

WBC's petition ignored the remarks of the two Springfield stations, but accepted a 1954 FCC ruling that WBZA would count as a standard am station in the company's legal quota of seven ams. Westinghouse, accordingly, agreed to discontinue operation of WBZA as a condition to grant of the KLAC application.

Westinghouse also currently operates WIND Chicago; KDKA Pittsburgh; KEX Portland, Ore.; KYW Cleveland and WOWO Ft. Wayne, Ind.

Holland criticizes CBS show

In a Senate speech Thursday (Feb. 2), Sen. Spessard Holland (D-Fla.) accused CBS of unfairness for the manner in which it portrayed the problems of the migratory worker in the documentary, *Harvest of Shame*. The program has been a controversial one on Capitol Hill, with some legislators praising it, others criticizing it. It was narrated by Edward R. Murrow, named by President Kennedy last week to head the U.S. Information Agency.

You can't blame all crime on media

A reporter's effort to hang responsibility for the juvenile delinquency problem around broadcasting and films was rebuffed by President John F. Kennedy at his Feb. 1 news conference. The President's pointed answer to a loaded question placed the responsibility for the upbringing of young people on their parents, adding that the government can take only a marginal role by helping improve living conditions for children. The question was asked by May Craig, correspondent for a number of Maine newspapers.

Text of the exchange follows:

Q.—"Thank you. Mr. President, in your State of the Union Message, you spoke of juvenile delinquency. There is growing concern expressed by parents, clergy and J. Edgar Hoover about [laughter] about the effect on young people of crime and violence in movies and on the air, and the Senate committee is investigating this. Is there anything you can do about it, or may you ask for legislation?"

A.—"I will have to wait, Miss Craig. We—as I said at the time in the State of the Union that we are considering what legislation could be enacted. Now when you get into movies, it's very limited—the amount of influence which the federal government can exert is quite properly limited. But at least we are concerned with the general problem.

"All the steps we take in urban renewal and housing also effect, of course, the kind of atmosphere, the kind of schools we have, the kind of housing we have, the kind of health conditions we have—all affect the atmosphere in which younger people grow up.

"We are very much concerned with that area and we also have—are informed about what the Congress is doing. But this is a matter which goes to the responsibility of the private citizen. The federal government cannot protect the standards of young boys or girls—the parents have to do it, in the first place.

"We can only play a very supplemental role and a marginal role. So that we can't put that problem on the—Mr. Hoover or on the White House or on the Congress. It rests with the families involved—with the parents involved. But we can do something about the living conditions and the atmosphere in which these children grow up, and we are going to do something about it."

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV HAS TOP-RATED LOCAL NEWS CHILDREN'S SHOW SYNDICATED FEATURE
(ARB, Nov. 1960)

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

Minow nominated, hearing Wednesday

UNEXPIRED, NEW TERMS CAUSE SENATE INDECISION

President Kennedy sent the name of FCC Chairman-designate Newton N. Minow to the Senate twice last week and Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) promptly announced that a confirmation hearing will be held this Wednesday (Feb. 8).

Mr. Minow's nomination is before the Senate both for the remaining months of a seven-year term ending June 30 and for a full seven-year stint beginning July 1. The Chicago law partner of U. N. Ambassador Adlai Stevenson was selected to guide the "new frontier" at the FCC a month ago (BROADCASTING, Jan. 16).

It has not been decided if Wednesday's hearing will suffice for both nominations and whether the Senate will be asked to confirm Mr. Minow through 1968. Legally, a spokesman said, the committee and the Senate could approve both nominations at one time. Sen. Magnuson said he would leave the decision to committee members.

There is some sentiment to confirm Mr. Minow through June only and to decide later whether a second confirmation hearing will be needed this spring. In any case, the committee has scheduled an executive meeting after the public hearing session Wednesday morning and can act on the nomination at that time. The committee course probably won't be decided until the closed meeting, it was reported.

King Goes Off ▪ With the Minow nomination, President Kennedy simultaneously withdrew the nomination of Republican Charles H. King. Mr. King has been serving on the commission since last July under appointment by President Eisenhower. He replaced John C. Doerfer, who resigned last March. Commissioner King will continue on the FCC until Mr. Minow has been sworn in.

Mr. Minow, a Democrat, will succeed Frederick W. Ford as chairman, but Mr. Ford will remain on the FCC. The new chairman will be the second youngest man ever to serve on the FCC and will return the balance of power to the Democrats (4-3) for the first time since 1953.

Mr. Minow said he also will have several unofficial talks with members of Congress and the Administration this week. He will arrive in Washington tomorrow and return to Chicago "for two uninterrupted weeks" to wind up his legal practice. This is a must, he said.

The Northwestern U. law graduate originally had hoped to remain in private life until mid-March but now expects to become FCC chairman around the first of next month if he is confirmed by then. "One of my biggest problems is finding a house in Washington," he said last week.

More New Faces ▪ The chairman will have several administrative, legal and professional assistants to appoint to his personal staff. In addition, an associate general counsel's post and the FCC secretaryship are vacant. It's also speculated that some key bureau heads will be replaced, including the general counsel (now John FitzGerald).

It was learned last week that Ted Meyers, an ABC attorney in New York, has informed network officials he is leaving to become legal assistant to Mr. Minow. Mr. Meyers, a young Harvard graduate, refused to comment and the new chairman would not confirm the report, saying only that he had talked to Mr. Meyers. Mr. Minow said that it would be premature for him to make or announce any commitments prior to his confirmation.

Another probable addition to the FCC staff is Henry Geller, attorney in the antitrust division of the Justice Dept. Mr. Geller formerly was in the FCC's general counsel's office and was Mr. Minow's classmate at Northwestern U. Law School.

Evelyn Eppley, legal assistant to Commissioner King, who served in the same post under former Chairman Doerfer, will remain with the commission in the Rules & Standards Div. of the Broadcast Bureau after Commissioner King leaves.



A new role for Inga

Inga Rundvold of WRC-TV Washington soon may be the world's most popular television personality, at least that's what her press agent—U.S. Information Agency—thinks. Inga, host of her own daily *Inga's Angle* show on WRC-TV, has been selected by USIA Cartoonist Mike Roy to serve as a model for a new cartoon series, which the agency will distribute to 3,000 newspapers in 48 foreign countries.

The series, "Visit to America," which presents the U.S. as viewed through the eyes of a young Asian visitor (Jol Surama) virtually was conceived on Inga's show when, as a guest, Mike Roy spoke of the use of cartoons to tell America's story abroad. Then it became reality. In photo above Inga and her alter ego pose with Mike Roy.

The FCC last week...

▪ Was told by NBC that a petition of Philco Broadcasting Co. ". . . constitutes nothing more than an unwarranted and unfair attack on the commission." A month ago, Philco had asked the FCC to expedite action on its application for ch. 3 Philadelphia and that of NBC for renewal of WRCV-TV on the same Philadelphia channel

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL
ON THIS FIVE-FINGERED
TELEVISION QUIZ



Q—*You go to bed at eight o'clock in the evening and set the alarm to get up at nine in the morning. How many hours of sleep will this allow you?*

Q—Who owns the sharpest "nose for news" in Eastern Michigan?

Q—*One month has 28 days. Of the remaining 11 months, how many have thirty days?*

Q—Besides bath night, what else does Saturday mean to TV viewers in the Saginaw-Bay City-Flint area?

Q—*Who owns dominance of local strip programs, 7 to 7:30, Monday through Friday?*

NBC CHANNEL 5 Grant STATION
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

(BROADCASTING, Jan. 16). The network said that Philco's latest pleading adds nothing to earlier comments by the same party filed in relation to the proposed sale of WRCV-TV to RKO General (BROADCASTING, Oct. 3, 1960). Philco ". . . inaccurately seeks to create the impression that the commission has arbitrarily delayed action on its application for eight months" without making any reference to interrelated proceedings, NBC charged.

▪ Advised Norman Knight that it appears a hearing is necessary before his application to purchase WGIR Manchester, N. H., for $327,500 (BROADCASTING, Dec. 12, 1960) can be approved. Among other issues, commission questioned the overlap of WGIR's signal with other Knight-owned stations—WHED Portsmouth, WTSV Claremont, WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass.

▪ Ordered preparation of a document dismissing the application of Radio American West Indies Inc. for a new tv station on ch. 8 in Christiansted, St. Croix, Virgin Islands and granting the application for the same facility of Supreme Broadcasting Co. of Puerto Rico. Radio American had requested that its application be dismissed following merger with Supreme and the commission's action affirms a November 1960 initial decision.

FCC FINANCIAL FORM

Broadcaster opposition to proposal unanimous

Unanimous dissent from broadcasters on the FCC's proposal to revise its financial reports, Form 324, flowed in last week.

The new, more complicated form would produce "unnecessary burdens" on broadcasters and on the commission, comments claimed. Most broadcasters held the FCC had shown no necessity, nor excuse, for the new, longer form. And some hinted darkly that the commission would exceed the authority granted it by Congress if it adopts the proposal.

NAB set forth a definitive statement on the proposal, which expressed the feelings of many broadcasters, though in individual comments, some broadcasters were more alarmed by certain parts of the proposal than by others. NAB pointed out it had circulated copies of the proposed Form 324 to its members and had reached its conclusions as result of a collation of its replies.

NAB's objections to the proposal were (1) it would impose a great administrative burden on broadcasters; (2) it would force many stations to change their accounting procedures; (3) many

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS
AL MASINI, YOUR
PETRYMAN IN NEW YORK



A—*One hour—the alarm will ring an hour after you set it.*

A—WNEM-TV news programs nose out all competition, with the "Top Of The News", Mondays through Fridays, at 6 p.m., attracting 124% more TV viewers than the area's other two newscasts combined. (Neilsen, Nov., 1960)

A—*All of the other months have at least thirty days.*

A—Channel 5 washes away all competition with a high of 87,900 viewing families on Saturday nights. (ARB, Nov., 1960)

A—*Channel 5 outstrips all competition in the 7—7:30 p.m., segment, Monday through Friday, by delivering a high of 82,000 viewing families (ARB, Nov., 1960)*

NBC CHANNEL 5 Grant STATION
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

of the figures required would be subject to a wide variety of interpretations, some erroneous; (4) many of the figures required would be extremely confidential with a risk of disclosure.

Furthermore, NAB said, the commission's statutory mandate states it should require submission only of information needed to perform its function and that the proposal calls for a great deal of unnecessary and burdensome details.

NAB recommended that the FCC withdraw the proposed rule as not in the public interest, require licensees to submit additional financial data only where need has been shown in individual cases or issue a supplemental proposed rule "setting forth the purpose, use and relevancy of the information contained in each schedule of the proposed rule."

Other Complainants ▪ Miller & Schroeder, Washington attorneys, opposed the rule for its greater cost to taxpayers as well as broadcasters, questioned its usefulness to the commission and the FCC's authority to demand such information. It also criticized duplication in several of the reports which would be imposed upon broadcasters. A copy of the M&S comments on behalf of several clients was directed to the U. S. Budget Bureau, which has often issued directives against duplication of forms.

Some broadcasters charged the proposed Form 324 is a step backward—to the old form which existed before 1952 and which more closely resembles the cumbersome proposed form.

General Electric objected to the proposal mainly "on principle," pointing out that a large, publicly-owned company already is required to file much of the information with other government agencies such as the SEC, IRS, and others.

The National Assn. of Educational Broadcasters said the form would impose a great bookkeeping task on noncommercial stations; that since no benefit has been demonstrated, educational stations should be exempted.

Biggest Objection ▪ Most broadcasters objected to Schedule 8 which would require listing of officers and stockholders, their salaries and holdings. Networks said a compilation of all stockholder lists would be a monumental task. Meredith Broadcasting Co. said a manager who holds no stock in a station and who might be drawing a salary of $100,000 a year would be unlisted, while listing would be required for a minor official owning one share of stock.

Broadcast salesmen, though not filing their comments with the commission, were known to be opposed to changes in listing of sources of income on the grounds that this would short-change spot tv and radio placed directly with the station without the service of an agency. The commission proposes to ask stations only for figures on spot business on which they paid a commission. Excluded would be national spot business upon which no commission was paid—with an explanation of this fact to be included in FCC year-end reports on station billing, a commission spokesman said.

Triangle Stations and others objected to the schedule of the new rule which would inquire into licensee sources of non-broadcast revenue. Triangle said this is an unwarranted invasion of broadcasters' privacy.

One broadcaster said that extra time used in preparing the extensive new form could be used better by stations in preparing "public service programming."

Murrow takes most of his heart to USIA

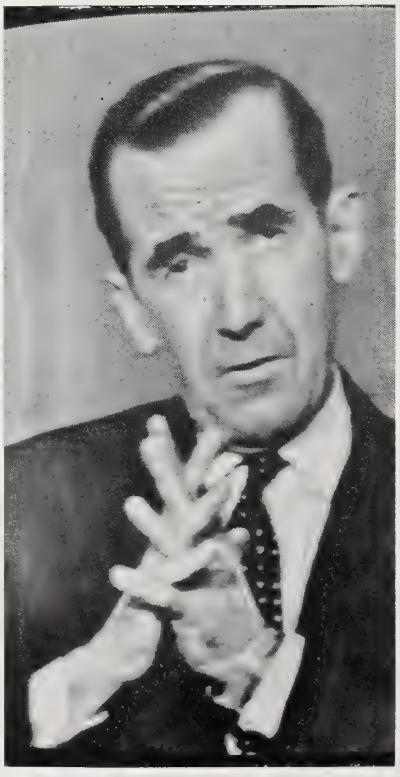
Edward R. Murrow bade goodbye Jan. 31 to CBS Inc. and the network's affiliates via closed circuit. His selection to become director of U. S. Information Agency becomes official upon Senate confirmation, but already he is getting acquainted with one of Washington's tougher jobs.

Ed Murrow found his farewell an emotional experience. "Some part of my heart will stay with CBS," he said. For 25 years he had been reporter and commentator in the thick of historic events.

Frank Stanton, CBS president, sent Mr. Murrow this message: "The President's announcement of your appointment as director of USIA is good news indeed for the American people and the free world. But we at CBS shall miss you. All of us wish you well."

Mr. Murrow generously praised his CBS colleagues in his farewell to the network. "I have the feeling that I am about to be exposed, and I don't mean when I go before the Senate committee for confirmation, but exposed rather because for many years I have received credit for what other people have done, and you will see, as *CBS Reports* continues, that there is in this CBS organization a crew—most of them you know already, Smith, Collingwood, Cronkite, and all the rest—who will do a much better job than ever I did."

Sen. John O. Pastore (D-R.I.) said



Mr. Murrow will be asked to testify on the Sec. 315 equal-time legislation in March when permanent suspension of the clause will be discussed by a Commerce subcommittee. It was indicated a Murrow criticism of the presidential campaign debates might be reviewed at that time. The full Commerce committee hasn't set a date for his confirmation hearing.

Mr. Murrow's selection for the important USIA directorship was announced at the White House last week (CLOSED CIRCUIT, Jan. 30), but formal nomination had not reached Capitol Hill late in the week. However, he worked at the USIA office last week. In an unusual step President Kennedy included Mr. Murrow in the Feb. 1 meeting of the top-level National Security Council. This was construed as recognition of the importance the President attaches to USIA and its director-designate.

Mr. Murrow gave up an income estimated as high as $200,000 a year to assume the post. He served as director of the CBS foreign news organization from 1937 to 1946, rising to world-wide fame with his radio broadcasts during World War II. Mr. Murrow had been working recently on several *CBS Reports* programs which have not yet been aired.

Landis speeches say nothing new on FCC

A soft spoken and reasonable James M. Landis, special assistant on regulatory agencies to President Kennedy, made two speeches in Washington last week. And in both he engaged in no controversy.

Mr. Landis, former Harvard Law School dean and former chairman of the Securities & Exchange Commission and the Civil Aeronautics Board—and former member of the Federal Trade Commission—spoke to the Federal Bar Assn. on Tuesday and to the Advertising Federation of America, Wednesday.

In both instances he repeated much of what he had already said (BROADCASTING, Jan. 23, Jan. 2).

In his speech to the federal lawyers, Mr. Landis referred to the need for either new frequencies or a new means of communication. "In the field of communications, the emergence of a host of new nations threatens the continued use of those frequencies that we have been accustomed to using," he said.

In television, he added, "we still have to find an economic viability for the uhf band."

Regulatory agencies, he told his advertising audience, should be considered "promotional" agencies. This is because many of them, he said, subsidize important segments of the American economy (aviation, shipping); others are required to promote the use of telecommunications all over the world (FCC). Government agencies help promote private enterprise, Mr. Landis stated, because they work to retard deception, fraud, monopoly and unfair trade practices. They permit individual forces in this country to do their best, he added.

No Censorship ▪ Mr. Landis counted as a gain the FCC's determination to review the activities of licensees at renewal time.

"If these licenses were originally granted to them upon their representation of their proposed program content," he said, "their ability to live up to these promises bears some relationship to their privilege to keep a frequency that others are aspiring to . . ."

"This is not a suggestion of censorship," he added, "but simply a determination between competing licensees as to which one should in the public interest be granted a frequency that can only be utilized by one."

A new and different approach to administrative procedures was suggested by Mr. Landis to both audiences. "Too much effort has been made," he said, "to try and handle every problem by bureaucratic means. We must find other ways . . . not everything must be set for hearing, with lawyers cross examining and the slow processes of the law followed faithfully."



FCC has no censorship intent, just a determination to see that licenses live up to their programming responsibilities, Mr. Landis told the federal lawyers and the AFA delegates last week.

There must, he emphasized, be more and more delegation of authority.

Mr. Landis said in both speeches that he is not planning to recommend the establishment of a "ministry" on transportation, energy or communications in the cabinet. The first attempt must be to try and overcome the "fragmentation" of regulatory powers by persuading and coordinating.

He also said that he hoped that the government could borrow personnel from industry to help study the various agencies. This is the task force idea he expressed last month (BROADCASTING, Jan. 23).

Mickelson terms tv a political 'tool'

SAYS INFLUENCE LIMITED IN 'SUBSTANCE' OF CAMPAIGN

The odds are in favor of more "debates" by presidential candidates in 1964. Yet, in spite of an "enormous" influence wielded increasingly by television in the democratic process, tv remains a "tool" and could never affect the substance (men, their ideas, personalities, abilities) of democracy.

This is the view of one of the network executives who helped negotiate the ground rules for the historic Kennedy-Nixon debates of 1960, taken from a speech prepared for delivery tonight (Feb. 6). The speech is by Sig Mickelson and by coincidence it comes on the heels of his resignation last week as president of CBS News (see page 48).

In his address before a dinner meeting of a U. of Texas conference on mass media in a democratic society, being held in Austin, Mr. Mickelson planned to sum up tv's effect on the political campaign and tackle some notions about television that he believes to be exaggerations.

These last include a belief that through tv's influence campaigns can be shortened, conventions held later, candidates' appearances limited to a few major television addresses and "the whole political process . . . streamlined." In fact, all these are governed by traditional political considerations and not by television, Mr. Mickelson believes. He cites air miles logged by the candidates last year as evidence that tv "has cut neither the length of the campaign nor the mileage traveled —or, for that matter, the number of hands shaken."

Tv has been "the fact" prompting changes limiting speeches and demonstrations, Mr. Mickelson acknowledges, but as for further program paring "no one has found a way as yet to circumvent the four-day guarantee to the host city, nor has there been a way to eliminate the rewarding of party leaders by giving them national exposure on television, or similarly to accommodate congressmen and senators who are in danger of losing their seats in the upcoming election."

Audience Interest ▪ To complaints charging "over-coverage" of politics by tv, Mr. Mickelson answers with these figures: more than 100 million watched an average 16 hours in 1960, compared with about 81 million for 16½ hours in 1956, a year that in its turn doubled the audiences of 1952. CBS newscasts allotted about 20% of their time to news of the two major

parties betwen Sept. 1 and Nov. 7 last year, Mr. Mickelson points out.

If Congress will modify Sec. 315's equal-time requirements he thinks it's a "safe guess" that debates in one form or another will become the cornerstone of future campaigns. He quotes a "general feeling in the inner circles of both parties" and informal indications from President Kennedy's staff members that he will participate in at least two face-to-face broadcasts with his opponent. In addition, the President said last week he would be willing to meet his opponent on tv four years from now.

Mr. Mickelson called President Kennedy's institution of live news conferences a "a profound and enormously meaningful step forward in harnessing the almost infinite power of broadcasting to the purposes of government in the manner of a free and democratic state, which is dedicated to the principle of freedom of the press."

Examiner asks strings on translator grants

A "gentleman's agreement" under which tv retail dealers and repairmen would not sell or service any uhf sets to anyone who didn't subscribe to a certain tv translator service was frowned upon by FCC Hearing Examiner Annie Neal Huntting last week. She recommended reconsideration of 1960 grants for two tv translator stations to the extent of requiring cancellation of the verbal agreements.

The commission's original grant, without hearing, of two new tv translators to J. R. Karban, Rhinelander, Wis., in July 1960 was protested by Rhinelander Television Cable Co. The latter asked the FCC to explore the legality of Mr. Karban's alleged agreement with 9 of the 11 tv dealers and repair shops in the city whereby they would refuse to give service or sell to any but Karban subscribers.

Rhinelander failed to appear at a Sept. 20, 1960, hearing and was held in default. But FCC investigation turned up the agreement in question.

Mr. Karban testified the reason he had set up the covenant was to prevent people in the area from "freeloading" on his translator system. His charge for the service was $10 per year and $30 for lease of a converter.

Mr. Karban also testified that he consulted a lawyer before entering into the agreement and was told it was legitimate. He said he would be willing to cease or modify it in any way the commission desires.

Miss Huntting, in her decision, said she was impressed with Mr. Karban's apparent sincerity and recommended that the translators be granted him on condition he cancel the restrictive agreement with tv merchants.

'Untouchables' upsets Italian congressmen

The threat of picketing against ABC by Italian-Americans because of the nationality of the "heroes" of *The Untouchables* of diminished last week following a meeting between two ABC officials and Rep. Alfred E. Santangelo (D-N. Y.) and colleagues in Washington last week.

Mr. Santangelo met with Thomas W. Moore, ABC programming vice president, and Alfred Schneider, ABC vice president for administration. The New York congressman charged that the use of Italian-named gangsters on the program depicting the racket-ridden 1920s defamed all Italian Americans. He also questioned the use of the documentary approach on the program which gave viewers the idea that the action was reenacted from real life.

The ABC officials explained that the network had taken steps some months ago to minimize the use of Italian names, and that some weeks ago it had begun labeling the program as "based on fact" but with dramatic, fictional license taken.

ABC insisted, however, that it retains the right to judge whether or not any defamation is involved in any program on its network. This Mr. Santangelo and his colleagues agreed was ABC's right; they denied any attempt at censorship.

Sitting in with Messrs. Santangelo, Moore and Schneider were Reps. Peter W. Rodino Jr. (D-N. J.), Victor L. Anfuso (D-N. Y.) and Joseph P. Addabbo (D-N. Y.).

Mr. Santangelo said that a report of last week's meeting would be submitted to the board of governors of the Italian-American Democratic Organizations of New York Feb. 13. At this time the board will determine whether or not to sanction a picket line against WABC-TV New York and to institute a boycott of Liggett-Myers Tobacco Co., a sponsor of the *Untouchables* program. If approved the picketing will take place March 9, Amerigo Vespucci Day.

Bennett Still Fighting ▪ Meanwhile, James V. Bennett, federal prison director, said last week he is preparing a formal complaint to the FCC against nine tv stations for showing the segments of the *Untouchables* dealing with the transfer of ganster Al Capone from Leavenworth to Alcatraz (BROADCASTING, Jan. 16). The episodes showed



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Containerboard and Kraft Paper Division of Continental Can Company, Hodge, Louisiana.

on top of the news



Paul Williams
for Manufacturers National Bank and Bristol-Myers



Chet Huntley and David Brinkley
for Texaco, Inc.



Dick Westerkamp
for National Bank of Detroit

in DETROIT

Just as the world watches Detroit, most Detroit-area viewers watch the world on WWJ-TV's complete, high-rated newscasts. Here's the vast audience the city's largest broadcast news department and NBC's award-winning reporters attract.*

On an average week night . . .

Paul Williams—6:30.....308,500 viewers

Huntley-Brinkley—6:45.....390,500 viewers

Dick Westerkamp—11:00.....397,200 viewers

PREFERRED FOR THE INAUGURATION, TOO!

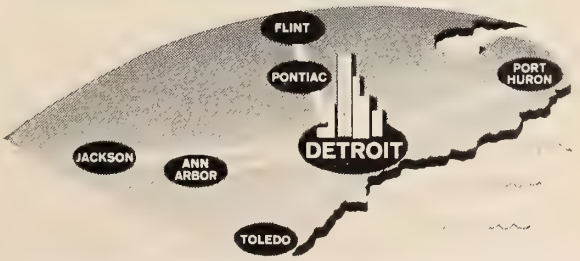
A three-hour survey by the American Research Bureau (taken when three Detroit stations carried the Inauguration ceremonies) revealed the following share of audience:

WWJ-TV.....63% **Station C.....8%**
Station B.....27% **Other.....2%**

*Source: ARB, Detroit, December, 1960

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

federal prison guards collaborating in a fictional attempt to release Capone. He said the complaint will also ask for a formal hearing on the subject.

Mr. Bennett said he was still hoping to see Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, concerning the ABC program. ABC scheduled a screening of the first part of the two-part Capone program for Mr. Bennett and his associates on Friday, Feb. 3.

UPI asks 25 kc band for special coverage

United Press International filed with the FCC last week a counterproposal to an FCC rulemaking proposal, asking that 25 kc of noncommercial radio frequency be assigned exclusively to that news service for special coverage anywhere in the United States.

The original FCC proposal called for assignment of 161.625-161.650 mc to remote broadcast pickup and mobile stations. UPI asked that it be assigned to industrial radio service for UPI only. If other news services require space for similar purposes, new rulemaking is indicated, UPI suggested. UPI also felt a substantial number of frequencies have been assigned to remote broadcast pickup and mobile stations.

UPI stated it could use the special radio band to report on disasters, emergencies and special events from the scene without dependence on fixed communications such as telephone and telegraph lines.

On certain occasions UPI has been granted temporary authority for such use of special radio bands and the results were successful, UPI being enabled to speed news to subscribing newspapers and broadcast stations, the news service said.

WTOP-TV hopes to follow its audience in summer

WTOP-TV Washington plans to carry its signal to regular viewers accustomed to leaving the Nation's Capitol for long weekends at a favorite Atlantic Coast beach resort.

The station, owned by the *Washington Post*, has asked the FCC to authorize construction of three translator stations designed to repeat its programming in Lewes-Rehoboth Beach, Del.

In its application, WTOP-TV listed the Rehoboth Beach population as 1,400 and made no mention of the additional thousands who inhabit the resort area during the summer.

PROGRAMMING

PACT UPS FILM COST $1,600

Producers-craft unions agreement takes effect, adds 4% to overall cost of half-hour tv film

The new contract by film producers with the unions responsible for the below-the-line operations will add about $1,600 to the cost of the average half-hour tv film, according to some rapid estimates made last week following agreement on terms reached Monday (Jan. 30), which also was the expiration date of the old agreement. The new contract, which runs for four years, went into effect the following day, Jan. 31.

Varying below-the-line costs may run the increase to above $2,000 for some half-hour programs, but the average should be about $1,600, according to one representative of the producers' group. He explained that the figure derives from a 10% increase in wages and another 3% in fringe benefits, together adding 13% to the $12,000-$13,000 below-the-line costs of the average half-hour film.

Since the overall cost of the films averages $40,000 or better per program, the increased fees to the 23 IATSE unions and the six basic crafts unions covered in the new contract will add only 4% to the overall cost of the program. Or, to put it another way, 25 half-hour fiilms now will cost as much as 26 did formerly. When time charges are also figured in, as they must be for the advertiser sponsoring the tv filmed program series, estimated added expense would be no more than the cost of one program in a 39-installment series. And the producers were quick to point out that, despite the increase in below-the-line program costs here and the rise in above-the-line costs resulting from new contracts with actors, writers and directors negotiated last year, the cost of program production has not risen nearly as fast as the cost of time.

Movie Rights ▪ Like the actors, directors and writers, the craft union members won a share in the proceeds of the sale to free television of theatrical motion pictures made after Jan. 31, 1960. Pay tv is considered to be the same as showing in theatres. The craft unions will receive 9% of the tv revenue (producers' sales price minus a charge for distribution costs), compared to 6% for the actors and 2% each for writers and directors. The tv money will be paid into the industry pension and health and welfare funds. The craft unions' 9% represents a comedown of more than 50% from the original demands of IATSE President Richard Walsh for double the total obtained by the three guilds.

The major terms of the new agreement were announced Tuesday by Mr. Walsh; Ralph Clare, chairman of the basic crafts' negotiating committee; Charles Boren, executive vice president of the Assn. of Motion Picture Producers, and Richard Jencks, president of the Alliance of Television Film Producers. Basically, they are the same for workers in all film production, regardless of whether the product is to be shown in theatres or in the homes via television. This parity represents a gain for the tv film makers in some respects, since in the early days of tv films a decade or more ago, some companies had paid overscale wages to attract workers from theatrical motion pictures. These differences had persisted in contracts negotiated independently by ATFP before the beginning of joint ATFP-AMPP negotiations.

Other Points ▪ In addition to the tv royalties, the major points of the new contract are:

▪ A 10% increase in wage rates for the first two years of the contract and an additional 5% for the second two years. (The original demand had been for 25%.)

▪ Payment by employers of eight

Kuklapolitans return

Kukla and Ollie are back. Although Fran Allison isn't with them, Kukla and Ollie and their other friends were knocking on agency doors in Chicago last week looking for national sponsorship of their new five-minute Monday-through-Friday video tape series of 195 original Kuklapolitan capers. Creator Burr Tillstrom late Thursday announced that his new firm, Kuklapolitan Productions, is taping the shows at Tele-Tape Productions. Initial programs were made a few days ago in New York. The show runs three minutes and ten seconds, allowing opening and closing billboards and a one-minute commercial insert. The puppets were on NBC-TV for ten years, retired in 1957. Several of the original crew at NBC are associated in the new venture. Jory Nodlan is executive producer.

MAIN STREET

speaks!

Hometown ACCEPTANCE and BELIEVABILITY for a SINGLE-MARKET station 5 years old!

In a SPECIAL ELECTION, Ottumwa voters were asked, "Do you want four other channels wired into Ottumwa, Iowa?"

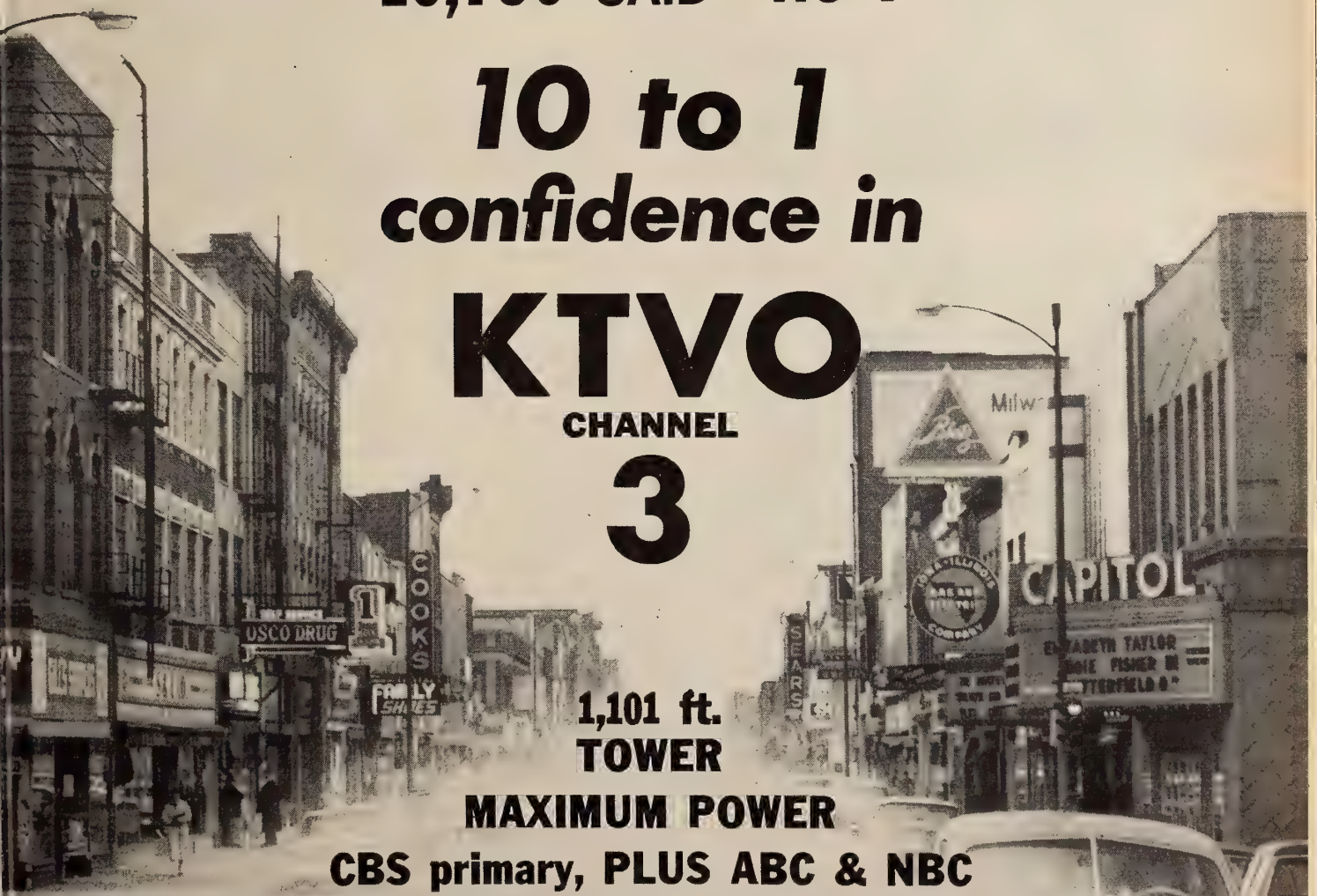
1,250 answered "Yes"*
10,750 SAID "NO"!

10 to 1 confidence in

KTVO

CHANNEL

3



1,101 ft. TOWER

MAXIMUM POWER

CBS primary, PLUS ABC & NBC

ARB, Nielsen or rates: Call or wire Geo. P. Hollingbery

* *LARGEST MUNICIPAL VOTE IN OTTUMWA HISTORY!*

cents an hour per worker into the industry health and welfare fund to provide coverage for dependents of employes to 80% of the employes' own benefits.

▪ Increase of employer payments into the industry pension plan from eight cents to 12 cents an hour and employe payments increased from five cents to seven cents an hour.

▪ An assortment of other pension benefits, including an agreement to recommend to the trustees of the industry plan that the monthly pension payments be upped from the present $95 a month to $120, a provision for partial pension payments at retirement age to employes who at 35 have worked in the industry 10 qualified years and a $500 insurance provision to cover retirees.

▪ A change in overtime fees so that double time starts after 12 hours, instead of 2½ times after 14 hours, and improved vacation and severance pay provisions.

Videotape Productions sets expansion plan

Videotape Productions of New York last week announced plans for an expansion program, covering the acquisition of new studio space, the addition of several key employes from CBS-TV Production Sales and increased activity by the company in the tape programming field.

An announcement by Howard Meighan, president of Videotape Productions, indicated that its expansion plans are related to the recent decision by CBS-TV to scuttle its CBS-TV Production Sales operation, which specialized in tape production for outside clients (LEAD STORY, Jan. 23). In this connection, he said, Videotape Productions has hired three of CBS-TV Production's Sales' key craftsmen—Charles Fagan, a producer-salesman; William Hallahan, a writer-producer-director, and Louis Tedesco, a director who will also be available to agencies as a consultant. In addition, three secretaries from CBS Production Sales also have been hired by Videotape.

Mr. Meighan said Videotape Productions to date has concentrated on tape commercials production, but pointed out that in the future the company aims to become more active in the production of taped television programs and industrial presentations. To accommodate this projected additional business, he added, Videotape Productions expects to announce shortly that it has leased additional studio space. (A substantial portion of CBS Production Sales' business was in tv and industrial programs.)

A check with CBS-TV Production Sales, now in the process of being dissolved, revealed that other former staffers have been interviewed by other tape companies but have not received firm commitments for jobs. A spokesman for Videotape Productions said at least one—and perhaps more—of Production Sales' former workers will be hired shortly.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 6-10, 13-15 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 6-10, 13-15 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 6-10, 13-15 (10:30-11 a.m.) **Play Your Hunch,** part.

Feb. 6-10, 13-15 (11-11:30 a.m.) **The Price Is Right,** part.

Feb. 6-10, 13-15 (12:30-12:55 p.m.) **It Could Be You,** part.

Feb. 6-10, 13-15 (2-2:30 p.m.) **The Jan Murray Show,** part.

Feb. 6-9, 13-15 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Feb. 7 (7:30-9 p.m.) **The Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Feb. 7 (10-11 p.m.) **Story of Love,** Whitman Chocolates through N. W. Ayer.

Feb. 8, 15 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel).

Feb. 8, 15 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 9 (7-9 a.m.) **Today,** part.

Feb. 9 (10-10:30 a.m.) **Say When,** part.

Feb. 9 (11:30-noon) **Concentration,** part.

Feb. 9 (noon-12:30 p.m.) **Truth or Consequences,** part.

Feb. 9 (3-3:30 p.m.) **Young Doctor Malone,** part.

Feb. 9 (3:30-4 p.m.) **From These Roots,** part.

Feb. 9 (4-5 p.m.) **Purex Special,** Purex through Edward H. Weiss.

Feb. 9 (6:45-7) **Texaco Huntley-Brinkley Report,** Texaco through Cunningham & Walsh.

Feb. 9 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Feb. 9 (10-10:30 p.m.) **The Groucho Show,** P. Lorillard through Lennen & Newell; Toni through North Adv.

Feb. 10 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine through William Esty (Eastern U. S.; and co-op).

Feb. 11 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Feb. 11 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Feb. 11 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Feb. 12 (6-6:30 p.m.) **Meet the Press,** co-op.

Feb. 12 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 12 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Chicago film firm opens Hollywood lot

Most successful film companies start in Hollywood and expand elsewhere. But Fred A. Niles Productions, Chicago, which started with $5,000 capital in 1955 and now grosses $3 million (50% in tv), is doing it the other way around.

Offices have been leased by Niles on the California lot in Hollywood (formerly the Gross-Krasne lot). Niles expects this new "communication center" will add another $500,000 in billings this year and equal the firm's present midwest gross within possibly three years, President Fred A. Niles said Tuesday. Full tv commercial production facilities will be offered advertisers on the West Coast as well as at present Chicago studios. The firm also expects to expand its non-tv business, including ventures in feature movies.

Despite highly successful midwest growth, why did Niles open the new west coast facility? "It's constant uphill selling" to beat the Hollywood image, Mr. Niles explained, despite the fact that his midwest-produced commercials have won numerous awards. Big midwest agency accounts such as Needham, Louis & Brorby and Leo Burnett Co. still do 70% of their tv commercials in Hollywood, he said, so "we're now equipped to go after more of that business." Complete production flexibility also is assured Niles clients, Mr. Niles added.

Mr. Niles said his firm's present animation service office at 5539 Sunset Blvd., Hollywood, is being moved to the new office at the California lot along with two executives there, Lionel Grover and Harry Holt. Joining the new Niles office are Edwin T. Morgan and Jack Silver (see FATES & FORTUNES, page 80).

Ullman buys into Soundrac

Richard H. Ullman, formerly president of the Buffalo radio-tv syndication company bearing his name, has acquired what he describes as "a substantial interest" in Soundrac Productions Inc., Hollywood, Fla.

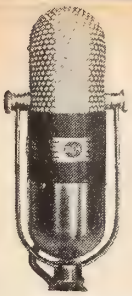
He continues as a consultant with Richard H. Ullman Inc., which was recently sold to the Peter Frank Organization, Hollywood, Calif.

Soundrac Productions specializes in tv film syndication; its animated productions include Colonel Bleep cartoons, station IDs, program openings and "Info-Maps" news library.

Mr. Ullman will serve as board chairman of Soundrac. Other officers include Robert D. Buchanan, president and general manager and Jack Schleh, secretary-treasurer.

MICROPHONES
– a type for every requirement

Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.



FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. (Less Base) **$180**



PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **$82.50**



HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **$125**

Base, shown **$7.75**



NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK-5A is also an excellent choice for control room use. (Less Mounting) **$165**

Boom Mount, shown **$30.25** Desk Mount **$9.85**



COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **$75**

Base, shown **$7.75**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA The Most Trusted Name in Electronics

® RADIO CORPORATION OF AMERICA

RCA, Audio Sales, Broadcast and Television Equipment Division, Dept. R-22
Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed ☐

☐ 77-DX ☐ BK-6B ☐ BK-11A Base ☐ BK-1A Base ☐ BK-5A ☐ Desk Mount ☐ Boom Mount

Send to_____

Address_____

City_____ Zone_____ State_____

Enclose remittance with order and save shipping charges.

(Prices subject to change without notice.)

CBS DOES ABOUT FACE

Okays showing of Soviet spy yarn on 'Circle Theatre'

In a sudden reversal, CBS-TV late Thursday (Feb. 2) approved an *Armstrong Circle Theatre* presentation about Soviet spy activities in the U. S., after creating a small furore by cancelling it earlier in the week. The episode will be seen Feb. 15 (Wed., 10-11 p.m. EST), the series' next regularly scheduled time.

Clearance was given by five top CBS-TV executives after they screened the *Circle Theatre* episode entitled "The Spy Next Door," which had been videotaped the day before. The network gave no explanation of the policy change other than it now found the script acceptable. Making the decision were Oscar Katz, vp, network programs; Joseph Ream, vp, network practices; William B. Lodge, vp, affiliate and engineering relations; Thomas Fisher, vp, and general attorney, and John P. Cowden, vp, information services.

The network canceled the episode, scheduled for showing Wednesday (Feb. 1, 10-11 p.m., EST) on the bi-weekly series, and substituted a re-run about a deaf girl, "The Zone of Silence," first televised in 1959. Despite the cancellation, the producers of the series, Talent Assoc., video-taped "The Spy Next Door" on Wednesday (Feb. 1), in the same 10-11 p.m. time slot it was to be televised. Producer Robert Costello said he hoped the episode will be shown sometime in the future.

CBS, who had maintained a strict silence with respect to the incident at first, released a tersely worded statement on Wednesday that claimed it was solely on its own and not influenced by the executive branch of the government in making its unorthodox move.

Max Banzhof, vice president, advertising and public relations, of the Armstrong Cork Co., Lancaster, Pa., expressed "regret" at the network's action and claimed CBS felt the show, "was not in keeping with what the Executive branch (the new administration in Washington) is trying to do at the moment—convey a softer line toward Russia."

The $55-60,000 production costs for the taping of the seven-character play was assumed by the Armstrong Cork Corp., with the company's agency, BBDO, picking up Talent Assoc. and acting costs.

Really colorful

The flaming peacock will dominate NBC-TV's programming on Feb. 9, when 18 of the network's 20 programs for the day will be broadcast in color. Starting with *Continental Classroom* at 6 a.m., EST, the colorcasts will range through 12½ of the 14 hours of network presentations—an industry high. Altogether, compatible color will be extended to 10 network shows normally seen in black-and-white.

SAG to vote on new pact

Covering non-theatricals

After winning new contracts for tv entertainment programs, theatrical films and tv commercials last year, the Screen Actors Guild is holding a mail referendum of its membership, asking approval of a fourth contract negotiated during 1960 covering employment of actors in non-theatrical educational and industrial films.

Two-year contract, retroactive to July 21, 1960, and terminating July 20, 1962, calls for a raise in day player minimum from $80 to $85, effective July 21, 1960, and to $90 on July 21, 1961. Weekly freelance rate increases on the same dates from $300 to $318.75 and then to $337.50. Players also won additional compensation for restricted tv and theatrical use of the educational or industrial films and an added 5% of gross compensation from producers, starting Jan. 1, 1961, for the pension and health and welfare plans up to $25,000 per actor per picture.

WGN-TV buys post-48s

Another major sale of the post-'48 package of 40 Warner Bros. feature films was made last week by Seven Arts Associated Corp. to WGN-TV Chicago for nearly $20,000 per picture for seven years of unlimited use (except for four John Wayne pictures, whose tv rights presently run only a couple years but are being renegotiated by Seven Arts). Of the films, 25 will be telecast in color by WGN-TV.

A fortnight ago the new package marked a reported all-time high sale of $1 million to WOR-TV New York ($25,000 per picture). The asking price in Chicago originally was $25,000 each, but the price subsequently dropped to $20,000 before the WGN-TV sale was made at an undisclosed price below that.

The Chicago transaction was announced by Ward I. Quaal, vice president and general manager of WGN-TV, and Robert Rich, vice president and general sales manager of Seven Arts. The most recent film in the package is "The Prince and the Showgirl" (1957) with Marilyn Monroe and Laurence Olivier. The Wayne films include "Blood Alley," "The High and the Mighty," "Hondo" and "Island in the Sky."

Film sales...

Boxoffice 26 (United Artists Assoc.): Sold to stations in Chicago; Evansville, Ind., and Albuquerque, N. M. Now in almost 60 markets.

Big Time Wrestling (Barnett-Doyle): Sold to WJIM-TV Lansing, Mich.

The National Football League (NFL) Presents (Independent Television Corp.): Sold to WPIX (TV) New York; WBBM-TV Chicago; WMAR-TV Baltimore; WXYZ-TV Detroit; WTTV (TV) Indianapolis; WCCO-TV Minneapolis; WPST-TV Miami; KLZ-TV Denver; WBRC-TV Birmingham; WFLA-TV Tampa, and WJIM-TV Lansing. Now in 38 markets.

10 Special Features (Seven Arts Assoc.): Sold to CKLW-TV Windsor-Detroit.

Films of the '50's (Seven Arts Assoc.): Sold to KSYD-TV Wichita Falls, Tex., and WSOC-TV Charlotte, N. C.

The American Civil War (Trans-Lux Television): Sold to the entire Armed Forces TV Network.

Program notes...

JFK profile ▪ A tv profile of President Kennedy and the members of both his personal and administrative families will be presented on NBC-TV on Feb. 28 (Tues., 10-11 p.m. EST). Entitled *JFK—Report No. 1*, the program will concentrate on the impact of the new President on the country in the first 40 days of his administration. It will be the first of a series of "JFK" reports, all to be narrated by Frank McGee and employing the services of several other NBC correspondents.

Long pilot ▪ The pilot of MGM-TV's *Father of the Bride*, completed last week, is an hour long instead of the usual 30 minutes and includes 12 vignettes taken from 25 episodes as well as one complete half-hour installment of the 26-program series. Katherine and Dale Eunson wrote the pilot presentation and will also write a minimum of 13 of the 26 scripts. They have done story outlines on all 26. The pilot was directed by Anton Leader, produced by Rudy Abel, with Robert Maxwell as executive producer.

The big fight ▪ United Artists Corp., N. Y., has acquired the motion picture rights of the Floyd Patterson-Ingemar Johansson heavyweight title bout on March 13. UA also distributed films of the first two Patterson-Johansson matches to theaters throughout the country. The price of the rights was not disclosed.



Dear American Airlines:
Your passenger service reflects outstanding selection of personnel. The neat and efficient young ladies in front of the counters are a credit to a company who cares about the customer.
M. J. McDonough

UNSOLICITED IN-FLIGHT LETTER FROM M. J. MC DONOUGH EQUIPMENT SALES DIVISION, AMERICAN CAN CO.

Our Passenger Service Representatives, Mr. McDonough, are another reason why American Airlines is the *first choice of experienced travelers*. They are "goodwill ambassadors"; experts to the tips of their prim white gloves, roving information specialists who smooth your journeys with a smile.

AMERICAN AIRLINES
America's Leading Airline

Should stations cover national events?

TEST PROVES LOCAL INTEREST INTERVIEWS WIN VIEWERS, SPONSORS

Must major national political events remain the exclusive domain of the network news operation?

Corinthian Broadcasting Corp.'s successful coverage formula as applied both to the 1960 conventions and the Inauguration has shown the answer is "no." It may have opened a new era in localized television journalism, which can be a pattern for individual stations or groups of associated outlets.

"Traditionally, there has been a gap between the major scheduled national political event and the regional and/or special interests of tv viewers in their varied home markets," says C. Wrede Petersmeyer, president of Corinthian. "Since the networks invariably give exhaustive coverage to national news events, the independent local tv stations may not have felt in the past that they could make journalistic contributions by covering the same events. At Corinthian, we felt that there was an important localized story in each of these instances. It is this story—the vital link between the national event and the local market and state—which our five stations set out to cover."

To do this job, the five Corinthian tv stations (KXTV Sacramento, WISH-TV Indianapolis, WANE-TV Ft. Wayne, KHOU-TV Houston, KOTV Tulsa) sent their own news teams to the convention cities and to Washington for the inaugural week coverage with a specific assignment to carry out:

At the conventions, each station's news team covered its own state's delegation, its views and reactions to the candidates, to the party platform as it was being shaped, to the key issues as they emerged. When national personalities and political leaders were interviewed, each station's newscaster guided the conversation to cover the problems of greatest interest to his own home market.

Different ▪ Corinthian's inaugural week project differed drastically from the networks' coverage. Since each of the stations is affiliated with CBS-TV, none covered the inauguration itself nor the Inaugural Ball, which its viewers were able to see in their station's network-option time.

During the week preceding the inauguration, each station's news team covered the Washington scene through interviews with senators, governors, and congressmen from their own states, filming their views in varied-length programming segments which then were shown on existing and specially-scheduled local shows.

What is the impact and pay-off of such coverage propects?

▪ Added viewer excitement about the station's programming, and an enriched picture of a historic national event.

▪ Enhanced prestige for the station news operation through its close association with a major political event previously the exclusive domain of the network.

▪ An advertiser package offering prestige association with a national event carrying built-in audience interest, along with strong local identification. Furthermore, the advertiser has the benefit of the total circulation of the station through exposure in the varying local programs in which such special coverage reports and features are inserted, in addition to the specially-scheduled programming built around the event.

Said Gov. LeRoy Collins, new president of the NAB, in a filmed interview in Washington with KOTV News Director Roger Sharp: "It is certainly a fine attitude on the part of your broadcasting stations to come to Washington and do the things you have done this past week. . . ."

Here is a capsule summary of the job the station teams did as part of their project, indicating how a local tv news operation can, without prohibitive expense, develop its own specially-slanted approach to such national event coverage:

Arrived Early ▪ Each station's news team, consisting of the news director and his own cameraman, arrived in Washington a week or more before Inauguration Day. From their arrival—working out of a common central headquarters—each team embarked on a 7 a.m. to midnight shooting schedule. Their targets: depth-interviews with political leaders from their own state on their reactions to the new administration's policies and their forecasts of the New Frontier's implications to their own state and community.

For example, Phil Wilson, KXTV news director, and cameraman Don Rivers started their project with three hours of interviewing and filming in the home of California Senator Clair Engle, discussing such issues as the gold outflow (and the possibility of reviving California gold mining interests), the California unemployment problem and defense industry and other political and economic subjects. With Mrs. Engle, Mr. Wilson did a brief "person-to-person" stint, as well as interviews about Washington social life and her part in the inaugural week social functions.

Upon his arrival in Washington, Gov. Brown of California invited the KXTV team to cover a special dinner held by leading California businessmen. At this function, Mr. Wilson briefly interviewed



The news team from WANE-TV Ft. Wayne filmed interviews with Indiana senators, congressmen and the governor, discussing such home-interest topics as agriculture and unemployment. Here newscaster Phil Wilson (l) interviews Sen. Vance Hartke, Democrat, of Indiana.

President-elect Kennedy at a time other television outlets found it difficult to get close to him.

The same Sacramento news team covered a special pre-gala party given by Frank Sinatra and other leading California film stars, enriching their political story with glamor highlights.

During the same week, the KOTV Tulsa team, headed by newsman Roger Sharp, did special interviews with Oklahoma Senators Robert Kerr and Mike Monroney and with Oklahoma congressmen on such subjects as oil depletion and agriculture. It also interviewed new Secretary of the Interior Stuart Udall a half-hour after he was sworn in Jan. 21, thus being the first among all media to report the new secretary's proposed approach to Indian affairs—a key issue in Oklahoma.

How to Do It? ▪ What are the steps a group of individual stations must take to carry out such a major coverage project successfully?

"Pre-planning both the editorial approach to the event and the logistics and operational details involved in executing it are essential to the success of such an undertaking," says Johnston (Jack) F. Northrop, Corinthian administrative vice president.

First, each station had to analyze its schedule to pick the various local shows which could use special material from the national event. "It is by viewing the entire station as the reporting instrument, rather than aiming the coverage for a single and special program only, that the station can benefit most richly from its news team's special coverage," says Herman Land, Corinthian's director of special projects. Any local show, from newscast to woman's program, becomes a potential vehicle for the special coverage material, making it possible for the station to create a flexible advertiser package adapted to the station's total circulation rather than being dependent on the rating of one special show.



Corinthian's director of special projects, Herman Land (l), discusses coverage plans with Robert Menaugh (r), superintendent of the House Radio-Tv Gallery.

Steps in covering a national event

1. Choose only those national events with sufficient import and significance to make the localized story meaningful for viewers.
2. Develop an editorial theme. It must be interpretive, not mere on-the-spot reporting, to add to the exhaustive network job.
3. Assign your own local newscaster and cameraman to the job to assure local identification.
4. Develop a list of potential programming vehicles from existing local shows in the station schedule, in addition to the specials you plan, to broaden the scope of the project.
5. Apply for credentials well in advance.
6. Find centrally located accommodations for the news team.
7. Make up advance schedules for film shipment, taking into account changes in flight schedules, problems of making connections, and provisions for alternate shipping facilities for emergencies.
8. Provide a stand-by camera crew and equipment for your team in case of equipment failure.

Shipping and plane schedules are another important key. Since a station may be covering such an event a thousand miles or more away from its home market, without the benefit of a coaxial cable, getting the story from the camera to the screen becomes a crucial problem.

News Desk ▪ Corinthian resolved this problem through its news desk operation set up at its temporary headquarters. This desk arranged for each newscaster to telephone hot news reports directly to the station. Features, analyses and interviews were filmed and shipped back by jet, there to be developed, processed and aired within eight to ten hours of actual shooting.

In Washington, this news desk HQ was manned by Larry Beauchamps, production manager for the inaugural week project and WANE-TV program manager; Mr. Land and Evelyn Mazzari, assistant to Mr. Land.

This organization made it possible for the newsmen to devote their time exclusively to the creative job of news gathering, instead of being diverted by shipping and planning problems.

The result: On one day alone, Tuesday, January 17, Corinthian shipped over 5,000 feet of film out of Washington to its various stations.

Planning a Must ▪ Without pre-planning prior to the news teams' arrival at the city of the event, a station might miss out on the opportunities implicit in covering these events. For instance, by early January, it was impossible to get hotel accommodations in Washington. Corinthian had arranged this two months in advance, assuring the station teams a centrally located, comfortable lodging for the 14-man group. Such details as renting cars, arranging for typewriters, telephones, couriers and stand-by camera crews familiar with the local problems cannot be left until the time of the actual event.

Credentials are another key to successful coverage, and these require some planning and effort in advance. Pre-planning cannot eliminate failure, but it can provide a ready-made solution for it. Both in the case of the conventions and the inaugural, Mr. Land went to the news-making cities in advance, setting up arrangements with a local camera crew to pinch hit in case of emergency, arranging for 24-hour-a-day courier service and working out airplane schedules and connections with each station.

Another aspect of the pre-planning operation was the round of interviews Messrs. Northrop and Land set up with senators and congressmen from the states where Corinthian stations are located. These explanatory interviews, during which the project was fully explained, helped pave the way for each news team's interviews during political leaders' busy inaugural week schedule.

There seems to be little question that an ever-increasing number of stations will discover the news opportunities open to them at such major national events. The advertiser interest in such programming packages has been proved. Viewer interest in the truly major national political event is guaranteed. And the success of such a coverage project is virtually assured, when a station (1) develops its own editorial approach to it rather than duplicating the network's; (2) takes sufficient time to make the preliminary plans and arrangements.

Westerns win awards

First Western Heritage Television Awards of the National Cowboy Hall of Fame were presented on Jan. 30 in Oklahoma City to *Rawhide* and *Death Valley Days*. *Rawhide* won the tv fiction category award for its program "Incident at Dragoon Crossing." The factual tv program award went to *Death Valley Days* for its episode "The Great Lounsberry Scoop."

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Rounds

Lester S. Rounds, formerly vp at Kudner Agency, N. Y., joins Arnold Bakers, Port Chester, N. Y., as coordinator of marketing. Mr. Rounds, who had also served as account executive on the Arnold Bakers account for Benton & Bowles in late 1940's, and more recently with Kudner, will be responsible for advertising, research sales promotion and consumer relations. He will serve on management executive committee as well.

William T. Raidt, vp of D'Arcy Adv., N. Y., elected to agency's board of directors.

William G. Johnston, account executive on Colgate at Street & Finney Inc., N. Y., elected executive vp.

Paul Biklen, account supervisor at Ogilvy, Benson & Mather, N. Y., elected vp.

Robert E. Lee, former senior art director at Joseph Katz Co., N. Y., joins Friend-Reiss Adv., N. Y., as vp and art director.

Earl G. Tyree, former account service director at Sales Communication Inc., N. Y., joins McCann-Marschalk, that city, as vp in charge of sales development.

Don Blauhut, vp in charge of west coast radio-tv for Parkson Adv., returns to New York office.

Robert S. Fenton, director of business affairs at M-E Productions, N. Y., appointed account supervisor.

Paul Hansen joins media department of Clinton E. Frank as timebuyer. He formerly was with Campbell-Mithun, Minneapolis, as account executive.

Edward F. Pivo and **John R. Murray Jr.** appointed associate executive art director at Doherty, Clifford, Steers & Shenfield, N. Y.

Robert H. Lundin, formerly brand supervisor with Pillsbury Co., Minneapolis, to Gardner Adv., St. Louis, as account executive.

Robert Parker, formerly advertising manager and research director at Seabrook Farms, joins Smith/Greenland Co., N. Y., in account service department. **Ray Samuel** joins S/G as member of account service department.

William H. Croke, formerly media buyer at Foote, Cone & Belding, N. Y., to advertising department of Liggett & Myers.

Laurence H. Field, appointed radio-production manager for Cole & Weber, Seattle, Wash. He formerly was with KIRO-TV, that city.

Paul Bradley, vp in merchandising department of Kenyon & Eckhardt, N. Y., establishes his own pr and sales development firm, effective March 1.

Morton Schneider, showroom sales manager, Ideal Toy Corp., N. Y., appointed to newly-created post of director of tv promotion. **George Morgenstern,** Ideal New York sales representative, named eastern sales manager.

David V. Cleary and **Benjamin Maugham,** associate creative directors in copy department of Young & Rubicam, N. Y., named vps.

Nicholas H. Robinson, program manager of WREB Holyoke-Springfield, Mass., resigns to join P. Lorillard tobacco Co.


Mr. Rifkin

Martin C. Rifkin named operations manager at Hicks & Greist, N. Y. He will be in charge of all agency art, copy, traffic and print production. He joined H&G in 1955 as production manager.

THE MEDIA

O. W. Myers named general manager of WHTN-TV Huntington-Charleston, W. Va. He has been station's national sales manager for past 3½ years.

Gordon Potter, formerly sales manager at WPCA-TV Philadelphia grantee, to WQAL (FM), that city, as station manager and director of sales.

Bert Noble, commercial manager of WABQ Cleveland, promoted to station manager.

John Struckell appointed general manager of WFPG Atlantic City, N.J. He formerly served in similar capacity at WOND Pleasantville, N. J.


Mr. Bagwell

Kenneth L. Bagwell, national sales manager at WTVJ (TV) Miami since 1958, appointed station manager of WAGA-TV Atlanta, effective Feb. 13. Previously he has been with KXYZ and KPRC-TV, both Houston, in various capacities.

Ted Randal, formerly with KEWB Oakland-San Francisco, named program director of KDWB Minneapolis-St. Paul. Both are Crowell-Collier stations. Mr. Randal remains president of T. R. Productions, S.F. He appoints **Ralph Petti,** formerly sales and operations manager of KROY Sacramento, Calif., vp and head of west coast offices of his radio programming and consulting firm.

Jim Cairns, formerly with WARN Ft. Pierce, to WSFR Sanford, both Florida, as program director. **Jack Heffelfinger** and **Gene Fernette** join WSFR as chief engineer and air personality, respectively.

David Fuchs, former manager of sales presentations at CBS-TV, named director of sales presentations.

Edward Fisher, account executive, Crosley Broadcasting Corp., N. Y., appointed acting eastern sales manager of WLW Cincinnati.

William de Tournillon, formerly on sales staff of KNOE-TV Monroe, La., to KTVE (TV) El Dorado, Ark., as account executive.

Raymond R. Kaelin, formerly radio account executive at Robert E. Eastman Co., N. Y., joins The Branham Co., in same capacity.

Fred von Hofen, formerly national sales manager of KOL Seattle, Wash., named national operations manager of

Broadcasters Club elects Ben Strouse

Ben Strouse, president of WWDC Washington, elected president of Broadcasters Club of Washington, succeeding **Robert K. Richards,** president of Richards Assoc. pr firm, who becomes chairman of board of governors. Mr. Richards succeeds **Joseph Baudino,** vp of Westinghouse Broadcasting Co. Other officers: **Joseph Goodfellow,** vp of WRC-AM-FM-TV, first vp; **Arthur Scharfeld,** Washington attorney, second vp; **Richard Stakes,** comptroller of Evening Star Broadcasting Co., treasurer; and **Vincent Wasilewski,** NAB vp, secretary. Others elected to board in addition to officers: **Edmund C. Bunker,** vp of CBS; **Howard Head,** Washington consulting engineer; **Clair R. McCollough,** president of WGAL-TV Lancaster, Pa., and **J. Leonard Reinsch,** executive director WSB-AM-TV Atlanta. Latter two represent non-resident members of organization.

Food Is for Fitness—As Well As for Enjoyment

We Should Learn To Eat
To Help Maintain Health

In the United States where food is available in great variety and in almost overwhelming abundance, many people have a tendency to forget that the chief function of food is to provide certain essential nutrients that our bodies need for growth and maintenance. We are, indeed, a most fortunate people to be able to select these necessary nutrients from such interesting kinds of food, but this good fortune is frequently offset by our failure to learn to eat wisely of the bounty put before us.

Teaching people to eat according to the dictates of good nutrition is often complicated because food consumption takes place in the framework of many social and psychological factors. It's been pretty well determined, for example, that the wise homemaker should not inform her husband about a new dent in the fender while he is eating his dinner. It is better to wait until his blood supply is busy in the digestive stage!

In spite of obstacles that might exist, it is becoming more evident each day that improving our eating habits might actually be one of the major steps forward in reducing or eliminating some of the diseases which today are the leading causes of disability and death among our people. Being overweight, which certainly is very closely related to eating habits, is generally recognized as one of our major health hazards.

USDA Offers A Simple
Guide For Good Eating

Several years ago the Institute of Home Economics, part of the U.S. Department of Agriculture's Agricultural Research Service, worked out a "Daily Food Guide" in cooperation with the country's leading nutrition scientists. The best sources of essential food nutrients which we all need were carefully considered, as was the need for an eating pattern that recognizes our vast variety of foods. The Guide suggests we select foods from four main groups, adding from other food sources to make meals more appealing and satisfying. The four basic food groups and recommended daily servings are:

MILK GROUP: This includes milk, ice cream, cheese and other dairy products. From these foods we obtain such essential nutrients as calcium—needed for adults as well as growing children; protein; riboflavin; vitamin A. The Daily Food Guide recommends some milk or milk products every day for everyone. For children 3 to 4 eight-ounce glasses daily are recommended; for teen-agers, 4 or more glasses; adults, 2 or more glasses.

MEAT GROUP: This includes red meats, poultry, eggs, fish, shellfish, or alternates such as dry beans or peas, peanuts, peanut butter. This group provides necessary protein, iron, thiamine, riboflavin, niacin. The Guide recommends two or more servings from this group each day. A serving would be 2 to 3 ounces of lean cooked meat, poultry, or fish; 2 eggs; 1 cup cooked dry beans or peas.

VEGETABLE-FRUIT GROUP: Vitmains A and C, as well as certain necessary minerals, are abundant in these foods. The Guide suggests 4 or more servings each day. This should include 1 daily serving of a good Vitamin C source (citrus fruits, for example) and 1 serving at least every other day of a good source of Vitamin A (dark green and deep yellow vegetables).

BREAD-CEREAL GROUP: Breads and cereals made from whole grain, enriched or restored, provide protein, iron, several of the B-vitamins, and food energy. Select 4 servings or more daily. A serving is 1 slice of bread or 1 ounce of ready-to-eat cereal or ½ to ¾ cup cooked cereal, macaroni, noodles, rice, etc.

OTHER FOODS: Such foods as butter, sugar, oils, may be used as preferred to improve flavor and to provide the total necessary calories for each day.

Sensible Eating Plans
Need Some Glamorizing

This relatively simple guide to good eating has received much attention, but too often only among those who have been exposed to sound nutrition information for years. The general public, however, is much more frequently made aware of the latest pronouncement from one food faddist or another.

Much time and effort goes into trying to urge people to eat or drink more of this product or that, and this kind of product promotion is part of the American food business, of course. It does seem pitiful, though, that we have not been able to glamorize the idea of eating sensibly. It could well be that many of us do not fully appreciate the important relationship between the foods we eat—considered from both the quality and quantity viewpoints—and the general level of health we achieve and maintain.

The dairy farmers throughout the United States who sponsor the non-brand advertising, merchandising, research, and public relations program of the American Dairy Association have a selfish interest, of course, in telling the role of milk and other dairy foods in the well balanced diet. However, we believe also that it is important to expand public knowledge about the role of all foods in maintaining good health. We long ago pledged ourselves to help in this continuing educational program, and we are happy to be working with all the groups seeking to counteract the misleading information about foods and nutrition that so often comes forth and endangers public health.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

Heritage Stations Representatives. HSR is sales organization for more than 20 fm stations owned and/or operated by International Good Music, Bellingham, Wash.

Mrs. Ginny Griffin appointed merchandising manager of WSTV-TV Steubenville, Ohio.


Mr. Gelzer

Jack R. Gelzer appointed local sales manager of WGR-AM-FM-TV Buffalo. He has been with station for 17 years in various capacities, most recently as account executive. He also served at WKBW, that city, as chief announcer and program director.

Hank Guzik, manager of KSON San Diego, resigns.

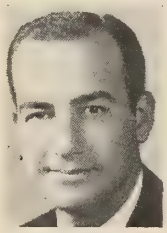
Terry Ford, formerly with WERE Cleveland as member of promotion and news staffs, joins WHK, that city, as assistant promotion director.

Lee Hanna, assistant director of news and special events at WNEW New York, appointed director. **Richard Merson,** who was news editor, becomes assistant director. Mr. Hanna, who succeeds **Martin Weldon,** new director of news and special events for all Metropolitan stations, came to station after serving CBS for five years as producer-writer in news and public affairs.

Like father

Lee Mitchell, 17, son of Maurice B. Mitchell, president of Encyclopaedia Britannica Films, famous decade ago for "Mitch's Pitch" broadcast promotion, is following in his father's footsteps. Lee, senior at New Trier High School, Winnetka, Ill., is general manager of school's new fm station, WNTH, and takes his regular turn at mike. The station, licensed last month by FCC, is assigned to 88.8 mc. Senior Mitchell was general manager of WTOP Washington, with NAB and then managing director of Broadcast Advertising Bureau, before joining William Benton's Associated Program Service.

James P. Anderson appointed assistant chief of European news bureau for Westinghouse Broadcasting Co.


Mr. Bradley

Wes Bradley appointed manager of KRDO Colorado Springs. Mr. Bradley, 12-year broadcasting veteran, will continue duties as early morning air personality. He has been with KRDO for nine years in various capacities.

Bob Larkin joins WSAF Sarasota, Fla., as program director-air personality. He formerly was news director of WSUN-AM-TV St. Petersburg. Other staff additions: **Ned Nichols,** sales manager; **Gerry Pike,** sales staff; **Larry Kent,** air personality; **Arnold Keck,** engineering staff; **Dick Cobb,** newsman-announcer; **Ray Whitlock,** news director; and **Carlene Holmes,** traffic director.

Donovan Edwards joins news staff of WNEM-TV Saginaw-Bay City, Mich. He will headquarter in station's Flint, Mich., office.

Bob Allison joins WWJ-AM-FM Detroit as air personality.

Marc Avery, formerly with KAIR Tucson, Ariz., to WJBK Detroit as air personality.

Jules Bergman appointed to newly created position of science editor of ABC. He has been news writer for network.

M. J. Vosse joins WDIA Memphis, Tenn., as member of sales staff.

Steve Shannon, director of promotion of KPHO-AM-TV Phoenix, Ariz., elected president of Sales Promotion Executives Assn., that city.

Marie H. Houlahan, publicity and pr director of WEEI Boston since 1942, retires. Previously she handled publicity for CBS Radio for 10 years.


Mr. Gietz

William A. Gietz, sales manager of WTAR-TV Norfolk, Va., promoted to general sales manager. He has been with station for past 10 years, serving as local sales manager since 1956. Before joining WTAR-TV he was with NBC.

Jim Dooley, WTVJ (TV) Miami air personality, appointed sports director. Mr. Dooley replaces **Jack Cummins** who resigned.

Bill Sickler, formerly with WREO Ashtabula, Ohio, to WPAM Pottsville, Pa., as staff announcer.

William S. Lydle joins WXEX-TV Richmond, Va. He formerly was with WSVA-AM-FM-TV Harrisonburg, Va.


Mr. Schwartz

Roy M. Schwartz, program manager of of WIBG Philadelphia, promoted to operations manager. He will have charge of all studio operations and personnel, including programming, promotion, traffic and technical. He has been with station since 1957.

Santo J. Crupi, formerly sales manager of Middlesex Broadcasting Co., joins Avery-Knodel as manager of both radio and tv sales in firm's new Boston office.

Al Leibert, formerly of WGBS Miami, joins WJW-TV Cleveland as air personality.

PROGRAMMING

Lester E. Waddington, convention show producer at Young & Rubicam, N. Y., joins Transfilm-Caravel Inc., that city, as executive in business program services division.

Edwin T. Morgan, assistant director of radio-tv department of Erwin Wasey, Ruthrauff & Ryan, Hollywood, named executive producer of new Hollywood office of Fred A. Niles Productions. **Jack Silver,** formerly head of his own Hollywood production firm and formerly with WOW-TV Omaha, joins Niles' new office as production coordinator. **Lionel Grover** and **Harry Holt,** with Niles' animation service in Hollywood, become production manager and executive art director, respectively, of new Niles operation there.



Rival honored



Mr. Quaal

Ward L. Quaal, vp and general manager of WGN Inc. (WGN-AM-TV Chicago), named as "Man of the Year," by *TV Prevue,* Sunday publication of rival *Chicago Sun-Times.* WGN Inc. is subsidiary of *Chicago Tribune.* In conferring honor, *TV Prevue* honored its first local broadcaster—and a bitter rival at that. Award was given to Mr. Quaal for his "monumental success" in transforming two stations into outlets of quality and integrity after they had been beset by hard times.

Dick Romaine, formerly on sales staff of Que Recording Studios, joins Temple/Morgan Enterprises, Hollywood company set up by Robert C. Temple and Ray Morgan Jr., packagers of *Queen for a Day,* to develop tv and radio properties for network and agency sale.

Lillian Kramer joins Jerry Franken Co., Hollywood pr firm. She formerly was with Schlitz Brewing Co. as pr executive of *Schlitz Playhouse of Stars.*

EQUIPMENT & ENGINEERING

W. G. E. Vreeland, director of international marketing operations at RCA International, named division vp. **J. R. Reist,** who was director of associated companies operations, RCA International, becomes vp of that division.

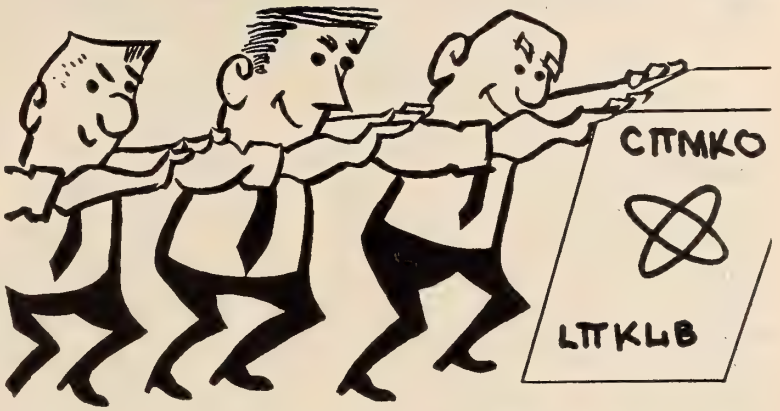
John Lienhard, staff executive, International Telephone & Telegraph Corp., N. Y., appointed vp of International Standard Electric Corp. and general manager of export department.

George L. Wilcox, president of Canadian Westinghouse Co. Ltd., Hamilton, Ont., elected vp and assistant to president of Westinghouse Electric Corp., N. Y.

Dr. Rudolph G. E. Hutter, associate director of research in physics, Sylvania Electric Products Inc., N. Y., appointed chief engineer, microwave device operations, electronic tube division, Mountain View, Calif. **C. John Borlaug,** district service manager, named chief service engineer, Sylvania Home Electronics Corp., Batavia, N. Y.

Frederick B. Simmons promoted to New England district manager for Raytheon Co.'s distributor products division. He has been division's customer service manager. **Allen W. Merriam**

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC

PRESIDENT Col. B. J Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required



"Congratulations, Mr. President." And vice versa. ▪ President John F. Kennedy went to the National Press Club's Jan. 28 inaugural dinner in honor of the club's new president, **John P. Cosgrove,** publications director of BROADCASTING and TELEVISION magazines. Left to right: President Cosgrove; Mrs. Douglas Stengel and Douglas Stengel, retired General Motors pr executive; President Kennedy; Ernest Barcella, United Press International, a member of the club's board of governors.

Top government officials and media executives participated in the inaugural ceremonies. Chief Justice Earl Warren, of the U. S. Supreme Court, administered the oath to President Cosgrove. Sid Caesar topped an entertainment program. Club officers were escorted to the stage of the auditorium in the manner of the inaugural parade.

The event marked the first participation of a U. S. President in a club inaugural.

President Kennedy's application for non-active membership in the club was approved by the board of governors. A former newspaperman, he paid the $90 non-active initiation fee by personal check. He was proposed for club membership by Sol Taishoff, Broadcasting Publications Inc.; seconded by Theodore F. Koop, CBS News; sponsored by William H. Lawrence, *New York Times.*

Jr., California district manager, appointed western zone manager and **Charles B. Douglas** central zone manager.

Norman R. Huey, manager-merchandising of General Electric's radio receiver department, Utica, N. Y., promoted to newly created post of manager-new product projects.

John A. Mayberry appointed merchandising manager of distributor sales for CBS Electronics, Danvers, Mass.

Robert G. Scott named sales manager of National Video Corp., Chicago. Firm manufactures cathode ray tubes for tv.

Andrew E. Kimball appointed manager of advanced marketing research of General Electric Co., Schenectady, N. Y. **K. S. Bennett** and **W. G. Grant** to G.E.'s Palo Alto, Calif., plant as specialist in contract administration and specialist in sales planning, respectively.

Glenn M. Bergmann, Collins Radio sales director, promoted to director of marketing of company's Cedar Rapids, Iowa, division.

James I. Stultz appointed sales manager of audio products of Vega Electronics Corp., Cupertino, Calif. Firm manufactures wireless microphone systems.

O. Hank Brown named manager of newly formed San Carlos, Calif., regional sales office of Eitel-McCullough, electron tube producer, that city.

INTERNATIONAL

Jean-Marie Beaudet, secretary-general of Canadian Music Centre, Toronto, named assistant vp of programming of CBC at Toronto.

William F. Shave to sales manager of CHLO St. Thomas, Ont.

H. T. McCurdy appointed vp and general manager of CJAD Montreal.

Herb Manning named news editor of CKGM Montreal.

George Carter, formerly with Radio Representatives Ltd., Montreal, and **Barry Savage** join staff of CKGM Montreal.

GOVERNMENT

Charles J. Connally named legal advisor for radio-tv monitoring unit, Federal Trade Commission, succeeding **Charles J. Sweeny,** named legal adviser and assistant to chief project officer, Bureau of Investigation, FTC.

ALLIED FIELDS



Mr. Paul

Ray R. Paul, trial attorney in hearing division of FCC since 1953, resigned Jan. 30 to become partner in Washington law firm of Prince, Taylor & Crampton—now Prince, Taylor, Crampton & Paul. Mr. Paul, native of Alabama, received B.S. degree from State Teachers College, Troy, in 1945 and his law degree from U. of Chicago Law School in 1948. He practiced law in Troy until 1953 when he joined FCC.

Ken Jones, former marketing consultant, joins Institute for Motivational Research, Croton-On-Hudson, N. Y., as special representative to meet client problems in psychological and marketing problems.

DEATHS

John K. Strubing Jr., 62, former vice-chairman of Compton Adv., N. Y., died Jan. 28, at his home in Lyme, Conn.

Kiernan T. Murphy, 46, vp and treasurer of Crosley Broadcasting Co., died Feb. 2 on S.S. Monarch while vacationing near Venezuela. Cause of death was unknown. Mr. Murphy was comptroller of Crosley since 1950 and vp since 1951. Previously he was station manager and comptroller of WINS New York.

Ferdi Ziegler, 45, vp of McCann-Erickson, New York, died Jan. 24 of cancer at his home in Maplewood, N. J. Previously, he was sales promotion director of Grey Adv., New York.

William J. Pape, 87, publisher of *Waterbury* (Conn.) *Republican-American* and founder of WBRY, that city, died in St. Petersburg, Fla., Jan. 29 while on vacation.

Warner C. Tidemann, 48, formerly with WJBC and WBLN (TV), both Bloomington, Ill.,, died Jan. 22. At time of his death he was staffer for Illinois Agriculture Assn.

Commuters get free brunch from WGLI

Key elements in a recent promotional campaign on behalf of a new advertiser on WGLI Babylon, N. Y., were a mobile unit, bread and scores of commuters. The Ward Baking Co., which recently acquired a franchise to distribute Monks' bread, started its introductory advertising for the new product on Oct. 15. WGLI supported its 10-week schedule of 30 spots per week by tying-in its mobile unit with the morning commuter rush. Each weekday for two months, the mobile unit pulled up to a different station on the Long Island Railroad for the 6 to 10 a.m. broadcast of Mel Clark and his daily *Sundial* show.

While waiting for their trains, commuters along the line were treated to free coffee and sandwiches made with, of course, Monks' bread. Conceived by David H. Polinger, general manager of WGLI and director of the Friendly Frost Broadcast Div., the project included promotional tags on each of the 30 spots and special WGLI promotion spots regarding the campaign. Ward Baking Co., via Grey Adv., New York, is currently evaluating results of its initial advertising schedules, but broadcast activity is expected to resume this month.

One step further?

For the past two weeks, Simon McQueen, the petite weathercaster at WABC-TV New York, has appeared on her nightly (11:10 p.m.) show wearing either oriental or "flapper" dresses, all in promotional interest of ABC-TV's *Hong Kong* and *Roaring 20's* programs. Needless to say, the costumes didn't go unnoticed by Miss McQueen's loyal male viewers. A gentleman on the staff of Rutgers U. urged the station by letter last week to add one more program to the weather girl's promotion work. He said:

"Like many another viewer, I have been completely smitten by your evening weather reporter, Miss Simon McQueen. I now find my admiration mixed with anticipation. I feel your dressing Miss McQueen in the garb of *Hong Kong* and *Roaring 20's* was an excellent promotional stroke. Please hurry along her promotion of *The Naked City*."

WCLS, Columbus, Ga.
No. 1
Conlan Negro Survey—Jan. '61
Rep: Dora-Clayton . . . Bernard Howard
(Member Georgia Negro Group)

He did return

It's no telling what a fellow will do these days to make a few bucks. And you can prove it by asking officials at WHLO Akron, Ohio, who recently ran into just such a chap.

An inmate of Stark County Jail in that city, found the secret of success, escaped unnoticed and touched off an area manhunt. Harrassed at every turn and apparently down on his luck financially, the escapee decided to toss in the towel.

He called WHLO, said he was tired of running and was going back to jail. In the same conversation he asked what was the prize for the news tip of the week, offered weekly by the station.

WHLO called the jail and alerted officials to his plans. True to his word, he went back. True to its word WHLO rewarded him top prize for the weekly news tip —a check for $6.40.

WEAD turns garage into grocery store for a day

The "Good Old Days" provided the theme of a promotion WEAD College Park, Ga., devised for a local automobile dealer.

The car dealer purchased a full day's broadcast time, and WEAD staged a grocery sale using pre-inflation prices. Bread sold for five cents a loaf, bacon for 25 cents a pound and eggs for 35 cents a dozen. The station arranged for delivery of all groceries purchased, secured necessary grocery licenses and originated all programming from the auto dealer's showroom.

The garage turned grocery not only sold 3,200 loaves of bread, 1,600 pounds of bacon and 3,000 dozen eggs, but also sold more automobiles on the weekend than all other Atlanta car dealers combined, according to WEAD.

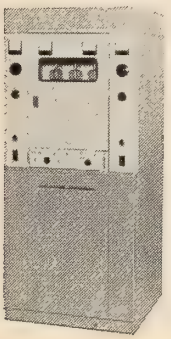
History in the making

KYW-TV Cleveland caught a forward pass from a local newspaper critic and ran for a touchdown.

Jim Frankel, tv-radio editor of the *Cleveland Press* suggested that a tv station could do a service to the community by organizing a tv "sets-in-school" campaign so school children could watch the inauguration of President Kennedy.

Both the newspaper and the tv station promoted the activity. KYW-TV

Continental's
TYPE 314D
1 KW AM TRANSMITTER
BUILT-IN CUT-BACK
to 500 or 250 watts



Power cut-back is optional; may be accomplished by remote control. It's one feature that sets this quality transmitter apart from all others. 75" high; 32" wide; 32" deep; weight: 1100 lbs.

write for details and competitive pricing

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close.

In the distinguished world of the
HOTEL *New Weston*
Madison Ave. at 50th St.
New York • PLaza 3-4800
KNOTT HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

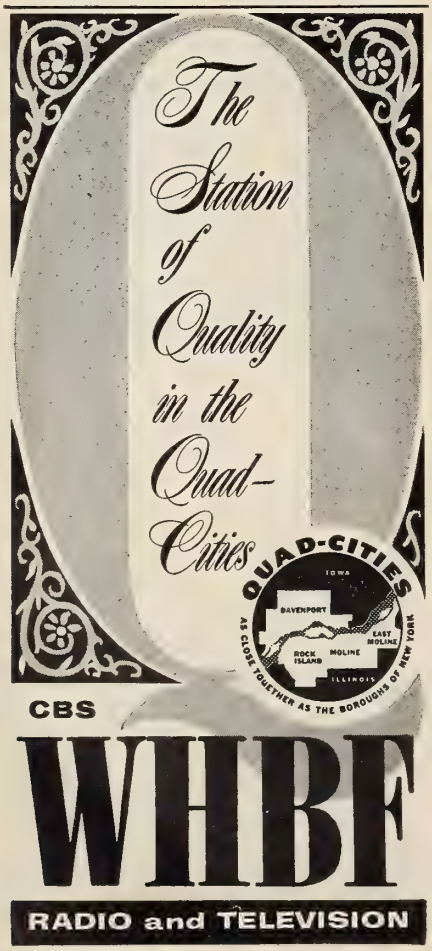
Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.



Names instead of numbers for WTCN's team

The "TCN Untouchables," basketball team of WTCN-AM-TV Minneapolis-St. Paul, Minn., promote station programs wherever they go. Practice jerseys plug network and local shows on both outlets. The "Untouchables" play in a Twin Cities area league that includes the Campbell-Mithun agency. In addition to league games, the team has a heavy schedule of benefit games with proceeds going to area charities.

was joined by several advertisers who paid rental on tv sets for the day. As a result, several thousand Cleveland youngsters in 85 schools were able to watch the Washington ceremonies in their classrooms.



NBC-TV promotion winners

NBC-TV selected 20 winners in its third annual "Promotion Managers" contest. The top five drumbeaters selected won on-the-house, one-week vacations in Hollywood. The 15 additional winners shared awards that included tv sets and hi-fi equipment. The contest, which was open to all stations in the NBC affiliate line-up, attracted more than 100 entries. It consisted of achievements in four principal categories—press, advertising, promotion and showmanship in special exploitation areas. NBC gained a considerable amount of publicity from the contest and hopes promotion displays accrued will convince advertising agencies that their clients receive ample support from the network's affiliates. Winners of the Hollywood trip are Charles Cash, WSM-TV Nashville: Arthur Garland, WRGB (TV) Schenectady, N. Y.; Kirt Harriss, WTRF-TV Wheeling, W. Va., and Keith C. Strange, WFBM-TV Indianapolis.

Drumbeats...

Health world-wide ▪ WRUL New York, international radio station, started its broadcasts by health expert Carlton Fredericks on Jan. 16—and by the end of the week requests for his health pamphlets poured in from listeners in Portugal, Austria, Venezuela, the Virgin Islands and Puerto Rico, as well as from Canadian and U.S. short-wave listeners. The Fredericks half-hour program is beamed to Latin America, Europe and Africa on a Monday-through-Friday schedule.

Sing for profit ▪ More than 1,000 contestants are singing for gifts, cash and recording contracts in the "Third Annual Aunt Jemima Self-Rising Flour Gospel Singing Contest," launched last week by WWRL New York. The contestants, divided into soloists, groups and choirs, are heard Monday through Friday on the *Gospel Caravan* and *Gospel Time* programs on WWRL. Listeners choose their favorites by sending in votes accompanied by a label from an Aunt Jemima flour package. Finals of the contest will be held April 27 at the Faith Temple in Harlem, the price of admission being two labels from the Aunt Jemima product.

Ambitious hiker ▪ On Jan. 28 WBZ Boston personality Dave Maynard marched 26 miles from Maynard, Mass. to Boston, to promote the Mothers' March for the 1961 March of Dimes which began the next day.

Legal eagles ▪ KTVI (TV) St. Louis is advertising its programs with legal themes in two local daily legal journals, the *Record* and the *Countian*. The shows advertised are *Harrigan and Son, The Law and Mr. Jones, Morning Court* and *Day in Court*.

Sample wild ▪ When Florman & Babb offered sample musical tape recordings to WRFM (FM) New York listeners as part of the tape company's 13-week advertising campaign, they found themselves so swamped with requests that after the first three hourly sponsorships, they ordered their announcements taken off the air. Unwittingly, the station failed to kill all the scheduled announcements for several days while sample tape orders piled up. Since the manufacturer's sample was com-

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

pletely exhausted from the first three programs when over 1,000 cartons of tape were mailed to subscribers, and the extra programs brought another 600 letters, WRFM paid for all the necessary reels of tape to fill these requests.

BNF's week ▪ Brand Names Foundation Inc., New York, has set May 4-14 for Brand Names Week this year. The event receives a promotional boost each year through the cooperation of radio and tv stations. Last year, nearly 1,000 radio stations and over 400 tv stations carried the Brand Names Week message in an all-out contribution of time and space by all media. The foundation's advertising, created for 1960-61 by Ketchum, MacLeod & Grove, Pittsburgh, serving as the volunteer agency, appears annually in $12 million worth of contributed time and space, BNF reported.

Programs that stimulate the viewer

Quoting Arthur Durham, senior vice president of Fuller & Smith & Ross, that the "ideal climate for your commercial is the stimulated viewer," WNTA-TV New York, for the past 2½ years, has been devoting itself to the stimulated viewer, the station says in a sound film presentation which received its premiere showing Jan. 24 in Beverly Hills, Calif., before about 100 Los Angeles advertising people. The next day the half-hour film, "The WNTA-TV Story," was shown in the San Francisco agency- advertiser fraternity. Eastern and midwestern showings will be given during February.

The WNTA-TV presentation, narrated by Mike Wallace, lists and describes such programs as *The Play of the Week, Open End, Great Music from Chicago, The Oscar Levant Show* and *The Mike Wallace Interview,* as well as the twice-daily telecasts of post-'48 feature motion pictures purchased from 20th Century-Fox. It recites the numerous awards the station has received for its offbeat programming, the advertisers using its facilities as a result of this program policy and the dimensions of the adult audience these programs attract, concluding with a passel of statistics which show that WNTA-TV programs deliver adults and adult women at a lower cost per thousand than competitive programs on other New York stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 26 through Feb. 1. Includes data on new **stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.**

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC

Alpine, Tex.—Big Bend Bcstrs. Granted vhf ch. 12 (204-210 mc); ERP .251 kw vis., .148 kw aur.; ant. height above average terrain —225 ft., above ground 185 ft. Estimated construction cost $19,000, first year operating cost $36,000, revenue $40,000. P.O. address c/o Electron Corp., box 5570, Dallas, Tex. Geographic coordinates 30° 32′ 30″ N. Lat., 103° 39′ 36″ W. Long. Trans. RCA TTL-100AH, ant. Prodelin ETV-4. Principals include **Gene R. Hendryx,** 55%, **Jack Hawkins,** 20%, **Barney Hubbs,** 15%, **Bill H. Hubbs,** 10%. Ann. Jan. 19.

APPLICATION

Dallas, Tex.—Electron Corp. Uhf ch. 73 (824-830 mc); ERP 2 kw vis., 1 kw aur.; ant. height above average terrain 204.5 ft., above ground 135 ft. Estimated construction cost $34,000, first year operating cost $10,000, revenue $12,000. P.O. address Box 5570. Studio and trans. location N. Central Expressway & Arapaho Rd. Geographic coordinates 32° 57′ 09″ N. Lat., 96° 43′ 52″ W. Long. Trans. GE TT-20-A. ant. Alford 1044. Electron Corp., headed by **Mort Zimmerman,** president, owns KGDA-TV Douglas, Ariz., and KGIN-TV Grand Island, Neb. Ann. Jan. 31.

Existing tv stations

CALL LETTERS ASSIGNED

KAIL (TV) Fresno, Calif.—B. L. Golden, Elbert H. Dean and L. W. Fawns, partnership.

KAIQ (TV) San Antonio, Tex.—Southwest Texas Educational Tv Council.

KUAL-TV San Antonio, Tex.—KCOR Inc. Changed from KCOR-TV.

KTAL (TV) Texarkana, Tex.—KCMC Inc. Changed from KCMC-TV.

New am station

ACTIONS BY FCC

Fowler, Calif.—Morris Mindel. Granted 1220 kc, 250 w. P. O. address 4539 Connally Dr., W., Scottsdale, Ariz. Estimated construction cost $7,930, first year operating cost $62,000, revenue $75,000. Mr. Mindel has majority interest in KPOK Scottsdale, Ariz. Ann. Jan. 19.

Luray, Va.—Harry A. Epperson Sr. Granted 1330 kc, 1 kw, D. P. O. address Ararat, Va. Estimated construction cost $37,500, revenue $46,000. Applicant is sole owner of WBRG Lynchburg, Va. Other broadcast interests include cp in Plymouth, N. C. (WPNC) and Lawrenceville, Va. (WLES). Ann. Sept. 9.

Spokane, Wash.—Paul Crain. Granted 1280 kc, 5 kw D. P. O. address 2223 Holly Court, Great Falls, Mont. Estimated construction cost $27,400, first year operating cost $73,000, revenue $85,000. Mr. Crain, sole owner, is equal partner of KQDY Minot, N. D. and KUDI Great Falls, Mont. Ann. Jan. 19.

APPLICATIONS

Fresno, Calif.—Irving E. Penberthy. 1510 kc, 500 w D. P. O. address 6113 E. Liberty Ave. Estimated construction cost $7,750, first year operating cost $24,000, revenue $30,000. Mr. Penberthy is clergyman. Ann. Jan. 19.

Sauk Rapid, Minn.—Tri County Bcstg. Co. 800 kc, 250 w D. P.O. address Sauk Rapids, Minn. Estimated construction cost $13,650, first year operating cost $21,000, revenue $42,000. Principals include **Carl A. Nierengarten** and **Herbert M. Hoppe,** equal partners. Mr. Nierengarten owns radio-tv service company. Mr. Hoppe is employe of radio-tv company. Ann. Jan. 30.

Tupelo, Miss.—WTWV Radio. 1440 kc, 1 kw D. P.O. address Box 163. Estimated construction cost $29,100, first year operating cost $50,000, revenue $50,000. **Frank K. Spain,** sole owner, has interest in WTWV (TV) Tupelo, Miss. Ann. Jan. 19.

Existing am station

ACTION BY FCC

WGIR Manchester, N. H.—Is being advised that applications for (1) renewal of license and (2) assignment of license to **Knight Radio Inc.,** indicate necessity of hearing. Ann. Feb. 1.

APPLICATIONS

KZEY Tyler, Tex.—Cp to increase power from 250 w to 1 kw and install new trans. (690 kc). Ann. Jan. 31.

WGUN Decatur, Ga.—Cp to change studio location from 217 W. Ponce de Leon Ave., Decatur, Ga. to Ga. Hwy. #8, at Peachtree Creek, De Kalb County, Georgia and change station location from Decatur, Ga. to Atlanta, Georgia. (1010kc) Ann. Jan. 31.

CALL LETTERS ASSIGNED

WFIX Huntsville, Ala.—Huntsville Bcstg. Co. Changed from WFUN.

KSEE Santa Maria, Calif.—Cal-Coast Bcstrs.

KWCR West Covina, Calif.—Robert Burdette & Associates Inc.

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WEAS Belle Glade, Fla.—Seminole Bcstg. Co. Changed from WSWN.

WMBM Miami, Fla.—Florida East Coast Bcstg. Co. Changed from WFEC.

WFUN Miami Beach, Fla.—Rounsaville of Miami Beach Inc. Changed from WMBM.

WSIZ Ocilla, Ga.—Charles Cullis Wade. Changed from WRHT.

KBEA Mission, Kan.—Radio Station KBKC Inc. Changed from KBKC.

KCYN Idaho Falls, Idaho—Western Radio Corp. Changed from KWRA.

WEEW Washington, N. C.—WOOW Inc. Changed from WJMG.

WCNE Carnegie, Pa.—Carnegie Bcstg. Co.

WCKM Winnsboro, S. C.—Fairfield Bcstg. Co.

WRBI Winnsboro, S. C.—Robert H. Epperson.

KRAN Morton, Tex.—Morton Bcstg. Co.

KGUL Port Lavaca, Tex.—Lewis O. Seibert.

KANN Ogden, Utah—Executive Bcstg. Co.

WKTS Sheboygan, Wis.—Sheboygan Radio Inc. Changed from WKTL.

WRJC Mauston, Wis.—John D. Rice.

WAWA West Allis, Wis.—Suburbanaire Inc.

New fm station

ACTIONS BY FCC

Middletown, Conn.—Wesleyan U. Granted 88.1 mc, 10 w. P.O. address c/o John W. Macy Jr., Wesleyan U. Estimated construction cost $150, first year operating cost $2,650, revenue $3,125. Non commercial educational station. Ann. Jan. 19.

Farmville, Va.—Colonial Bcstg. Co. Granted 95.7 mc, 6.27 kw. Ant. height above average terrain 300 ft. P.O. Address Box 179. Estimated construction cost $15,801, first year operating cost $3,500, revenue $1,500. **Mrs. Carla B. Keys,** sole owner, is owner of WFLO Farmville, Va. Ann. Jan. 19.

APPLICATION

Seattle, Wash.—Eastside Bcstg. Co. 107.7 mc, 39.1 kw. Ant. height above average terrain 1117 ft. P.O. address Box 57, Kirkland, Wash. Estimated construction cost $34,618, first year operating cost $25,000, revenue $30,000. Principals include **G. A. Wilson** and **L. N. Ostrander,** equal partners. Messrs. Wilson and Ostrander own KNBX Kirkland, and have interest in KARI Blaine, both Washington. Ann. Jan. 13.

Existing fm station

APPLICATION

WKBV-FM Richmond, Ind.—Cp to change frequency from 106.5 mc, ch. 293 to 101.3 mc, ch. 267.

CALL LETTERS ASSIGNED

WEVR (FM) Miami, Fla.—F. M. Bcstg. Co. of Florida.

WVOF (FM) Tampa, Fla.—F. M. Bcstg. Co. of Florida.

WLNR-FM Lansing, Ill.—Gordon Boss & Associates.

WRSV (FM) Skokie, Ill.—M. Earlene Stebbins.

WAFM (FM) Anderson, Ind.—Civic Bcstg. Corp. Changed from WCBC-FM.

WAIV (FM) Indianapolis, Ind.—Calojay Enterprises Inc.

WTFM (FM) Babylon, N. Y.—WGLI Inc. Changed from WGLI-FM.

WAKW (FM) Cincinnati, Ohio—Pillar of Fire.

WKET-FM Kettering, Ohio—Speidel Bcstg. Corp. of Ohio.

KFMN (FM) Abilene, Tex.—Fine Music Enterprises.

KAMA (FM) Dallas, Tex.—W. B. Carver.

KWDC (FM) Houston, Tex.—Walter D. Caldwell.

WSHR (FM) Shorewood, Wis.—Great Lakes Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted transfer of control from **Electro Investors Inc. (Harry C. Butcher and Floyd Odlum)** to **Bruce Merrill** (owns Antennavision Inc., proposed CATV operator in Yuma); consideration $500,000 cash or $550,000 in installments and agreement not to compete for 5 years within Yuma County, Ariz., or Imperial County, Calif. Ann. Feb. 1.

KAPP (FM) Redondo Beach, Calif. — Granted assignment of cp from **Sherman Somers** and **Robert William Crites** to latter and **George R. Gillum,** d/b under same name; consideration $2,500 by Gillum for Somers' 50% interest. Crites also owns am station KBLU Yuma, Ariz. Ann. Feb. 1.

KHOW Denver, Colo.—Granted assignment of licenses to TCA Bcstg. Corp. (owned by **Resort Airlines Inc.** which is 83.49% owned by Townsend Corp. of America, 85% interest in WKDA Nashville, Tenn., and KNOX Fort Worth, Tex.); consideration $575,000. Ann. Feb. 1.

KHQL-TV Sterling, Colo.—Granted (1) assignment of cp to **Richard B. Steuer** (interest in KTUR Turlock, Calif.); consideration $2,185; (2) mod. of cp to change vis. ERP from 28.2 kw to 1.41 kw, aur. ERP from 15.1 kw to 0.85 kw, studio and trans. location from 13 miles east of Sterling to site in that city, reduce ant. height from 770 ft. to minus 50 ft., and make equipment changes; (3) extended for six months time to complete construction. Comr. Bartley dissented. Ann. Feb. 1.

WJIL Jacksonville, Ill.—Granted assignment of cp to **Donald Earl Udey;** consideration $7,411 for expenses. Comr. Bartley dissented.

WLAP-AM-FM Lexington, Ky.—Granted (1) transfer of control and (2) assignment of licenses from **John B. Poor** to **Thoroughbred Bcstg. Co. (William R. Sweeney);** consideration $475,000 and agreement not to compete for 10 years within 25 mile area. Ann. Feb. 1.

WMIC St. Helen, Mich.—Granted assignment of license to **Chauncey G. Burke Jr., Ray Lane** and **Allison Eicher,** d/b as **BEL Enterprises;** consideration $18,074. Ann. Feb. 1.

KNDO (TV) Yakima, Wash.—Granted assignment of licenses from **Ralph Tronsrud** to **Columbia Empire Bcstg. Corp. (Leo L. Lyon,** president); consideration $194,229 including purchase price of leased property at end of lease. Most of assignee stockholders are station employees; Hugh E. Davis is majority stockholder by purchasing 33.6% for $37,500 to bring his interest to 51.10%. Two other stockholders, J. J. Weed and Weed Tv Corp., have other minor broadcast interests. By letter, denied petition by Northwest Bcstg. System Inc. (tv station KNBS) Walla Walla, to designate application for hearing. Ann. Feb. 1.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks transfer of control of **Radio Montgomery Inc. Monty Wells** is transferring 13.3% total interest to **John M. Wilder,** 61.6% (presently owns 48.3% interest) for $2,200. All other holdings remain same. Ann. Jan. 31.

KRKD-AM-FM Los Angeles, Calif. — Seeks transfer of control of **Trans American Bcstg. Corp.** from **Estate of Robert Yeakel,** 24%, **Albert Zugsmith,** 20%, **John D. Feldmann** and **Frank Oxarart,** 14.5% each, **Robert Fox,** 10%, **Spanka Music Corp.,** 7%, **Sydney Sundheim** and **Albert Marks,** 3% each, and **E. L. Brooks** and **Estate of Robert Smith Sr.,** 2% each, to **International Church of Foursquare Gospel,** for $500,000. International Church of Foursquare Gospel is group headed by **Rolf K. Mcpherson,** president. Ann. Jan. 31.

KWG Stockton, Calif.—Seeks assignment of license from **KMO Inc.** to **Greater Stockton Radio Inc.** Purchase price to be determined. Greater Stockton Radio Inc. is group headed by **Riley R. Gibson,** president. Ann. Jan. 31.

WWNH Rochester, N. H.—Seeks transfer of control of **Strafford Bcstg. Corp. Anna Belinsky,** 40% (presently owns 53%) is transfering 13% interest to **Albin Malin,** 40% (presently owns 34%) and **Marcia Malin,** 20% (presently owns 13%) as gift. Mrs. Malin is daughter of Mrs. Belinsky. Ann. Jan. 31.

KRUR-TV Santa Fe, N. M.—Seeks assignment of cp from **Harrison M. Fuerst** to **K & H Tv Station** for $2,700. Principals include **Raymond F. Hayes** and **Milford Kay,** equal partners. Mr. Hayes is attorney. Mr. Kay owns mortgage company. Ann. Jan. 17.

KGAL Lebanon, Ore.—Seeks assignment of license from **Linn County Bcstg. Co.** to **Radio Wonderful Willamette land Inc.** for total sale price $150,000. Principals include **Glen M. Stadler, Alex Dreier,** and **Harry Rubenstein,** 33⅓% each. Mr. Stadler has majority interest in KEED Springfield, Ore. Mr. Rubenstein has interest in furniture company. Mr. Dreier was formerly NBC commentator. Ann. Jan. 30.

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KGAY Salem, Ore.—Seeks assignment of license from **KGAY Inc.** to **Radio Wonderful Willametteland Inc.**, for total sale price $118,260. Principals include **Glen M. Stadler, Alex Drier,** and **Harry Rubenstein,** 33⅓% each. (See KGAL Lebannon, Ore.) Ann. Jan. 30.

KBYG Big Spring, Tex.—Seeks assignment of license from **Grady F. Maples,** 40%, and **James W. Richardson,** 20%, to **R. B. McAlister,** sole owner (presently owns 40%). Purchase price is $38,000. Ann. Jan. 30.

KZZN Littlefield, Tex.—Seeks assignment of license of **Maples-McAlister Bcstg. Co.,** involving transfer of 50% interest from **Grady F. Maples** to **R. B. McAlister,** sole owner (presently owns 50% interest). Purchase price is $37,925. Ann. Jan. 30.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by News-Sun Bcstg. Co., applicant for new fm station in Waukegan, Ill., and dismissed competing application of Hi-Fi Bcstg. Co. for new fm station in Chicago. Applicants are in consolidated hearing in dockets 12604 et al., and Hi-Fi failed to appear at prehearing conference or to explain its absence. News-Sun's motion to dismiss Hi-Fi application was denied by hearing examiner who stated he was without authority to dismiss application for this reason. In its memorandum opinion, commission stated: "While we agree with hearing examiner that he did not have authority to dismiss application at present stage of this proceeding, he could have denied application in his initial decision for failure to prosecute. Hence, filing of instant petition was not essential. While we recognize that petitioner may have regarded dismissal of Hi-Fi's application at present stage of proceeding as desirable in order to avoid necessity of preparing engineering exhibits, etc., with reference to Hi-Fi's application, such considerations should be weighed by prospective petitioners against additional burdens imposed upon commission by filing of petitions which are not absolutely essential." Ann. Feb. 1.

■ By memorandum opinion and order, commission granted petition by Harry A. Epperson Sr., removed from consolidated proceeding in dockets 13717 et al., and granted his application for new am station to operate on 1330 kc, 1 kw, D, in Luray, Va. Ann. Feb. 1.

STAFF INSTRUCTIONS

■ Commission on Feb. 1 directed preparation of document looking toward denying petitions by Huntington-Montauk Bcstg. Co., for rehearing and reconsideration of July 20, 1960 decision which granted application of Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in New York, N. Y., and which denied application by Huntington-Montauk for like facility in Huntington, Long Island, N. Y. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward denying petition by KEED Inc., for reconsideration and rehearing of July 27, 1960 decision which granted application of Liberty Tv Inc., for new tv station (KEZI-TV) to operate on ch. 9 in Eugene, Ore., and which denied competing application of KEED Inc. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward (1) granting petition by Radio American West Indies Inc., to dismiss without prejudice its application for new tv station to operate on ch. 8 in Christiansted, St. Croix, V. I., and (2) granting application of Supreme Bcstg. Co., of Puerto Rico, for same facility. Nov. 8, 1960 initial decision looked toward this action. Ann. Feb. 1.

■ Commission on Feb. 1 directed preparation of document looking toward denying application of WPGC Inc., for mod. of license to change main studio location of WPGC (1580 kc, 10 kw, DA, D) from Morningside, Md., to Washington, D. C. Oct. 12, 1960 initial decision looked toward granting application. Ann. Feb. 1.

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of David L. Kurtz for new class B fm station to operate on 101.1 mc, ERP 9.4 kw, ant. height 128 ft., in Philadelphia, Pa. Ann. Jan. 30.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of S & S Bcstg. Co. to change operation of WWAQ La Grange, Ill., on 1330 kc from 500 w, DA-N, unl., to 500 w-N, 1 kw-LS, DA-2. Ann. Jan. 30.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward (1) setting aside July 27, 1960 action which granted applications of J. R. Karban for two new tv translator stations on chs. 71 and 76 to serve Rhinelander, Wis., by translating programs of WFRV (ch. 5), Green Bay, and WSAU-TV (ch. 7), Wausau, and for mod. of cps for stations W73AD and W80AC, Rhinelander, to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and change transmission line and antenna system, and (2) granting applications upon condition that permittee shall forthwith cancel agreement which he has negotiated with nine repair and retail outlets in Rhinelander, Wis., area restricting sale and repair of uhf tv receivers or converters to or for persons who do not subscribe to the tv translator system operated by permittee and that permittee shall not thereafter operate under or enter into any contract, arrangement or understanding with repair or retail outlets in Rhinelander area which prohibits sale or repair of uhf tv receivers, converters, or apparatus used in connection therewith, to or for persons who do not subscribe to tv translator system operated by permittee. On Sept. 20, 1960, commission, on protest and petition for reconsideration by Rhinelander Tv Cable Co., designated Karban applications for hearing but did not stay effectiveness of July 27 grants; protestant did not appear at hearing session and was held in default. Ann. Jan. 31.

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision looking toward granting application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, unl., in Jeffersonville, Ind., conditioned that permittee shall submit prior to authorization of program tests complete NON-DA proof of performance to establish that radiation has been limited to substantially 75 mv/m for power of 250 watts, as proposed. Ann. Jan. 31.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of WTSP-TV Inc. for new tv station to operate on ch. 10 in Largo, Fla., and denying competing applications of Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Fla. (WSUN-TV) Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and Bay Area Telecasting Corp. Ann. Feb. 1.

OTHER ACTIONS

■ Commission on January 26 granted petition by Community Telecasting Service (WABI-TV) Bangor, Maine, and extended to Feb. 13 time to file reply comments in tv rulemaking proceeding involving Bangor, Presque Isle, Calais, and Augusta, all Maine. Ann. Jan. 27.

■ By memorandum opinion and order, commission denied petition by New Bcstg. Co., for reconsideration or deletion of issues in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for new fm stations in New York, N. Y. Chmn. Ford and Comr. Lee dissented; Comr. Hyde and King not participating. Ann. Feb. 1.

■ By order, commission dismissed as moot request by Valley Telecasting Co. for mod. of issues in proceeding on its application (since dismissed) and that of Central Wisconsin Tv Inc., for new tv stations to operate on ch. 9 in Wausau, Wis. Ann. Feb. 1.

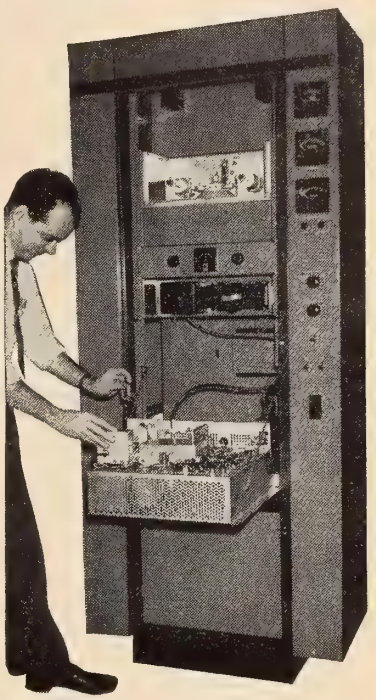
Routine roundup

ACTIONS ON MOTIONS
By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Jan. 24 time to file exceptions to initial decision in proceeding on application of Martin Karig for am facilities in Johnstown, N. Y. Action Jan. 27.

■ Granted petition by Broadcast Bureau and extended to Jan. 23 time to file petition for review of chief hearing examiner's memorandum opinion and order, issued Jan. 5, which granted petition of Metropolitan Tv Co. for intervention in proceeding on am

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applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al. Action Jan. 27.

■ Granted petition by Dornita Investment Corp., and extended to Jan. 31 time to file oppositions to petition by Abilene Radio and Tv Co., for enlargement of issues with respect to Dornita and E. C. Gunter in San Angelo, Tex., tv ch. 3 proceeding. Action Jan. 27.

■ Granted petition by Broadcast Bureau and extended to Feb. 15 time to file exceptions to initial decision in proceeding on application of Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Feb. 27.

■ Granted petition by Broadcast Bureau and extended to Feb. 13 time to file exceptions to initial decision in Biloxi, Miss., tv ch. 13 remand proceeding. Action Jan. 30.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Sierra Tv Co. to extent that it seeks dismissal of its application for new tv station to operate on ch. 4 in Reno, Nev.; dismissed application with prejudice. Application was consolidated for hearing with dockets 13676, 13679. Action Jan. 25.

■ Scheduled hearings in following proceedings on dates shown: Feb. 28: (tv protest) American Colonial Bcstg. Corp. (WKBM-TV) Caguas, P. R., and American Colonial Bcstg. Corp. (WSUR-TV) Ponce, P. R.; March 30: United Bcstg. Co., and Puritan Bcstg. Service Inc., for new fm stations in Beverly and Lynn, both Massachusetts. Actions Jan. 25, Columbia, S. C., tv ch. 25 proceeding, March 28: am applications of Marshall Rosene, Celina, and Court House Bcstg. Co. (WCHI) Chillicothe, Ohio. Actions Jan. 26.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued from Jan. 23 to Jan. 25 date to file proposed findings in proceeding on applications of Brandywine Bcstg. Corp., Boyertown Bcstg. Co., and Dinkson Corp., for am facilities in Media, Boyertown, both Pennsylvania, and Hammonton, N. J. Action Jan. 25.

■ Scheduled hearing conference for Feb. 14 in proceeding on applications of A. S. Riviere and Radio Georgia for new am stations in Barnesville and Thomaston, both Georgia. Action Jan. 25.

■ Granted motion by Kansas Bcstrs. Inc., and continued from Feb. 1 to March 6 and from Feb. 16 to March 20 to file proposed findings and replies in proceeding on its application and that of Salina Radio Inc., for am facilities in Salina, Kans. Action Jan. 30.

■ Granted motion by Harriscope Inc., and continued Feb. 6 hearing to Feb. 8 in Reno, Nev., tv ch. 4 proceeding. Action Jan. 30.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Inter-Cities Bcstg. Co. and continued from Jan. 16 to Feb. 20 date for any rebuttal engineering exhibits to be furnished by Inter-Cities to other parties and to examiner, and from Jan. 30 to March 13 for hearing in proceeding on Inter-Cities' application for am facilities in Livonia, Mich. Action Jan. 24.

■ Formalizing agreements made on record at Jan. 24 prehearing conference, continued Jan. 27 hearing to Feb. 6 in proceeding on applications of Audiocasting of Texas Inc., and Horace K. Jackson Sr., for am facilities in Waco and Gatesville, both Texas. Action Jan. 30.

By Hearing Examiner Charles J. Frederick

■ Scheduled further hearing for group 6 for Feb. 9 in proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 24.

■ Scheduled further hearing for Feb. 27 in New Orleans, La., tv ch. 12 proceeding (Coastal Tv Co., et al). Action Jan. 24.

■ Granted petition by Columbia River Bcstrs. Inc, and continued Jan. 2 hearing to March 23 in proceeding on its application for am facilities in Mt. Vernon, Wash., et al. Action Jan. 27.

By Hearing Examiner Millard F. French

■ Granted petition by Green County Bcstg. Co., and continued Feb. 1 hearing to Feb. 8 in proceeding on its application and that of Norman A. Thomas for am facilities in Greeneville, Tenn. Action Jan. 26.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on application of Peoples Bcstg. Corp. for fm facilities in Trenton, N. J. Action Jan. 24.

■ Pursuant to agreement of counsel and on examiner's own motion, scheduled, among other dates to govern proceeding, further hearing for April 17 in Wilmington, Del., tv ch. 12 proceeding. Action Jan. 24.

■ Scheduled further prehearing conference for Jan. 26 in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al. Action Jan. 25.

■ Granted request by Washington State University and extended from Jan. 26 to Feb. 2 and Feb. 9 to Feb. 16 time to file proposed findings and replies in proceeding on its application for renewal of license of station KWSC (& Aux.) and for mod. of license of KWSC Pullman, Wash., and First Presbyterian Church of Seattle, Washington for renewal of license of KTW Seattle, Wash. Action Jan. 25.

■ Pursuant to agreements reached by all participants at Jan. 26 further prehearing conference in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al., scheduled, among other procedural dates, hearing for Feb. 28. Action Jan. 26.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Sheridan Bcstg. Co., (KROE) Sheridan, Wyo., and continued prehearing conference from Feb. 2 to Feb. 10 in proceeding on its am application. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ Granted petition by New Bcstg. Co., to extent that it requests an extension of hearing date in proceeding on its application for am facilities in New York, N. Y., et al.; continued Feb. 27 hearing to March 20. Action Jan. 24.

■ Denied petition by Franklin Mieuli (KHIP) San Francisco, Calif., to postpone hearing and require use of 1960 Census data in proceeding on its fm application, et al., which is consolidated for hearing with dockets 13805 et al. Action Jan. 27.

■ Scheduled hearing for Feb. 8 in proceeding on am applications of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., et al. Action Jan. 27.

By Hearing Examiner David I. Kraushaar

■ Closed record in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al., and deferred all further procedures before hearing examiner pending further order. Action Jan. 25.

■ On own motion, scheduled prehearing conference for Feb. 7 in proceeding on applications of American Colonial Bcstg. Corp. (WKBM-TV) Caguas, and (WSUR-TV) Ponce, P. R. Action Jan. 30.

By Hearing Examiner Forest L. McClenning

■ Subject to provisions of sec. 1.148 of rules, corrected in various respects the transcript of record in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co. for am facilities in West Memphis, Ark. Action Jan. 25.

■ Granted petition by Beacon Bcstg. System Inc., and continued from Jan. 30 to Feb. 14 and from Feb. 6 to Feb. 28 to file proposed findings and replies in proceeding on its application and that of Suburban Bcstg. Co., for am facilities in Grafton-Cedarburg and Jackson, both Wisconsin. Action Jan. 30.

By Hearing Examiner Herbert Sharfman

■ On request of Pier San Inc., further extended from Jan. 27 to Feb. 1 and from Feb. 10 to Feb. 15 time to file proposed findings and replies in proceeding on its application for new am station in Larned, Kans., et al. Action Jan. 27.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at Jan. 26 prehearing conference, continued Feb. 21 hearing to March 6 in proceeding on application of Cherokee County Radio Station for am facilities in Centre, Ala. Action Jan. 26.



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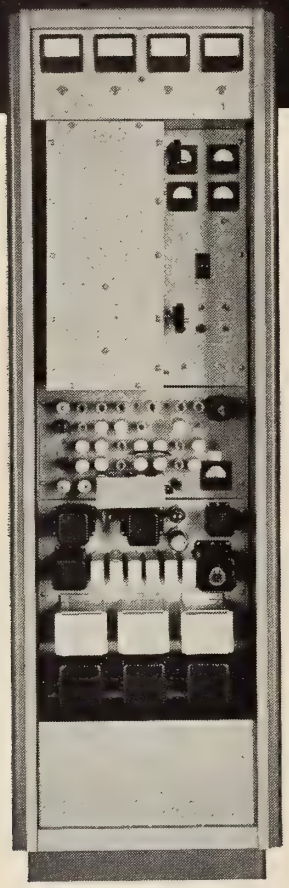
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BROADCAST ACTIONS
by Broadcast Bureau

Actions of January 27

KFRA Franklin, La.—Granted mod. of cp to change ant.-trans. and studio location; and extension of completion date to May 29.

WHPL Winchester, Va.—Granted mod. of cp to make changes in DA pattern.

Actions of January 26

WBAC Cleveland, Tenn.—Granted acquisition of positive control by **James S. Ayers** through purchase of stock from **Charles B. Britt.**

WHKP-FM Hendersonville, N. C.—Granted cp to decrease ERP to 7.8 kw.

KTOY (FM) Tacoma, Wash.—Granted cp to make changes in ant. system; increase ERP to 4 kw; and decrease ant. height to 160 ft.

WSNJ-FM Bridgeton, N. J.—Granted cp to install trans. (old main trans.) at main trans. site as aux. trans.

WGY Schenectady, N. Y.—Granted cps to install new trans.; install new trans. (main trans. location) as aux. trans.

KOST (FM) Dallas, Tex.—Granted mod. of cp to change trans. type ant.; and increase ERP to 17 kw.

WFAU-FM Augusta, Maine—Granted mod. of cp to change type trans. and type ant.

WRAL-FM Raleigh, N. C.—Granted mod. of cp to change trans. and install new type ant.; engineering condition.

WISN-FM Milwaukee, Wis.—Waived Sec. 3.205(a) of commission's rules to permit establishment of main studio outside corporate limits of Milwaukee, Wis.

KALV Alva, Okla.—Granted extension of authority to April 30 to sign-off at 7 p.m. daily except for special events.

■ Following stations were granted extensions of completion dates as shown: WMLW (FM) Milwaukee, Wis. to July 11; KOST (FM) Dallas, Tex. to May 21; WFAU-FM Augusta, Maine to July 11; WSJC Magee, Miss. to April 8; WAVY-FM Portsmouth, Va. to May 18; KBGN-FM Caldwell, Idaho to February 15.

Actions of January 25

WAVY-AM-FM-TV Portsmouth, Va. — Granted transfer of control from **J. Glen Taylor** and 10 others as voting **trustees** to **J. Glen Taylor**, et al., **stockholders.**

KWWL Waterloo, Iowa—Granted license covering increase in nighttime power and make changes in nighttime DA system.

WFTC Kinston, N. C.—Granted mod. of license to change name of **WFTC Inc.**

WFMX (FM), WSIC Statesville, N .C.— Granted mod. of licenses to operate trans. by remote control.

WKTG Thomasville, Ga.—Granted mod. of license to change name of licensee to **Bolling Branham** and **Eunice M. Martin** d/b under same name.

KBRS Springdale, Ark.—Granted cp to make changes in ant. system (increase height and mount remote pickup antenna on KBRS tower); conditions.

KJOY Stockton, Calif.—Granted cp to install new trans.

WKIX Raleigh, N. C.—Granted cp to install new trans.

KBEE-FM Modesto, Calif.—Granted cp to install new ant. and decrease ERP to 10.5 kw.

WFIN Findlay, Ohio—Granted cp to install new trans.

WPRS Paris, Ill.—Granted cp to install old main trans. (main trans. location) as aux. trans.

WKIX Raleigh, N. C.—Granted mod. of cp to change type trans.

KROW (FM) Houston, Tex.—Granted mod. of cp to install new trans.

KVOP-FM Plainview, Tex.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WATN Watertown, N. Y. to July 13; KCAL-FM Redlands, Calif. to June 8; KROW (FM) Houston, Tex. to May 29; WYSR Franklin, Va. to April 30; KTBC-FM Austin, Tex. to February 20; WOSC-FM Fulton, N. Y. to July 25; WTXL West Springfield, Mass. to March 11.

Actions of January 24

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: West End T. V. Club, ch. 4, DeBorgia and Haugen, both Montana (KXLY, ch. 4, Spokane, Wash.); Paisley Tv Inc., ch. 6, Paisley, Ore. (KOTI, ch. 2, Klamath Falls, Ore.); Pegram Tv Community Booster, ch. 7, Pegram Community, Idaho (KID, ch. 3, Idaho Falls, Idaho); White Bird Tv Club, chs. 2, 3, 4, 6, White Bird Community, Idaho (KREM, KLEW, KXLY, KHQ, chs. 2, 3, 4, 6, Spokane, Wash. and Lewiston, Idaho); Sterling, Colorado Tv Booster Committee Inc., chs. 13 and 11, Logan County, Colo. (KBTV, ch. 9, and KLZ-TV, ch. 7, both Denver, Colo.); Orchard Ranch Ltd., ch. 4, Orchard Ranch Ltd. (KTWO, ch. 2, Casper, Wyo.).

KXLF Butte, Mont.—Granted assignment of license to **Garryowen Butte Radio Inc.**

KXLF-TV Butte, Mont.—Granted assignment of licenses to **Garryowen Butte T. V. Inc.**

KLYN-FM Lynden, Wash.—Granted assignment of cp to KLYN-FM Inc.

KOOK-AM-TV Billings, Mont. — Granted transfer of control from **Joseph S. Sample** to **Garryowen Bcstg. System.**

WMSC Columbia, S. C.—Granted mod. of license to change studio location and remote control point (while using non-DA.).

WNBS Murray, Ky.—Granted cp to install new trans.

WALG Albany, Ga.—Granted cp to install new trans.

WLKW Providence, R. I.—Granted cp to install new trans. (main trans. location) as aux. trans.

KTIL Tillamook, Ore.—Granted cp to install old main trans. (main trans. location) as aux. trans.; and cp to install new trans.

WQSY Solvay, N. Y.—Granted mod. of cp to change type trans. and specify studio location (trans. location).

WDSU New Orleans, La.—Granted mod. of cp to change type trans.

WGHC Clayton, Ga.—Granted mod. of cp to change type trans.

WEXL Royal Oak, Mich.—Granted mod. of cp to change type trans.

WERI-FM Westerly, R. I.—Granted mod. of cp to change type trans.

KBUN Bemidji, Minn.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WMAQ Chicago, Ill. to April 1; KNBC San Francisco, Calif. to April 1; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters; and to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act; WDSU New Orleans, La. to March 25; KUGN Eugene, Ore. to February 26; WSOR Windsor, Conn. to February 28; KBZY Salem, Ore. to March 1.

Actions of January 23

■ Granted licenses for the following am stations: WKPR Kalamazoo, Mich.; KZON Tolleson, Ariz.; KBGN Caldwell, Idaho; WMSK Morganfield, Ky., and specify studio (same as transmitter) (no remote control); KRVC Ashland, Ore.; KTDO Toledo, Ore.

■ Granted licenses for following noncommercial educational fm stations. WGUC Cincinnati, Ohio; KHSC Arcata, Calif.

WCUB Manitowoc, Wis.—Granted license covering installation of new trans.

KORK Las Vagas, Nev.—Granted license covering installation of new trans.

KZOL Farwell, Tex.—Granted license covering change of ant. trans. and studio location, make changes in ground system and change station location.

WONW Defiance, Ohio—Granted license covering increased daytime power and installation of new trans.

WFHR Wisconsin Rapids, Wis.—Granted license covering changes in daytime ant. system.

WVNJ Newark, N. J.—Granted license to use old main trans. as alternate main trans. (main trans. location).

WBNS Columbus, Ohio—Granted licenses covering installation of new trans.; and installation of old main trans. as aux. trans. (main trans. location).

WEEU Reading, Pa.—Granted license covering use of old main trans. as alternate main trans. with remote control operation while using DA-N.

KGHL Billings, Mont.—Granted license covering installation of new trans.

WIRE Indianapolis, Ind.—Granted mod. of licenses to operate main trans. by remote control while using DA (DA-N); conditions;

Continued on page 99

CLASSIFIED ADVERTISEMENTS

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RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer, but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Negative control and management available in long-established, fulltime station. Purchaser should be seasoned broadcaster who can supervise every department with emphasis on sales and promotion. Opportunity becomes available only because of serious illness. $75,000 adequate. Write complete details and date for interview to Box 744D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Major group operation going FM—If you have been contemplating a move toward the larger futures of our industry—why not consider the future of FM radio with major group benefits? Send full resume Box 831D, BROADCASTING.

Manage the #1 station in this city. 5,000 watts AM midwest. Prefer family man. Send resume and picture. Box 888D, BROADCASTING.

Manager—Man we want is now manager or sales manager of small medium market station. He is use to working hard, he is primarily a salesman, but is interested in growing market with future partial ownership. Market has best potential in middle south area. Box 905D, BROADCASTING.

Sales

Excellent opportunity for good producer. Multiple chain. $6000 plus. Top Washington, D. C. indie. Southerner preferred, but not essential. Box 648D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Would you like to sell and announce for a station in Virginia that follows an adult format. If you are an experienced salesman looking for a sound future, send your resume and tape to Box 734D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Aggressive salesman needed to reap a harvest of accounts in large Ohio market with new fulltime fm station. Salary unlimited for the right man. Resume and references to Box 775D, BROADCASTING.

Major group operation going FM—Have you been in FM radio sales awaiting a major break with group operation. Proven AM operations now going FM separate programming. Lets look at your past record—will pay equal to your ability with management as next step. Box 832D, BROADCASTING.

Vicinity Cleveland. Opportunity for professional salesman, with 3 years full-time radio sales experience, to attain above average earnings on 15-percent commission. Guarantee $500 per month until commissions average more. Five-figure potential. 25-45. Include complete resume and photo. All replies confidential. Write Box 867D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write: Box 872D, BROADCASTING.

Salesman-business manager. Age 30-40 for large metropolitan California fulltimer. Strength in selling and leadership essential. Generous earnings with outstanding opportunity for alert, aggressive man to demonstrate he is worth more. Write description of experience, background, references to Box 873D, BROADCASTING.

Radio time salesman, must be experienced, for southeastern station. Must be hustler to handle established and new accounts. $100.00 weekly salary plus incentives. Send complete details of experience, education, age, photo, etc. Box 875D, BROADCASTING.

Experienced radio time salesman no announcing. Must furnish excellent credit references, personal references, and job work record. Family man wanting permanent location who loves to sell country music radio in competitive market. Personal interview required . . . write Walt Lawson, KPEP, Box 1350, San Angelo, Texas.

Have good oportunity for hustling salesman. KWRT, Boonville, Missouri.

1000 watt daytime station in most solid market in Hudson Valley has opening for experienced salesman at 13-week guarantee of minimum of $100. Write WGHQ, Box 427, Uptown Post Office, Kingston, N. Y.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Virginia daytime operation with adult format has opening for an experienced announcer. Station located in college community. Salary open. Send resume and tape to Box 735D, BROADCASTING.

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Availability midwestern daytimer needs announcer-engineer. Small city offers good life for your family. We offer good pay and plenty of future for you. You bring good voice, mature attitude. First phone ticket. Write Box 754D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Big chance to make a big name in the big city on a big station in America's 6th largest market. Sense of humor and dig modern radio. Tape, resume to Box 792D, BROADCASTING.

Experienced, professional c&w personality who can show record of sales drive and audience. Complete resume, tape, picture. $520 plus commission. Chicagoland. Box 859D, BROADCASTING.

Announcer wanted for middle Atlantic station. A basic good voice is required. Salary depends on ability. Write Box 874D, BROADCASTING.

Announcer-engineer combo for job on nice little station in southeast. Good working conditions and good pay for man who can announce and do maintenance. Must have first class license. Send audition and details. Box 876D, BROADCASTING.

Announcer needed immediately; with ability, short on talk to program good music. Experience unimportant for right man. Send audition, resume, picture, reference, telephone number with first letter. Box 881D, BROADCASTING.

Announcer—from Iowa, Illinois or Missouri, for mid-west medium market. Station format sweet, soft and standards. Married, good credit. Start $475 per month. Send photo and details including present air schedule. Box 892D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Northern Ohio daytimer in small market needs staff announcer. Able to do dj work and news. Some experience necessary but ability more important. Send tape photo and resume with references to Box 896D, BROADCASTING.

Swingin' D.J. needed for progressive Virginia top 100 station. Must be able to help us make punch commercials. Send tape, resume and salary requirements. Box 909D, BROADCASTING.

Announcer-1st phone, familiar with concert records, fulltime opportunity with growing N.E. network operation. Tape, resume to: Box 288, Boston 54, Mass.

Wanted immediately: Top morning man, must be experienced pro and family man. 40 hours, $600 month. You're off at 12:30 p.m. to hunt, fish or ski in Oregon vacationland. Personal interview required. KGRL, Bend, Oregon. EV 2-5611.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced midwest announcer for early opening at adult format daytimer. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Two immediate openings. Announcer-engineer and news director. Fully paid pension plan, excellent working conditions and other benefits for right men. WNNJ, Newton, New Jersey.

Announcer! Opportunities in many markets for experienced broadcasters. Tapes (include return postage) and resumes before interviews. Contact Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

1st class engineer needed about March 1st to put and keep new directional daytimer on air major New York market. Must be good technician. Combo work secondary. Box 833D, BROADCASTING.

Well established central Illinois AF-FM station will need chief engineer plus regular engineer soon. Maintenance, particularly FM and multiplexing important. All benefits. Replies confidential. Reply Box 838D, BROADCASTING.

Chief engineer. Must be good maintenance man familiar with AM and FM repairs. Write Box 903D, BROADCASTING.

KANA Radio Station, Anaconda, Montana needs first class chief engineer-announcer immediately. Contact Station Manager.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Help Wanted—(Cont'd)

Technical

Combo engineer-announcer for 1 kw, DA-D station, central Michigan, experienced man only—good salary and working conditions. Send resume to: WJUD, Box 276, St. Johns, Michigan.

Chief engineer with announcing or sales experience. 5 kw, daytimer, small market. Starting salary, $90. WMSJ, Sylva, N. C.

First phone for maintenance of modern kilowatt daytime in southern Maine. Ideal place to settle in 15,000 population. No drifters. Must have interest in local news or show. Phone 2464 or write WSME, Sanford, Maine.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Newsman strong on delivery and rewrite wanted for million market station. Send tape and resume to Box 795D, BROADCASTING. $85 a week to start.

Production-public affairs director. Established 1 kw daytimer, excellent frequency with fulltime FM in major mid-Atlantic market. Adult music format, strong regional news. Rush full details including salary requirement. Box 855D, BROADCASTING.

P.D.-announcer thoroughly grounded in small station operations. Please furnish complete details of qualification, family status, tape and photo. Midwest medium market. Box 860D, BROADCASTING.

Newsman midwest radio tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 887D, BROADCASTING.

Traffic girl—Midwest station. Send complete details and recent snapshot to Box 907D, BROADCASTING.

Editor for new music/radio trade publication. Must have top market pop station PD experience or equivalent. Knowledge journalism, capable planning and developing programming editorial. Challenging position. Write qualifications and photo. Location: N.Y.C. Box 914D, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Help! John Carden . . . whatever you are . . . Frosty needs you!

RADIO

Situations Wanted—Management

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $10,000 minimum. Box 835D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Management: Fifteen year successful management and sales record. Now employed radio station, sale of which being negotiated. Bonafide credentials, references, excellent reputation, and proven sales record. Box 846D, BROADCASTING.

Two-man team, 29 years combined experience, all phases, radio and tv, desires position as manager and sales manager radio or tv. Best of references. Personal interviews preferred. Box 885D, BROADCASTING.

General manager with 14 years experience. All phases of radio-tv. Former owner-manager. Would prefer small to medium market in Ohio, Indiana, Illinois. Family man, best references with proven record. Might invest. Box 900D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management-sales background. Twelve years management. Want complete responsibility. Know all phases. Active in community and media organizations. Highest personal, credit and radio references. Now selling successful 3-year business. Write Box 913D, BROADCASTING.

Sales

Sales manager for small to medium market or salesman for large. 12 years experience. Excellent sales record and references. Civic leader. Prefer southeast. Box 836D, BROADCASTING.

Need help? Experienced salesman with $5000 to invest will bolster billings. Know management, news, announcing. Write and we both make money. Box 882D, BROADCASTING.

Top salesman—good announcer looking for position in Florida—but will consider all offers—good tight production. Also: can do sportscasting. Nick Ayres, 6 Birch Hill Road, Great Neck, N. Y., HUnter 2-5244.

Announcers

Experienced radio newscaster wishes to advance. Currently news director at 5000 watter in major upper midwest market. Authoritative voiced announcer. Age 28; married and family. Present salary $150 a week. Box 796D, BROADCASTING.

Announcer—married, dependable sell, authoritative news, "easy style" DJ—College grad looking for first position with future. Box 819D, BROADCASTING.

Communicator, 7 years experience, former PD. Bright, cheerful, experienced and creative showman. Want permanent location for family. Strong music, production, news. Tape etc., upon request. Box 834D, BROADCASTING.

Single, veteran, beginner school trainees, will relocate. Tape, resume available. Box 844D, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful adult music, news. Experienced. Tape. Box 849D, BROADCASTING.

Experienced young announcer desires to relocate because of new management. Box 850D, BROADCASTING.

I need your help! Negro. Announcing school grad. Modern touch. Please rescue. Box 852D, BROADCASTING.

Single, 21, vet, mature and reliable. Hard, serious worker desires start in radio. Strong on news and commercials. Humorous D.J., good copy writer. Prefer midwest or California. Tape, resume, photo. Box 857D, BROADCASTING.

Personality-DJ. Bright, cheerful, experienced. Creative showman. References, tape available. Box 848D, BROADCASTING.

Gal announcer, employed at 5 kw network affiliate wishes to relocate. Experienced in general air work, women's programs, production commercials. Box 862D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, single, 18 months experience, willing to travel. Some sales experience. Box 864D, BROADCASTING.

First phone announcer, production man. Some maintenance okay. Seven years experience. Likes Rocky Mountains. Box 868D, BROADCASTING.

Attention top 40's. Currently employed rockin' dj. Desires move up! Box 871D, BROADCASTING.

Compatible sound—for "living" radio. Experience; 1st F.C.C. Box 878D, BROADCASTING.

Young Negro dj-announcer, graduate of professional announcing school, some experience, ready to move. Box 879D, BROADCASTING.

New York City area. Deejay adult personality. Widely traveled; intelligent. Excellent background radio/tv news, sports, interviews, emcee, moderator. Finest references. Creative, conscientious, family. Bayside 5-7039. Box 890D, BROADCASTING.

Negro announcer-dj. Experienced, young, fast board, production minded. Presently employed. Tape, resume. Box 891D, BROADCASTING.

Announcer-dj, experienced, fast board, good ad lib. Wants to settle, not a drifter. Prefers east. Box 893D, BROADCASTING.

Experienced, matured, professional radio-tv announcer, preferably radio, as experience greater. Not a screamer—no top 40. Box 894D, BROADCASTING.

One of Chicago's top radio and tv personalities, currently free lancing, looking for a steady staff job in major market. Twenty-two years in all facets of the field. Pleasing personality and voice, middle of the road music. Box 895D, BROADCASTING.

Survey provin' Top rated afternoon Pennsylvania disc-jockey. Seeking advancement possibility position. Can work all operations. Married. Box 901D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Swinging c&w. and rock 'n' roll dj and staff announcer. Graduate of professional broadcasting school. Restricted ticket. Ready to move anywhere. Billy Butler, 5325 N. Ashland, Chicago 40, Illinois.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Technical

Engineer—now in field service for equipment manufacturer wants responsible position in broadcast. 6 years experience UHF-VHF, AM & FM. Box 837D, BROADCASTING.

First phone, employed, old ham, maintenance, 12-8 a.m. transmitter watch only! Permanent, inquiries answered. Box 899D, BROADCASTING.

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Young married man with 1st phone desires position in broadcasting in D.C. or N.E. area. Alexandria, Va., SO 8-2223.

First phone: A.B. graduate work. 25. Vet, wants first radio job. Pop music expert, reliable, good voice. R.S.V.P. Jim Horner, P.O. Box 642, Lomita, California.

Situations Wanted—(Cont'd)

Technical

Wanted: Position in broadcast engineering first phone, and general class amateur license. Eleven years experience in electronics, age 36, married, one child. Now own and operate television service shop. E. H. Longden, Box 321, Cowen, W. Va.

Graduate 1st phone desires studio transmitter maintenance. H. Wyatt, 709 Cherry Street, Jackson 4, Mississippi.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Newsman? Major market? Absolutely! Box 854D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Veteran newsman desires position with news-minded midwest station. Background home and overseas. Presently in large city. Fully qualified. Further details write Box 861D, BROADCASTING. No staccato delivery.

Sports director. Four years at present job. Finest of references. Box 870D, BROADCASTING.

Ambitious young man experienced in continuity, traffic and production now in large markets #1 station wishes to leave Ohio area. Immediate reply appreciated. Box 886D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director, 15 years experience. Midwest only. No top 40. 33 years old, married. Box 897D, BROADCASTING.

17 year vet in radio. 12 years last station. Thorough programming, news, sports, sales background. Excellent references. Looking for responsible position in midwest operation. Ted Fairburn, 2 Edgehill Ct., Jacksonville, Illinois.

Copywriter-announcer-news. Radio station and advertising agency experience. Imaginative copy approach. Good announcing voice. References. Copy and tape on request. All replies considered. Barry Ritenour, 758 E. Delavan, Buffalo. TX 3-5998.

TELEVISION

Help Wanted—Management

TV manager for well-established, fast-growing facility. Midwest. Experienced only. Give full particulars. Box 889D, BROADCASTING.

Sales

A salesman's opportunity to grow with one of the fastest moving broadcasting corporations in business today. WTVH's Metropolitan Broadcasting outlet in Peoria needs hard hitting, high billing salesman. Top ratings in the market. Radio experience acceptable for right man. Good guarantee; good incentive; good future. Send photo and resume to WTVH, 621 Main St., Peoria, Illinois.

Technical

TV studio engineer, first phone, for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 742D, BROADCASTING.

Transmitter supervisor. Immediate opening. UHF network station California. Send resume experience and qualifications to Box 851D, BROADCASTING.

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted-Experienced transmitter engineer for maintenance and operation of RCA equipped station. Send complete resume of education and experience to: Russell Trevillian, Chief Engineer, KXII-TV, Sherman, Texas.

Production-Programming, Others

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good basic news experience. College graduate preferred. Primary job will be the preparation of newscasts. Possibility of on-air assignments. This multiple ownership station offers attractive company benefits and pleasant working conditions. Please rush resume, including references, and a recent photo to Box 785D, BROADCASTING.

Need television copywriter, male or female, tv experience not necessary. Write, call or wire: Frank Elders. WTVH, Peoria, Illinois.

TELEVISION

Situations Wanted—Management

Southwest TV—do you need manager, assistant, program director, good announcer? I can perform ably in these categories. Write for details of 23 years successful experience in the industry. Why move? Doctor prescribes warmer climate for kids. Box 739D, BROADCASTING.

Sales promotion manager wants affiliation with major market tv and/or radio station. Ten years tv-radio, two years agency sales and promotion background. Award winning idea man. Strong on merchandising. Now in mid-east major, will relocate. Box 770D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Television station manager or executive assistant available soon. Twelve years with three major vhf stations as program manager, operations manager, film buyer and account executive. Prefer medium size network affiliate or large independent tv operation. Box 839D, BROADCASTING.

Program manager presently with major tv affiliate. Thirteen years experience programming and film buying. Married, two degrees, and desire relocation soon. Prefer southwest. Exceptional references. Box 845D, BROADCASTING.

Top promotion man looking to leave number one station in top 10 market. Box 847D, BROADCASTING.

Guarantee your investment! Young, ambitious family man will manage your station for part ownership or stock option arrangement. Twelve years station experience in major markets, request confidential handling. Box 883D, BROADCASTING.

Manager: Young, aggressive family man with over twelve years major market experience in all station departments, including engineering, production and programming, and administration; local and national sales in fourth market. Experienced in union negotiation and arbitration. Creative and ambitious. No geographical preference. Will reply by immediate phone for personal contact. Box 884D, BROADCASTING.

Experienced in every phase of television sales including management. Desire general sales manager or national sales manager position. Currently employed in three station top medium market. Will exchange confidences on immediate or future opening. Reliable references. Box 912D, BROADCASTING.

Have just resigned as manager San Diego radio. Eager to return to tv. Was sales manager Channel 6, San Diego, for 4 years; assistant manager KWIZ, Santa Ana. Top media, personal, business references. Write-wire Box 1093, San Diego 12, California or call Hank Guzik, collect, BElmont 9-0139. Relocating no problem.

Sales

Could your sales department use a versatile young vet with a B.S. in marketing-advertising, minor in radio-tv? Optimistic knowledge of tv's sales power and no "work phobia." Prefer midwest or west coast market with advancement potential. Resume, tape on request. Box 840D, BROADCASTING.

Announcers

Experienced announcer wants to return to southwest. Mature, versatile, straight-forward, clean-cut delivery with believability. Seeking market which can afford starting level of about 12 thousand to right man—with room left to look higher. Box 740D, BROADCASTING.

Young, photogenic broadcaster—ten year radio background wants television opportunity. Will learn your way. Write—Parsons—12 Washington Park—Maplewood, N.J. for film-resume or call collect South Orange 2-5912. Will travel for audition.

Technical

Tv studio technician, first phone, three years experience, available immediately. Box 696D, BROADCASTING.

Chief engineer, AM, TV, desires position in south or southwest. Well qualified, sleeves rolled type. Box 797D, BROADCASTING.

Four years telecasting experience. First phone. Lots of transmitter maintenance, some studio and AM. Young, married, looking for better opportunities. Box 869D, BROADCASTING.

Studio, transmitter operation and maintenance experience. Some installation. Seeking opportunity for advancement. First phone. Box 898D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief — Qualified and experienced in all phases of TV-AM-FM from planning through administration. Can show record for running my department at lowest possible cost. Box 908D, BROADCASTING.

Production-Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

TV program director available within 90 days. Young, married executive with management degree. Exceptional experience in tv programming, film buying, production, video tape and tv operations. Box 842D, BROADCASTING.

Would you like a top rated, singing cowboy personality kids show, for your station? I have been doing such a show for 12 years, with many national sponsors. Have horse, guitar, pupet, and a saddle bag of songs and games that apeal to all the family. I am ready to move. Are you interested? Box 843D, BROADCASTING.

Position in radio or tv news or position in educational tv. BA and MA degrees. Good newspaper, radio, tv background. Sober. Single. Want to relocate by June 1. Box 863D, BROADCASTING.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

One PT-6-J Magnecord recorder complete. One year old, like new. Buying cartridge equipment. First $450 buys. KBRI, Brinkley, Arkansas, phone 308. W. H. Mayo.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA, Batesville, Arkansas.

Harkins multiplex equipment: FME-50 exciter with full frequency output. SCT-2 dual-subchannel generator for 49 kc and 67 kc. In good operating condition. Sub-channel generators have modulation and frequency monitors with each. $1500 FOB. Charles Balthrope, KEEZ, Tower Life Building, San Antonio, Texas.

2-Ampex VR-1010 color conversion kits mounted in short racks. 1-Ampex color standard. All in excellent condition. Will sell for ½ of original price. Contact Al Hillstrom, KOOL Radio-Television, Inc., 511 West Adams St., Phoenix, Arizona.

FM antenna. Four-bay, GE type. Also isocoupler, 1⅝" Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

One 170 foot guyed Dura 20 inch tower with A2 lights. 2 years old. Excellent condition. Available here at station. Contact R. Jones, C.E., WABQ, 2323 Chester Avenue, Cleveland 14, Ohio.

FOR SALE

Equipment—(Cont'd)

Magnecord S36-B rack size with case, 3-speed, 600 ohm output, in good condition. $150.00. Station WFMB, Nashville, Tennessee.

Micro-Wave equipment: 1 Raytheon microwave transmitter and rack and 1 Raytheon receiver and rack, $3,975.00; 1 Raytheon portable Microwave receiver and 1 Raytheon Microwave transmitter (portable), $3,975.00. Radio WHUT, Anderson, Indiana.

For sale or trade for PT-6 series Magnacord, one Minifon pocket transistor wire recorders. Sells for $285.00. This unit new. Will trade for PT-6 Magnecord or sell for $200.00. WMNE, Menomonie, Wisconsin.

Auricon sound camera—100 foot—hardly used $950.00 complete case, mike, etc. WHUT, Anderson, Indiana.

Model Y-4 Presto disc recorder. New price, $775.00 for best cash offer. WMIK, Middlesboro, Kentucky.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Elec. tronic Co., Box 31, Temple, Texas.

160′ Windcharger radio tower with antennae guys. Ready to ship. $1,150.00. Box 52. La Luz, New Mexico. H. E. Flickinger.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

RCA model 5DX 5 kw AM transmitter, model 1931A General Radio Modulation monitor, model WF48A RCA frequency monitor. Package $5,000. F.O.B. Louisiana. Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting, De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20. California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Full or daytimer in Kansas, Texas, Oklahoma. Former station owner. Experienced, substantial financing. Not a broker. Ready to deal. Confidential. Box 877D, BROADCASTING.

Group interested in southwest-far west area. Small-medium market. Box 910D, BROADCASTING.

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted, FM transmitter up to 1 kw and modulation and frequency monitor. Write Box 858D, BROADCASTING.

Used 16 mm laboratory and sound equipment. Give full particulars in first letter. Not a dealer. Box 866D, BROADCASTING.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

WANTED TO BUY

Equipment—(Cont'd)

Microwave 2000mc system. Also sound diplexer. WTHS-TV, 1410 NE 2nd Ave., Miami, Florida.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

All broadcast employees; wallet press card! Identification . . . emergencies . . . remotes . . . Name station lettering; plastic laminated! $2.95. Pat Adams, Box 657D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

RADIO

Help Wanted—Sales

UNUSUAL OPENING

For radio time salesman with expanding, top rated, independent station in large metropolitan market. Looking for a sales producer who can sell at both the agency and the local levels. Must have desire to work for and earn $10,000 plus first year. Liberal commission, good guarantee and on-air accounts to start. Write or call Joe Haas at Radio Station WWCA, Gary, Indiana. Phone Turner 6-9171.

Announcers

WCKR
MIAMI, FLORIDA

This area's number 2 station, needs a top-notch morning man for highly competitive show. Need man with top-50 market personality-format experience. Send resume, tape and photo at once. Salary open. Address Lee Manson, Program Director. WCKR, Box 38M, Miami, Florida.

RADIO CHICAGO
WJJD

is looking for a sharp, creative morning deejay with different approach to handle 5 A.M.—9 A.M. **RUSH** aircheck, resume and references to:

Stan Major, P. D.
WJJD
Chicago, Illinois

WANT TO MERGE?

Medium-sized, well-known Multiple Station Owner has unexcelled Management facilities and money-making track record with his own A.M. Broadcast properties. Will consider taking small, medium or large station(s) into well-managed Corporation through Merger Plan.

Write in complete confidence to owner.

Box 904D, BROADCASTING

RADIO

Situations Wanted—Management

GENERAL MANAGER
COMMISSION BASIS

Capable successful California operator available now on straight commission. Mature thorough knowledge all phases, heavy sales. Financially sound. Finest industry references. Might lease with option.

Box 674D, BROADCASTING
(Confidential)

Announcers

Dear Station Manager:
We love you!
Two Man Morning Show
P.S. If you believe in long engagements, please write Box 830D, BROADCASTING for our proposal.

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Technical

SUPERVISORY ENGINEER

Immediate opening in large Gulf Coast market for qualified person. Position offers excellent pay and future opportunities. Apply with resume to Chief Engineer.

KHOU-TV
P. O. Box 11
Houston, Texas

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Help Wanted—(Cont'd)

Production—Programming, Others

WANTED A.S.A.P.
TV TRAFFIC MANAGER

For strong NBC-VHF station in southeast. Female only, from 25 to 45. Must have TV traffic experience. Will head 3 girl department. Send resume, present earnings record and current picture to:

Box 818D, BROADCASTING

TELEVISION

Situations Wanted—Sales

Very well-known Director TV Sales for extremely successful north east station has had it with the snow and cold. For these reasons only would entertain offer from TV operation in the south or south west only. Qualified as general or sales manager. Present position—sales director.

Box 865D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Automatic Dehydrators
Brand New, with spare parts kits
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236—40th Avenue
Sacramento 20, California

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

Wanted to Buy

Stations

WANTED TO BUY

Former owner, highly successful midwest major network affiliate, 5 kw radio station, desires return to broadcasting field in investor-management capacity. Radio or radio-tv considered. Florida, California or Southwest location preferred, but not mandatory. Experience, character, ability and financial standing will stand most searching examination within or outside industry. Will visit any suitable possibility without delay.

Box 906D, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS FOR SALE

TV STATION
IN
FAST-GROWING MARKET

Qualified Principals Only

Box 703D, BROADCASTING

Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
1519 Connecticut Avenue, N.W.
Washington 6, D. C.
DEcatur 2-2311

FOR SALE

Stations

GUNZENDORFER

TEXAS. Dallas and Houston. Two F.M. stations. $75,000 each, $21,750 down. Terms.
SOUTHERN CALIFORNIA. 1000 watt daytimer $150,000 with land $43,500 down. Terms.
ARIZONA. 250 watt fulltimer. $15,000 down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Texas semi-major regional $200,000 29% —Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80% —Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

SOUTHWEST. Full time. Top station in market. Very profitable. Includes valuable land. Asking $350,000 with 29% down.
ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 a year. Cash flow $60,000 annually. Asking $300,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified Ad

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 92

and aux. trans. by remote control; conditions.

WBTH Williamson, W. Va.—Granted mod. of cp to change type trans; condition.

KPSD (FM) Dallas, Tex.—Granted extension of authority to March 31 to remain silent.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning March 6, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business March 3 in order to be considered.

Applications from the top of the processing line:

BP-13232—NEW Carrington, N. D., Central Bcstg. Co. Req: 1600kc, 500w, D.

BP-13684—NEW Isabela, P. R., Sergio Martinez Caraballo. Req: 139kc, 500w, 1kw-LS, unl.

BP-13685—KIRX Kirksville, Mo., Community Bcstrs. Inc. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-13686—WPLK Rockmart, Ga., Georgia Radio Inc. Has: 1220kc, 250w, D. Req: 1220kc, 500w, D.

BP-13687—WDOR Sturgeon Bay, Wis., Door County Bcstg. Co. Has: 910kc, 500w, D. Req: 910kc, 1kw, D.

BP-13689—KSCO Santa Cruz, Calif., Radio Santa Cruz. Has: 1080kc, 500w, 1kw-LS, DA-N, unl. Req: 1080kc, 500w, 10kw-LS, DA-N, unl.

BP-13690—WENT Gloversville, N. Y., WENT Bcstg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13691—NEW Waynesville, Mo., South Central Broadcasters, Inc. Req: 1390kc, 1kw, Day.

BP-13692—WPBC Richfield, Minn., Peoples Bcstg. Co. Has: 980kc, 1 kw, D (Minneapolis, Minn.) Req: 980kc, 5 kw, DA-1, unl. (Richfield, Minn.).

BP-13694—NEW Williams, Ariz., Frank S. Barc Jr. Req: 730kc, 250w, D.

BP-13695—NEW Joplin, Mo., William B. Neal Req: 1560kc, 250w, D.

BP-13696—NEW Hazlehurst, Ga., Hazlehurst Radio. Req: 1480kc, 1kw, D.

BP-13697—KYOU Greeley, Colo., Meroco Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13698—WNOG Naples, Fla., Radio Naples Inc. Has: 1270kc, 500w, D. Req: 1270kc, 500w, DA-N, unl.

BP-13699—NEW Havelock, N. C., Radio-Marine. Req: 1330kc, 1kw, D.

BP-13701—NEW Austell, Ga., Crackerland Bcstrs. Req: 1520kc, 500w, D.

BP-13703—WELC Welch, W. V., Pocahontas Bcstg. Co. Has: 1150kc, 1kw, D. Req: 1150kc, 5kw, D.

BP-13704—NEW Black Mountain, N. C., Blue Ridge Bcstg. Corp. Req: 1010kc, 10kw, DA. D.

BP-13705—NEW Blytheville, Ark., Day-Phil Bcstg. Co. Req: 1300kc, 500w, D.

BMP-8836 — WKBR Manchester, N. H., Granite State Bcstg. Co. Has: 1250kc, 5 kw, DA-2, unl. Req: to modify daytime pattern.

BP-13707—NEW Boynton Beach, Fla., Boynton Beach Bcstg. Co. Req: 1510kc, 1kw, D.

BP-13710—KRE Berkeley, Calif., Central California Bcstrs. Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, DA-D, unl.

BP-13711—NEW Waverly, Tenn., Waverly Bcstg. Co. Req: 1540kc, 1kw, 500w, (CH), D.

BP-13713—WSBB New Smyrna Beach, Fla., Bcstrs Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13715—KUMA Pendleton, Ore., Pendleton Bcstg. Co. Has: 1290kc, 5 kw, DA-2, unl. Req: 1290kc, 5 kw, DA-N, unl.

BP-13717—KFKF Bellevue, Wash., Bellevue Bcstrs. Has: 1330kc, 1kw, D. Req: 1330kc, 5kw, D.

BP-13718—NEW Pocatello, Idaho, Vernon G. Ludwig. Req: 1050kc, 1kw, D.

BP-13721—WCDJ Edenton, N. C., Colonial Bcstg. Co. Has: 1260kc, 1kw, D. Req: 610kc, 500w, D.

BP-13722—NEW Nampa, Idaho, Chester C. Whittington. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13723—KDIA Oakland, Calif., KDIA Inc. Has: 1310kc, 1kw, unl. Req: 1310kc, 5kw, DA-1, unl.

BP-13727—NEW Wilmington, N. C., Jefferay Bcstg. Corp. Req: 1490kc, 250w, unl.

BP-13728—WCSS Amsterdam, N. Y., Community Service Bcstg. Corp. of Amsterdam, N. Y. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13732—NEW Glendive, Montana, King's Garden Inc. Req: 590kc, 500w, D.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 2

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,523	33	124	802
FM	758	76	189	119
TV	478	21	81	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 2

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.



or—Pravda could teach him... Let's face it. If we don't teach them, someone else will; and the facts may come out distorted. > The Advertising Federation of America works to see that the youth of America get expert and up-to-date instruction on the American economy. They recognize that some day soon this economy will be run by today's youngsters. > AFA's Bureau of Education and Research, as well as the American Academy of Advertising and AFA and Advertising Association of the West's network of 180 advertising clubs throughout the nation all participate in this work. > They develop instruction techniques, upgrade marketing curricula, offer vocational guidance to thousands of high school and college students and instructors. And—*have you heard about their career-guidance program?* You should. Lend your leadership to this work of educating the businessmen of 1964. Invest in a membership in AFA-AAW. Write—now!

PREPARED BY:
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK

FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

OUR RESPECTS to Maxwell Dane, vp, Doyle Dane Bernbach Inc., New York

Progress and prosperity through creativity

Maxwell Dane, a trim, clear-thinking man, is a practicing disciple of the soft-sell. There is a sensitive, gentlemanly quality about him that belies the commonly accepted image of his calling. Yet despite low-key methods, as vice president, general manager and secretary-treasurer of Doyle Dane Bernbach Inc., he is a vital force in an ever-expanding agency that is bustling with creative activity.

But then DDB is a unique agency. In an age when competitiveness in business has been at an all-time high, DDB has progressed and prospered by being an originative agency first and foremost.

"We've always fought for good creative work," Mr. Dane asserts. "We haven't grown through merger. We've grown out of the kind of work we've done for our clients and it has come to us unsolicited for the most part, because we do no ringing of door bells."

Highly Acclaimed ▪ Statistics attest to the success of this philosophy. DDB is among the top 25 agencies in the country and is one of the fastest growing in the past ten years. Starting with billings of less than a million in 1949, the agency last year had gross billings in excess of $46 million with tv and radio representing approximately a third of this total. Included among its most applauded creative works are prize-winning tv commercials for Volkswagen, The Dreyfus Fund and the Federation of Coffee Growers of Colombia.

Maxwell Dane, who feels that his agency has helped elevate the creative standards of the whole industry, would like to see much better programming on tv, but doesn't think there is any ready solution to this problem. The answer, he feels, might lie in having enough talented people with enough creative freedom playing to a more sophisticated audience. He's hoping that as the number of college-educated people becomes greater, there'll be a gradual improvement in programming taste. He definitely doesn't think a greater voice for agencies will help the situation. "Programming is the responsibility of the networks," he says unequivocally.

Basic Training ▪ Maxwell Dane is an advertising industry phenomenon—a man without a middle name. He was born on June 7, 1906, in Cincinnati, and went to New York when his family moved there in 1923. At 17, a stranger in a big city, he was forced to leave school and look for a job. One day he spotted an inviting classified ad in a newspaper, answered it and went to work in the mailroom of a now-defunct newspaper representative.

The job was basic training for Mr. Dane's future campaigns in the advertising field. By 1928 he had absorbed enough of an ad background to secure a position in the advertising department of Stern's Department Store. Showing a prodigious aptitude for the business, he rose to advertising manager in five years. But by the end of 1932 he grew tired of the department store field and had the foolhardy courage and, as he ironically puts it, "great sense of timing," to go into business for himself —at the height of the depression.

After six months of running a one-man advertising agency, he realized his folly and was back looking for a job. Then in April 1933, as an expression of his faith in the New Deal, he got married. His partner was a young lady from Brooklyn named Belle Sloan.

Mr. Dane supported his bride by working as retail promotion manager for the *New York Journal* (now the *Journal American*). He spent three years as a Fourth Estater, re-entering the agency field in 1936 as a combination account man and copy writer with Dorland International, a firm that has since gone out of business.

Enter Radio ▪ Mr. Dane was ready to move again by the summer of 1939. He joined *Look* magazine as promotion manager the weekend before World War II broke out. Ned Doyle, later to be his partner, was his boss at the publication and in 1941 both left to seek their fame and fortune elsewhere.

Mr. Dane received his first taste of radio broadcasting when he was appointed promotion manager of New York's WMCA. After a few months he switched to the sales department when he discovered that "sales people do a helluva lot better financially."



DDB's Dane
Soft-sell disciple

The highlight of his radio career occurred in 1941 when he was instrumental in working out a deal with the *New York Times* to broadcast hourly news bulletins on WMCA. Mr. Dane says it was the first time the idea was ever tried in New York and he points out that numerous stations have since followed suit.

By the end of 1944, Hy-Grade Food Products, a company sponsoring a weekly broadcast on WMCA without the benefit of an agency, asked Mr. Dane to assume responsibility for its advertising and handle the broadcast for upstate exposure.

In what was perhaps the turning point of his life, Mr. Dane, in November 1944, again went into business for himself, opening an office in New York's Steinway Hall Building. The firm was thriving in the spring of 1949, when Mr. Dane learned his old friend, Ned Doyle, and another friend, Bill Bernbach, were going to open an advertising office of their own. Mr. Dane joined them and on June 1, 1949, they founded Doyle Dane Bernbach with William Bernbach as president, Ned Doyle as executive vice president and Maxwell Dane assuming the same title he holds today.

Never Dull ▪ Maxwell Dane never had the opportunity for a formal higher education but for years he has been taking evening courses ranging from art to ancient history.

He and his wife live on lower Fifth Ave. and have a son, Henry James, 25, who is teaching English literature and studying for his Ph.D. at the U. of Pennsylvania. Mr. Dane glows with parental pride when he speaks of his son and his daughter-in-law Roo, a senior at Bryn Mawr.

Walking is one of his favorite hobbies and he sometimes strolls to work—a 45-minute, almost 2-mile expedition. He also is "a lousy but constant golfer."

Community affairs have always interested him and among other assignments he's been chairman of the advertising and publicity divisions of both the United Jewish Appeal and the Federation of Jewish Philanthropies, and currently is a vice chairman of the N. Y. chapter of American Civil Liberties Union.

He considers getting into the advertising business mostly a matter of luck but says, "I've never regretted it. It's never been dull and I've always found it to be an educational influence."

Murrow of USIA

AMERICA'S best known voice literally becomes the Voice of America with the assumption of the directorship of the USIA by Edward R. Murrow.

Ed Murrow created a new kind of journalism. For a quarter-century his views have been respected internationally as well as at home. He needs no build-up for export consumption.

Mr. Murrow must make the transition to government at a critical time in our history. The USIA assignment, moreover, is one of the toughest, administratively, in government. Mr. Murrow has never claimed preeminence as an administrator. A dozen years ago he turned in his CBS vice presidency in charge of public affairs to resume his turn at the microphone.

If the USIA, under the Kennedy administration, is to do the job in telling the world about the aspirations of our people for harmony and good-will, many of the existing procedures and ground rules must undergo change. Past USIA heads have been plagued by interference from Congress, which holds the purse strings, and by the diplomats, and had little or no access to the White House.

Mr. Murrow has a sound philosophy on selling America against the propaganda of the Communists. Whatever is done, he insists, "will have to stand on the rugged basis of truth."

To do the job, Mr. Murrow must not be burdened with administrative detail. Appropriations should be adequate for the task. The Soviet spends more on jamming Voice of America operations than the United States budgets for its entire USIA operation. (And they are still jamming in spite of the soft approach by the new administration.)

Last week Mr. Murrow attended the meeting of the National Security Council. So far as we know this was the first time a director of USIA has sat in. This is a good sign. Mr. Murrow should be informed on foreign policy at the highest levels, and he, as Uncle Sam's global press agent, should participate in the decision-making.

There should be close coordination between the USIA and other agencies dealing in international cooperation. If the Congolese and the Laotians are to know of the assistance being given them, they must be communicated with. Television sets which speak in the universal language of pictures would do infinitely more good than radio or books in areas like Africa where hundreds of different dialects are used and where illiteracy is the rule.

Mr. Murrow has traversed the globe endlessly to bring the truth to his fellow Americans via microphone and camera. Given the needed manpower, money and facilities, he can reverse the circuits and give to the free world the true story of America.

Get out the vote

THERE isn't any doubt that Congress will amend the political broadcasting law to make it inapplicable to races for the presidency and vice presidency. The last doubt was removed when President Kennedy at his news conference last week said he would agree to television debates with his opponent if he runs for re-election in 1964. The amendment to permit those debates is now only a formality.

But liberalization of the law beyond that will not come so easily. It will come only if broadcasters effectively join in a fight to get it. That fact also became evident last week during the Senate Communications Subcommittee's two-day hearing on political broadcasting.

With minor concessions in two of their cases, CBS, NBC and the NAB made strong appeals for the elimination of the political broadcasting law.

CBS's Frank Stanton urged complete repeal of Sec. 315.

NBC's Robert Kintner made an eloquent plea for severe amendment that would leave only two restrictions in Sec. 315—one prohibiting broadcasters from censoring candidates' speeches and another prohibiting them from charging premium rates for paid political speeches.

NAB's LeRoy Collins urged repeal of all parts of Sec. 315 except the one requiring broadcasters to be fair, and that one he would expand to include specifically a reference to fairness in the broadcast presentations of candidates.

We cannot quarrel with Mr. Kintner's proposal that the prohibition against premium rates be retained. That does not seem to us to be an objectionable intrusion upon the broadcaster's freedom.

We do, however, find some fault with Mr. Kintner's endorsement of the anti-censorship rule and with Gov. Collins's endorsement of an expanded requirement for fairness.

He did not say so, but we assume Mr. Kintner wants the anti-censorship rule kept so broadcasters can retain their immunity against libel actions growing out of candidates' appearances. The immunity was conferred by a Supreme Court decision in 1959. It is our view that a communications medium cannot ask for both freedom and immunity from libel. Freedom and risks of libel are inseparable.

As to Gov. Collins's endorsement of a fairness law, we can say only that he is asking for trouble. If a law requires broadcasters to be fair, it is establishing a standard as vague as that requiring them to operate in the public interest. Fairness is impossible to define with precision. In application the law would require a majority of the FCC to decide whether a broadcaster had been fair, and that decision would necessarily be subjective. The FCC has been administering the public interest statute for nearly 27 years, and it is still uncertain about the meaning of public interest.

In our view the weight of broadcasting effort ought to be thrown behind proposals for complete repeal of Sec. 315, with possibly the concession to the prohibition against higher charges for political advertising than for other kinds.

We would hope to see that effort made at the next round of hearings that the Senate subcommittee will hold, probably next month.

As we have said before, CBS, NBC and the NAB are powerful representatives of broadcasting, but by themselves they cannot get the drastic measures broadcasting needs. If repeal of Sec. 315 is to be had, it will come only by a massive educational campaign conducted by many broadcasters among their senators and congressmen.



Drawn for BROADCASTING by Sid Hix

"I'll bet you boys had something to do with this!"

FOR

CONCENTRATED COVERAGE

of the SPARTANBURG GREENVILLE

SUPERMARKET

More and more advertisers are buying WSPA-TV for concentrated coverage of the lower Piedmont Industrial Crescent. Esso Standard Division of Humble Oil and Refining Company has chosen WSPA-TV as an "Esso Reporter" station. Channel 7's 2209 ft. antenna (1187 ft. above average terrain,) on Paris Mountain, just 3 miles from Greenville, saturates this prime market.

Esso chooses channel 7



YOUR ESSO REPORTER on WSPA-TV

SEAL OF GOOD PRACTICE

SIX *nights a week*

Monday thru Saturday 6:30 p.m.

AM—FM—TV

WSPA-TV

GEORGE P. HOLLINGBERY CO., National Representative

CBS in the Piedmont
SPARTANBURG, S. C.

EVERY DAY...BOUGHT IN MORE MARKETS!

THESE STATIONS ACTED FAST...

WHDH-TV	Boston
WHO-TV	Des Moines
WDSM-TV	Duluth
KEYT	Santa Barbara
WTVY	Dothan
KSHO-TV	Las Vegas
KFDX-TV	Wichita Falls
WNEM-TV	Saginaw-Bay City
KID-TV	Idaho Falls
XETV	San Diego
WLW-A	Atlanta
KFYR-TV	Bismarck
KTSM-TV	El Paso
WBRE-TV	Wilkes-Barre
WCTV	Tallahassee
KVOS-TV	Bellingham
KABC-TV	Los Angeles
WKBW-TV	Buffalo
WNEW-TV	New York
WCCO-TV	Mnpls.-St. Paul
WLBW-TV	Miami
WFBC-TV	Greenville
KERO-TV	Bakersfield
WAVY-TV	Norfolk-Portsmouth
KGO-TV	San Francisco
KETV	Omaha
WLW-C	Columbus
KTVK	Phoenix
KOA-TV	Denver
WLW-I	Indianapolis
WFLA-TV	Tampa
KPRC-TV	Houston
WDSU-TV	New Orleans
WKRC-TV	Cincinnati
KKTV	Colo. Spgs.-Pueblo
KSL-TV	Salt Lake City
WALA-TV	Mobile
WROC-TV	Rochester

and many more.

The ZIV-UA man can tell you if your market is still available. Don't delay!

ACTION! DRAMA! From Oceanfront To The Everglades!

"Miami Undercover"

starring

LEE BOWMAN

as Bill Thompson

with

ROCKY GRAZIANO

as "Rocky"



The New Power in TV Programs

THESE SPONSORS ACTED FAST TOO . . .

WIEDEMANN BEER • INSTANT FELS-NAPTHA TEXAS STATE OPTICAL • LINCOLN-MERCURY in Chicago • RODENBERG'S SUPER MARKET in Charleston • FOOD TOWN in Baton Rouge MIAMI STONE in Indianapolis • CHEERFUL CHARLEY'S PEOPLE FURNITURE in Davenport TINCH FURNITURE in Las Vegas • POLLY'S FOOD SERVICE in Jackson, Mich. • GUNN HARDWARE in Hattiesburg, Miss. • SADIM SERVICE CORP. in Rochester • RAMBLER in Denver and more.

FILMED ON LOCATION IN MIAMI!

Against the background of America's fabulous playground, stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

United Artists

ZIV

ZIV-UNITED ARTISTS, INC.
488 Madison Avenue
New York 22, N. Y.

Produced by
SCHENCK-KOCH
ENTERPRISES, INC.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 13, 1961

The 'company spokesman' tv commercial: it's going out of style 27

More teeth put in NAB codes to meet growing Washington pressures 60

It's goodbye to block-booking in the sale of tv feature film 70

How Pepsi-Cola is revising its advertising and re-entering tv 32

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ON THE WAY TO FABULOUS FIRST RATINGS!

Miami Undercover

Sudden Danger, Hidden Intrigue in A VACATION PARADISE!

starring LEE BOWMAN with ROCKY GRAZIANO

MORE STATIONS are buying every day . . .

WHDH-TV Boston
KETV Omaha
WHO-TV Des Moines
WLW-C Columbus
WLW-A Atlanta
KTVK Phoenix
WNEW-TV New York
KOA-TV Denver
KABC-TV Los Angeles
KPRC-TV Houston
WKBW-TV Buffalo
WDSU-TV New Orleans
WCCO-TV Minneapolis-St. Paul
WAVY-TV Norfolk-Portsmouth
WLBW-TV Miami
WKRC-TV Cincinnati
KGO-TV San Francisco
WLW-I Indianapolis
WROC-TV Rochester
KSL-TV Salt Lake City

and many more

MORE SPONSORS are acting fast . . .

WIEDEMANN BEER
INSTANT FELS-NAPTHA
TEXAS STATE OPTICAL
LINCOLN MERCURY in Chicago
ALBERS SUPERMARKETS in Columbus
ROCKYDALE QUARRIES in Roanoke
BELL TIRE CO. in Albuquerque
RICHFIELD CONSTR. and HART JEWELERS in Lima
SADIM SERVICE CORP. (MIDAS MUFFLERS) in Rochester
RAMBLER in Denver
HANSON'S SERVICE in Tucson

and many more

FABULOUS PLAYGROUND! . . . that must be kept free of troublemakers!

FILMED ON LOCATION IN MIAMI!

From Oceanfront to Everglades . . . ACTION! EXCITEMENT! ROMANCE! Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

ZIV-UNITED ARTISTS, INC.
488 Madison Avenue
New York 22, N.Y.

Produced by SCHENCK-KOCH ENTERPRISES, INC.

See your ZIV-UA man. He can tell you why more and more stations and sponsors are signing up every day. Don't delay!



BIG AGGIE PICKS UP ALL FIVE

Over 16,000 bowlers from these five states plus Wyoming will participate in WNAX-570's twelfth annual bowling tournament. It's the biggest regional bowling tournament sponsored by any radio station. This year's prizes will be an estimated $40,000.

The entrants from these six states indicate WNAX-570's wide coverage area—an area in which there are 2¼-million people spending 3-billion dollars each year. And 80% of these people listen to WNAX-570 three to seven times a week. Big Aggie delivers the listeners Iowa, Minnesota, Nebraska and North and South Dakota.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz

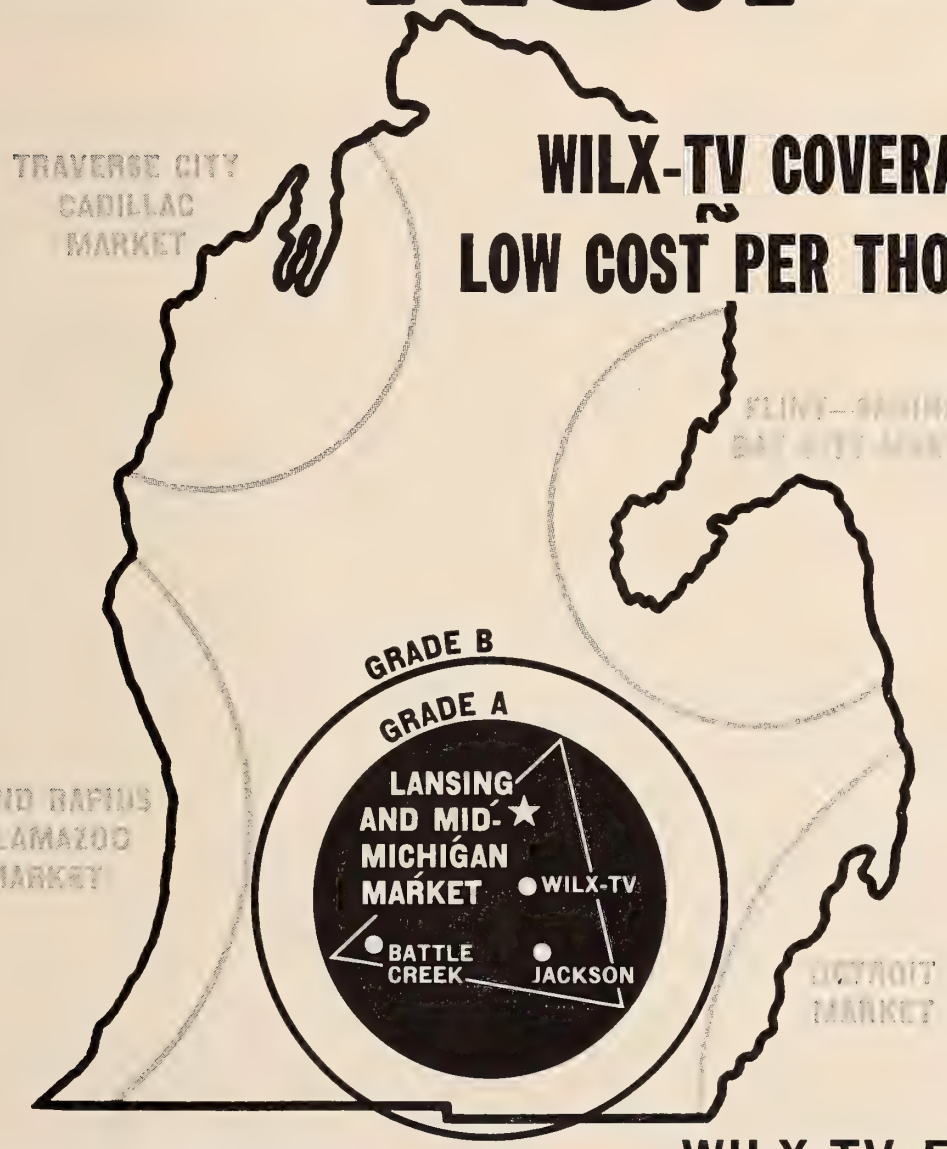


PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus–Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE !!

LANSING AND MID-MICHIGAN No.1 OUTSIDE DETROIT!



With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State!

WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing - Mid-Michigan Market at *lowest cost* per thousand TV Homes.

REPRESENTED BY

VENARD, RINTOUL & McCONNELL, INC.

WILX-TV FACTS

- STUDIOS IN LANSING JACKSON BATTLE CREEK
- FULL TIME N B C
- TOWER HT. 1008'
- POWER 316,000 WATTS

THE GOLDEN TRIANGLE STATION

WILX TV CHANNEL 10

Associated with **WILS** / Lansing / **WPON**-Pontiac

WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Boy".

Reading Optimist Club

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere personal thanks for your station's television coverage of the 30th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund-raisers in the Channel 8 area.

Franklin and Marshall College

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area . . . the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for widespread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Haven with Hagerty

Upheaval in CBS News occasioned by reorganization of top echelon may bring unexpected windfall to ABC and its new vice president in charge of news, Jim Hagerty. It's understood number of top-flight CBS news people (as well as several from NBC) have made contacts with Mr. Hagerty and it's likely that well-known names will be popping up on ABC's channels before long.

Also abetting switch of news personalities to ABC is that network's new agreement with NABET which paves way for organization-wide retirement and welfare fund benefits heretofore not accorded either ABC or Paramount Theatres employes.

Anybody hurt?

It's still too early to tell whether any scars have been left by Madison Avenue's biggest tv power play in recent history. This was move by rival networks to lure General Foods' array of shows away from CBS-TV. General Foods feels it's emerged victor, while CBS-TV apparently can lay claim to having salvaged as much as $25 million in potential billing. NBC-TV and ABC-TV, according to those who know, came in with "good" offers but attraction was not enough (story page 38). Advertiser feels it benefitted because it reportedly walked away with favorable concessions in time periods for its next season's shows. Among pivotal programs were these GF-owned properties: new *Freshman* (Four Star), *Danny Thomas, Andy Griffith* and *Hennesey* (which is currently in doubt for next season).

Censorship appeal

If Supreme Court grants petition for rehearing of motion picture censorship case (wherein highest court split 5-4 in favor of prior approval of pictures by Chicago Review Board) NAB will seek permission to file brief *amicus curiae* (as friend of court). NAB President LeRoy Collins authorized step and so informed NAB board of directors last Friday at Palm Springs and also motion picture group.

Multi-million shopper

Word is that Aluminum Co. of America is seeking 9-10 p.m. Tuesday time slot on NBC-TV, for which Talent Assoc., New York, is producing action-adventure show. Cost to Alcoa would be $6.5 million, half-million less than sponsor was willing to spend for ABC-TV's *The Corrupters* before that deal fell through. Advertiser also is shopping CBS-TV's *The Defenders*, 10-11 p.m. Tuesdays. Alcoa, which prefers NBC-TV's show, switches from last season's half-hour weekly format to hour-long two-thirds sponsorship, while increasing tv budget $1.5 million (CLOSED CIRCUIT, Jan. 16).

Help wanted

No. 2 job at Assn. of Maximum Service Telecasters will be open April 1. On that date Arch L. Madsen, AMST's assistant executive director, will leave to take over important station management job not vet identified. Mr. Madsen joined Washington-based association in 1959 under Lester Lindow, executive director, after serving with WLS Chicago, Radio Advertising Bureau and KOVO Provo, Utah.

Hemisphere session

Inter-American Assn. of Broadcasters will hold meeting in conjunction with NAB convention in Washington, May 7-10, in light of Latin American situation stemming from Castro's seizure of private broadcast operations in Cuba as well as repercussions elsewhere. Spearheading move for joint session in interest of freedom of broadcast media in hemisphere were Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, Ohio, IAAB delegate from NAB, and Jose Ramon Quinones, owner of WAPA San Juan, Puerto Rican delegate.

Another day for 'Rain'

Despite assurances from network officials, NBC-TV's plans for tv production of "Rain" are now extremely tenuous due to Marilyn Monroe's mysterious illness. Actress was to star in tv play which is scheduled for video taping next month and network presentation in early fall. Rehearsals for show have already been postponed and there is considerable doubt that Miss Monroe, now patient in New York hospital and described as "very sick girl" by close associate, will be able to resume working without first taking prolonged rest.

Ruder to Commerce

Look for early announcement of appointment of William Ruder, board chairman of Ruder & Finn Inc., New York, as special assistant to Secretary of Commerce for public affairs. Mr. Ruder is taking leave of absence from his public relations firm, which specializes in industrial accounts but is active in radio-tv promotion, to take on Washington assignment.

Minow's mentors

Daily press made much of discovery that FCC Chairman-designate Newton Minow had "suggested" answers to expected questions written out in advance of his Senate Commerce Committee confirmation hearing last week. In accepted and common practice, Mr. Minow was briefed by future aides night before.

Name of presidential assistant James M. Landis did not come up during Minow quizzing nor were controversial Landis recommendations mentioned—although Mr. Minow was prepared and expected to answer such questions. Working with Mr. Minow on hearing were Henry Geller of Justice Dept., former FCC attorney who will return to commission, ABC attorney Ted Meyers and Joel Rosenbloom of FCC general counsel's office.

Walker's departure

There was much talk at NAB board session last week over resignation of engineering manager, A. Prose Walker (BROADCASTING, Feb. 6).

Although he had not explained reason for resignation of his $21,000 job, word made rounds that he was chagrined over failure to achieve vice presidency when two such appointments were made by Policy Committee in other NAB departments. No indication yet as to successor since he does not leave NAB until after May convention in Washington.

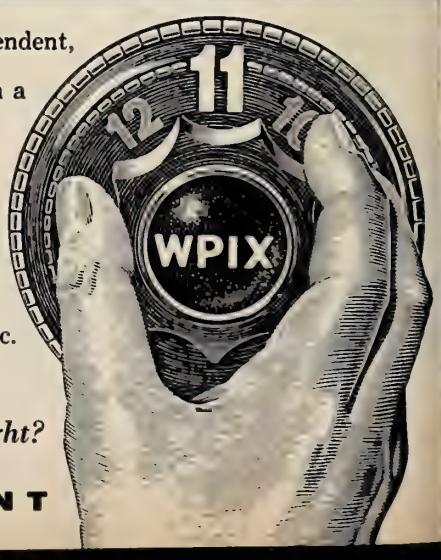
Still in business

XEAK Tiajuana, Mexico, programmed in English and maintaining sales headquarters in San Diego, Calif., late last week was busy denying reports that it had instituted bankruptcy proceedings. Fact is, said Bob Harman, commercial manager, that California Broadcasters Inc., operator of XEAK, is being dissolved and new corporation formed to allow expansion into other fields, not permissible under CBI corporate papers. Helen Maria Alvarez, one-time partner of Jack Wrather in KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, holds majority interest in CBI.

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Giant beater

New York is giant in size and sales. It is not easily sold! WPIX-11, New York's Prestige Independent, delivers the "right tool at the right time" – *minute commercials in prime evening hours* in a "network atmosphere" of fine programming, advertisers and audiences. *Programs* like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. *Advertisers* (98% of WPIX advertisers are national) like General Foods, General Motors, P&G, Coca Cola, R. J. Reynolds. A. C. Neilsen has proved there is "no significant difference" between WPIX's Audience and the leading network station in terms of income level, age, occupation, etc. WPIX-11 is a giant-beating opportunity in New York television.



• *where are your 60 second commercials tonight?*

NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

The "company spokesman" type of tv salesman is on the way out, or at least down, according to a special study for BROADCASTING by Schwerin Research Corp. Increased use of animation is revealed in analysis. See lead story . . .

DEATH OF TV SALESMAN? . . . 27

NAB's board, keenly aware of Washington pressures in the field of business ethics, tightened the radio and tv codes at the annual winter meeting last week. Justin Miller named for Distinguished Service Award. Budget of $1.5 million (including code boards) voted. See . . .

NAB ADDS TEETH TO CODES . . . 60

It's goodbye to block-booking in the tv feature film syndication business. Final judgment issued by federal court follows finding of tie-in sales. See . . .

END OF BLOCK BOOKING . . . 70

Pepsi-Cola, major soft-drink advertiser, is overhauling its extensive advertising schedule. Most dramatic change will be re-entry into television, including an hour-long variety show. Local broadcasting will be expanded. See . . .

PEPSI'S RADIO-TV SPLASH . . . 32

CBS-TV, having heard some pointed criticism of its plan to peddle hard-to-sell late-morning programs, went ahead with it, setting Feb. 13 as the starting day. Lever and Lipton first to sign. See . . .

CBS-TV PLAN SHOVES OFF . . . 36

One of radio's most controversial problems—heavily commercial participation or multi-sponsor programs, was hit head-on by the NAB Radio Board. Maximum limit of commercials any single hour set at 18 minutes. See . . .

NEW RADIO CODE LIMITS . . . 64

That famed inquisitor, the Senate committee, proved to be a friendly neighbor to Newton N. Minow, nominated to be FCC chairman, as commerce group was favorably impressed by broadcast views of the young Chicago lawyer. See . . .

MINOW PLEDGES FIRM HAND . . . 44

When it comes to monopoly, Paul Rand Dixon knows his way around after long experience with Senate anti-trust probes. Now he's the nominee for chairmanship at the collusion-minded Federal Trade Commission. See . . .

MONOPOLISTS—LOOK OUT . . . 45

A top agency executive, Leo Burnett, has a theory the public puts about as much faith in attacks against advertising as it does in exaggerated product claims. See . . .

BEWARE DEADLY ENNUI . . . 30

The outgoing chairman of the FCC, Frederick W. Ford, is getting sensitive about all the brickbats hurled at this agency. Last week he snapped back, apparently at James M. Landis, the President's regulatory advisor. See . . .

FORD REPLIES TO CRITICS . . . 54

That persistent rock looker-under, Rep. Moss, is still busy digging up the news-concealing activities of government bureaucrats and others who censor information. See . . .

MOSS—NO STONE UNTURNED . . . 50

Broadcasters will have a chance to get better acquainted with their government during the next NAB convention, to be held in Washington May 7-10. Reception for legislators and federal officials will be a top feature. See . . .

NAB'S GOVERNMENT RECEPTION . . . 65

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN THE SILVERSMITH'S CRAFT IS REPRESENTED BY THIS RE-CREATION OF A RICHLY ORNAMENTED, LATE NINETEENTH CENTURY VINTAGE PUNCH SET. MANUFACTURED BY THE INTERNATIONAL SILVER COMPANY OF MERIDEN, CONNECTICUT.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

***ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN**

COLLINS DEMANDS NAB OVERHAUL

Says NAB must replace networks as industry spokesman

LeRoy Collins made his bid for undisputed leadership of broadcasting Friday, calling for "positive program" to pull industry out of "serious trouble."

At closing session of NAB board in Palm Springs, Calif. (early stories start, page 60), Gov. Collins advocated plan that would make NAB, not networks, official spokesman for all broadcasting. And if tv programming isn't improved, he warned, "we're whipped before we start."

Deploring "defensive battle" waged by broadcasters, he voiced shock over powerful role program rating services take in influencing programs. Having no "checkrein or oversee status" over ratings, he said, broadcast has let "an outsider become master of its house and doesn't even check his health card."

Second Fiddle ▪ Though praising network's Washington stature, he lamented, "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are." He doesn't quarrel with them about this, he said, but feels it's up to NAB to build acceptance on its own merits.

Forty-member board gave Gov. Collins standing ovation and formal vote of endorsement. Network directors, except MBS President Robert Hurleigh, weren't happy with proposal NAB rather than networks should speak for all broadcasters and opposed release of speech for publication. Mr. Hurleigh thought it would be helpful as deterrent to Congress and FCC.

One network director said speech provided check-list for industry enemies; another thought it would have adverse economic effect; third openly dissented but agreed with "positive program" theory.

Independent directors generally felt speech was historic, pledging support. Some wondered if he had covered too much ground in view of his limited industry experience.

In Trouble ▪ Gov. Collins opened by saying he felt broadcasting "is in serious trouble" and "its public favor dangerously low." He cited wide criticism from public, organizations and government. Number of plans for government intervention in areas always considered "holy ground for private enterprise" were mentioned.

He praised radio and tv codes but said they are mainly "a defensive battle," and doubted value of claiming there is no major tie between crime-violence programs, and juvenile delinquency, when large part of public feels there is connection.

Government will respond to pressures if broadcasters don't make needed improvement, he said, adding, "Of one thing we can be sure. Freedom, in some measure, will be lost in the process."

Gov. Collins advocated NAB program to meet "overriding needs"—better relations with federal government, with public and with broadcasting profession itself.

He said it's "wrong" that networks are primary contact when big matters develop affecting broadcasting, claiming networks should not "outrank" NAB.

New look at industry public relations was urged, including Television Information Office, networks and individual stations. Broadcasting needs "a better unified voice which can be and will be heard," he said, and expressed surprise there's no unified effort to use radio and tv in that direction.

NAB isn't strong enough now to carry out its mission, he said. "Its efforts are fragmented and proliferated. Too much of the work of its staff is directed to minor matters." He said broad-gauge problems should be attacked, called NAB board-committee structure cumbersome and promised to offer plan for reorganization at June board meeting asking budget fund to hire outside consulting aid.

In discussing programming, NAB president said radio and tv codes "are the beginnings of an effective program of self-improvement. I believe, however, that we must become more involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent as well as the nature of advertising and the machinery for assuring self-discipline in all these areas. If we do not do these things they will be done for us—and to us. And down that road not only broadcasting but the American public will be the loser."

Gov. Collins said NAB "should not be regarded as another trade association. Broadcasting is a major factor in the whole of American life, and it is this stature which NAB must reflect in the nation's capital."

His call for single broadcasting voice was stated this way: "Surprisingly no unified, industrywide effort now is being made to use the medium of broadcasting to reach the very people upon whom broadcasting is most dependent —the broadcast audience. Radio has made a beginning in this direction through its 'Build Radio With Radio' campaign, a project of NAB designed to use the medium to acquaint its audiences with radio's service and benefits."

Bartell switch

Switch on usual move of publishers into tv-radio seemed on way Friday as Bartell Broadcasting Corp. neared completion of negotiations to buy control of 62-year-old Macfadden Publications Inc. (*True Story,* other magazines).

Bartell and other interests would pay $1.5 million for 30% of Macfadden, whose earnings last year were reported off from previous year's income ($739,-015, or $1.65 per share, on $18,-125,913 sales). Ownership passed into hands of Irving S. Manheimer and associates in 1950. Stock on American Stock Exchange closed at 10⅛ on Friday.

Bartell Broadcasting owns WOKY Milwaukee, KCBQ San Diego, KYA San Francisco, and WADO New York. Its broadcast holdings also include three tv stations—two in Netherlands West Indies and one in Haiti. President is Gerald A. Bartell.

McCollough heads NAB joint boards

Clair R. McCollough, president, Steinman Stations, Lancaster, Pa., was elected chairman of joint boards of NAB to serve until June 1962 at meeting last Friday in Palm Springs, Calif.

At request of President Collins, advisory committee was designated, comprising Mr. McCollough, as chairman, with Thomas C. Bostic, KIMA Yakima, Wash., chairman of Radio Board, and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., chairman of Television Board, as regular members. If additional members are needed from time to time for special projects, vice chairmen of boards or other members having particular expertise will be designated.

Mr. McCollough had served as chairman of three-man policy committee

more AT DEADLINE page 10

WEEK'S HEADLINERS

Paul Rand Dixon, chief counsel and staff director of Senate Antitrust and Monopoly Subcommittee, nominated for chairmanship of Federal Trade Commission. Other nominations: **Philip Elman,** assistant to Solicitor General of U.S., as FTC commissioner; **Everette MacIntyre,** chief counsel of House Small Business Committee, to next FTC vacancy. (See details on page 45.)


Mr. O'Sullivan

Kevin O'Sullivan, sales manager of New York sales division, Independent Television Corp., New York, appointed general sales manager, N. Y. and network sales for firm. Mr. O'Sullivan was previously regional manager N.Y. sales and also worked as account executive with TPA, predecessor company of ITC. In other moves, **Jack Meadow,** member of NBC-TV film sales, appointed roving account executive for syndicated sales division of ITC, and **Jack Rhodes,** appointed central division district manager for syndicated sales.


Mr. Vandagrift

Carl Vandagrift, formerly general manager of KYW Cleveland, appointed to newly created position of staff coordinator for special corporate projects for Westinghouse Broadcasting Co. He will report directly to Donald H. McGannon, president of WBC. Mr. Vandagrift previously served for 22 years at WOWO Ft. Wayne, Ind., where he had been general manager until moving over to KYW, both WBC stations.


Mr. Antonowsky


Mr. Lieberman

Marvin Antonowsky and **Sy Lieberman** elected vps of Kenyon & Eckhardt. Mr. Antonowsky joined K&E in 1952 as media research analyst and was appointed associate media director in June 1960. In this capacity he was responsible for media research for all broadcasting operations concerning agency. Mr. Lieberman began working for agency in 1956 as account research supervisor and was appointed associate research director in 1960.


Mr. Walker

A. Prose Walker, NAB engineering manager whose resignation was announced Feb. 1 (BROADCASTING, Feb. 6) will join Collins Radio Co. in firm's Cedar Rapids (Iowa) development division, effective May 16. He will be responsible for development activities of Collins' commercial broadcasting and amateur product lines. Mr. Walker, with NAB since 1953, served previously with FCC in various capacities. He was chief of FCC's allocations branch and eastern supervisor of Conelrad project in last two positions prior to joining NAB.

For other personnel changes of the week see FATES & FORTUNES

following death of President Harold E. Fellows last March and until Gov. LeRoy Collins assumed presidency last month.

Board adopted Fellows Memorial Scholarship Award in memory of late president. Scholarship is for $2,500 for minimum of five years to son or daughter of station or network member for studies related to radio-tv at any of 60 accredited schools certified through Assn. for Professional Broadcasting Education. APBE will administer award.

Kintner goes south

Robert E. Kintner, NBC president, journeys to South America on Friday (Feb. 17), where he will explore possibilities for expanding network's news coverage and business operations. Mr. Kintner will visit Venezuela, Argentina and Brazil, returning to N. Y., March 5. He will inspect several tv facilities during his two-week visit and meet with various Latin American government and broadcasting officials.

RCA's $100 million notes sale

RCA has arranged for private sale of $100 million of promissory notes (5⅜% interest) to institutional investors due May 1, 1986. Proceeds from transaction—handled by Lehman Bros. and Lazard Freres & Co. investment banking houses—are to provide RCA with funds to meet expanding financial needs (mainly for expansion of RCA in electronic data processing).

FCC switches change uhf tv in Harrisburg

In what was described as move to put uhf tv in Harrisburg, Pa., "on a more competitive basis" and locate stations closer together on dial for convenience of public, FCC Friday (Feb. 10) announced several allocations changes in Harrisburg.

Commission added chs. 21 and 33 to Harrisburg and deleted chs. 55 and 71 from that city. Related changes in uhf allocations were made in several Pennsylvania, New Jersey, Delaware and Maryland cities.

At same time, FCC made following channel assignments to stations: WHP-TV Harrisburg to ch. 21 instead of ch. 55; WDTV (TV) Harrisburg to ch. 33 in lieu of ch. 71; ch. 18 WTLF (TV) Baltimore to ch. 24; ch. 36 WRAK-TV Williamsport, Pa., to ch. 26. WHP-TV is only station involved on air at present time. Also operating in Harrisburg is ch. 27 WTPA (TV).

WCRR turns in license after 'substantial loss'

Because of continued operation at "substantial loss," WCRR Corinth, Miss., Friday (Feb. 10) returned license to FCC and asked deletion of call letters. Going on air in 1956 as second station in two-station market, WCRR has changed hands four times with losses under each owner.

Present owner, Rebel Radio Inc., acquired outlet in spring 1960 and told FCC venture has been "costly and unfortunate one." Rebel said it would be unfair to public to sell station "under even the most modest terms."

Another TelePrompTer catv

Acquisition of catv system in Elmira, N. Y., was announced Friday by TelePrompTer Corp. Consideration, involving exchange of TelePrompTer stock, is understood to be more than $400,000.

Elmira catv system, sixth cable facility in TelePrompTer stable, has 2,500 subscribers.

"REALLY, Mr. Nielsen . . ."

9 of the TOP 10

15 of the TOP 20

31 of the TOP 50



The latest Nielsen Television Survey for Salt Lake-Ogden-Provo shows . . .

Top	KCPX	Channel A	Channel B
10	9	1	0
20	15	3	2
30	22	4	4
40	26	6	8
50	31	10	9

AND LOOK AT KCPX NEWS!
10 p.m. Local News Monday-Friday Average:

KCPX-4	27.0
Channel A	9.7
Channel B	11.1

KCPX TV 4

SALT LAKE CITY 11, UTAH

National Representative

KATZ AGENCY, Inc.



A dramatically startling new program offering WHEC listeners a choice of fascinating features behind the news stories of the day . . . offbeat interviews . . . research reports . . . very special music . . . *and ten minutes of CBS News every hour on the hour!* Plenty of sponsor appeal in this new concept!

DIVERSION

8:45 to 11:00 P.M.—Mon.-Fri.
8:15 to 11:00 P.M.—Saturday

A full evening of complete, on-the-spot coverage of every field of Sport. Open phone-line interviews . . . direct reports! Nothing like it *anywhere* on radio! WHEC is *going places!*

WHEC

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NEW YORK

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

DATEBOOK

A calendar of important meetings and events in the field of communications

'Indicates first or revised listing.

Feb. 12-18—**Variety Clubs International Week.** Organization, annually raises money for abandoned, needy and handicapped children.

Feb. 13—William C. Coombs, chief, space telecommunications section; Radio Systems Div., Boulder Labs., National Bureau of Standards, on Digital Tv before Washington chapter, **IRE,** at 8 p.m., Smithsonian Institution, Museum of Natural History, Washington, D. C.

*Feb. 14—**Broadcast Advertising Club of Chicago,** luncheon meeting. Guest speaker: Kevin B. Sweeney, president, Radio Advertising Bureau. Sheraton Towers Hotel.

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 16—National Brotherhood Awards dinner, sponsored by **National Conference of Christians and Jews.** Roosevelt Hotel, New York City.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

*Feb. 20—**Hollywood Ad Club,** luncheon. "The P.O.P. Story," a presentation of a new advertising approach which drastically increased attendance at Pacific Ocean Park. 12 noon, Hollywood Roosevelt Hotel, Hollywood.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcaster Assns. Shoreham Hotel, Washington, D. C.

*Feb. 22-24—**Western Assn. of Broadcasters,** engineering section. Palliser Hotel, Calgary, Alta., Canada.

Feb. 24-26—Annual meeting, New England Chapter, **American Women in Radio and Television.** Somerset Hotel, Boston.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored, 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

Feb. 28—**Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich,

Advertising Federation of America 1961 Conventions

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.



NOW BREAKING SALES RECORDS!

Top sponsors are hurrying to take advantage of BROKEN ARROW's home-hitting audience appeal. MILES LABORATORIES are in their home market, Elkhart-South Bend, Indiana, and also in New York City. Others in New York City include AMERICAN CHICLE, OVALTINE and INSTANT GRIP. In Miami, Florida, the largest used car dealer in the Southeast, MUNICIPAL AUTO SALES, INC. have BROKEN ARROW exclusively. Other sponsors in other parts of the country include SHERWIN-WILLIAMS PAINTS, GENERAL ELECTRIC, OKAY FOOD STORES, ARCHWAY COOKIES, U. S. BORAX. Other markets which have snapped up BROKEN ARROW also are taking participating sponsorship. Such markets include Youngstown, Ohio, WXTV-TV; Phoenix, Ariz., KOOL-TV; Springfield, Mo., KYTV; Douglas, Ariz., KCDA-TV; Bellingham, Wash., KVOS-TV; Billings, Mont., KOOK-TV; Idaho Falls, Ida., KIFI-TV; etc. Michael Ansara and John Lupton star in this 20th Century-Fox produced series. You'll star in your market if you're first with BROKEN ARROW—in any time period. *Don't wait.* Better wire collect today.

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WPIX • New York City
KTTV • Los Angeles
KSL-TV • Salt Lake City
WRC-TV • Washington
KOIN-TV • Portland

West Coast • East Coast
Middle West • South
Everywhere!

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INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N.Y. 22 • PLaza 5-2100



There's a different side to Florida, too...

There's the South Georgia side—inseparable from Northeast Florida in terms of an effective marketing effort. And there's the one-sided picture offered to television advertisers: WJXT offers 65 vs 39 county coverage to saturate the entire region . . . and goes on to lead with a 2 to 1 margin in share of audience, according to the latest Neilsen. In the metro market or in the total market, no matter how you figure it, WJXT consistently shows its brightest side to advertisers.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D. C.* **WTOP-TV** *channel 9, Washington, D. C.*

director of NAB tv code board, New York office.

Feb. 28—American Marketing Assn., New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

*March 1—**San Francisco Advertising Club**, luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—**Vhf** translator conference sponsored by *DXing Horizons*. Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

March 7—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

*March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on FCC proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

*March 13-15—**Canadian Assn. of Broadcasters**, convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

March 17-18—**Arkansas Broadcasters Assn.**, spring convention. Hotel Marion, Little Rock.

March 17-18—Professional Advertising Club of Topeka workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.**'s schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 28—**American Marketing Assn.**, New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society**, West Coast spring convention. Ambassador Hotel, Los Angeles.

*April 5-7—**American Society for Testing Materials**, symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

*April 15-16—**Mississippi Broadcasters Assn.**, spring convention. Buena Vista Hotel, Biloxi.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening. April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 3—**Station Reprasentatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

*May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-6—**Western States Advertising Agencies Assn.**, annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—**American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto Canada.

Were you waiting for a picture?

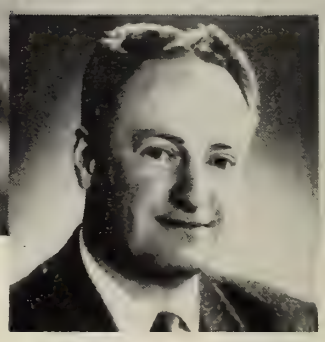
When the two released RB47 fliers, Capt. John R. McKone (left) and Capt. Freeman B. Olmstead (center) changed planes at Amsterdam on their flight from Moscow and prison, only UPI transmitted a picture of the two officers, the first in six months and the only one until their arrival in Washington two days later. At far right is Col. Melvin J. Nielson, U.S. air attache in Moscow, who accompanied the fliers to Amsterdam.

United Press International

UPI NEWSPICTURES TELL THE STORY



"Night and Day with Donna" on WFLA-TV, Tampa



"Day-by-day, our programming follows the same principle as our coverage of Donna: How can we be most useful to the area we serve? Fortunately, program-decisions rarely have hurricane-pressure behind them. Our aim is never for mere numbers, but for balanced programming, always helpful and entertaining. We feel adherence to such standards is in the best interest of our viewers, and of the advertisers whose messages we present."

GEORGE W. HARVEY
Vice Pres. and Gen. Mgr.
Station WFLA-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Covering a Hurricane

Like any successful enterprise, a television station can be expected to function effectively under normal conditions. But hand-in-hand with a hurricane comes a dramatic challenge to facilities, and to people.

Such was Hurricane Donna's challenge to WFLA-TV. How the station met that challenge—and mastered it—is a bright chapter in television history.

From the earliest warning, coverage of Donna made extra-ordinary demands. Even before the hurricane reached the Florida Keys, WFLA-TV began special telecasts tracking the northward course.

Then as Donna swerved in, to head straight at Tampa, St. Petersburg and Sarasota, WFLA-TV went on a 24-hour schedule. Normal sign-off from 1 a.m. until morning would have meant hours of frightening uncertainty.

Hurricane coverage was thorough, as well as continuous. Remotes were stepped-up, both live and film. Reports were communicated to the area's Latin American population through Spanish translations. The hard-of-hearing were alerted through sign-language.

What about the danger to personnel and equipment? "Everyone seemed to ignore personal danger," reports George Harvey. "The job simply had to be done. About equipment, we tried not to think of our chances of getting knocked off the air—but just kept going. Our tower stood firm. Our power supply held up. And our entire staff earned the thanks which poured in by mail and phone from all of west Florida."

The all-out performance of great stations like WFLA-TV in meeting emergencies, is a vital factor in building community influence, and creating friendly acceptance for advertising messages. Blair-TV is proud to serve as the national sales arm for more than a score of such stations.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

OPEN MIKE ®

If not ratings, what?

EDITOR: Any action to abolish program ratings as suggested in (your) brief article [CLOSED CIRCUIT, Jan. 30] should be considered—by any of us who believe in advancing the cause for more efficient communications—as a serious threat to furthering knowledge . . . in this direction.

. . . Why is Mr. Salinger in the public record as wanting delayed telecasting of the president's press conferences? How could he possibly know . . . that television increases its audiences after 3 p.m. if it were not for the fact that the rating services have indicated it to be so?

None of us who have used and tried to understand the complexities . . . in measuring audiences of any medium have ever believed that ratings alone are a completely true measurement of broadcast audiences. Both (ratings and Audit Bureau of Circulation statements for newspapers) are merely stages which are helping us in a judgment of media values until we can develop additional methods to better understand the highly complex art of communications.

Abolishment of rating services can only . . . wipe out what little progress we have made. . . . It would be nice to think we do not have to start all over again.

Note to the House Commerce Committee: the first wheel probably wasn't truly round.—*Charles E. Anderson, Media Research & Analysis Supervisor, Campbell-Mithun Inc., Minneapolis.*

Memory aid

EDITOR: I clipped the attached photograph from an ad that appeared in BROADCASTING back around August, September or October. I wonder if you could tell me who the advertiser is? I kept a reference but seem to have misplaced it.—*Richard B. Best, Account Executive, Gordon Best Co. Inc., Chicago.*

[Mr. Best, who enclosed a close-up photo of an electronics technician at work, has been referred to Collins Radio Co. and its agency, the W. D. Lyon Co., both Cedar Rapids, for information about the ad, which ran in the Nov. 7, 1960, issue.]

Mis-repped

EDITOR: Lest my company embrace the idea too enthusiastically, may I call your attention to the fact that I am director of radio programming services for the Katz Agency Inc., and not for another representative firm, as stated in your current issue (BROADCAST ADVERTISING, Feb. 6).

May I also take this opportunity to clarify the outlook for music programming. Instead of indicating that no station in the future is likely to confine itself to one kind of music, but will play a mixture of various types, I believe the diversification trend will develop a number of stations in a market, each dedicated to a particular type, whether it be formula 40, middle-of-the-road, quality music, or classic. It's unlikely that any station could mix all of these types without confusing its audience and preventing the formulation of a crystallized station image.—*George Skinner, Director of Radio Programming Services, The Katz Agency, New York, N. Y.*

Transmission trouble

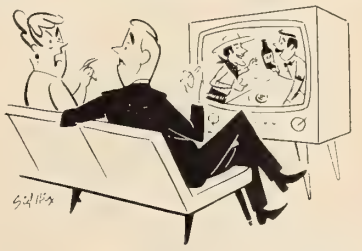
EDITOR: The Gillette Safety Razor Co., which we serve as public relations counsel, has asked us to express to you their pleasure at the article on Gillette's new network television advertising drive (BROADCAST ADVERTISING, Jan. 30).

However, we would like to point out that the expenditure involved is $2.7 million, rather than $1 million as reported in your story. . . .—*Richard W. Darrow, Executive Vice President, Hill & Knowlton Inc., New York.*

[An error in teletyped transmission dropped the figures from the phrase "an extra $2.7 million" in the original story, with the result that it came out as "an extra million." BROADCASTING has instructed all hands for the future to "look sharp, be sharp."]

'The greatest ever'

EDITOR: Your editorials are always good—sometimes great. But the greatest ever is the attached cartoon. Thanks for printing it.—*Willard Deason, President, KVET Austin, Tex.*



Drawn for BROADCASTING by Sid Hix

"I thought you said they couldn't sell liquor on tv!"

Lesson in the two Rs

EDITOR: I was very much interested in your story on Mr. Leder (OUR RESPECTS, Jan. 2) and certainly share your respect for his abilities. However, I must take exception to the statement that "rock 'n' roll" is a substitute name for "rhythm and blues."

Precisely, rhythm and blues is the type of music that once was known as "race music," and is a form of expression closely and traditionally associated with the Negro. It has contributed

BALANCED PROGRAMMING



MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

much more than is realized to American music. While rock 'n' roll may stem from rhythm and blues, the former is a fairly recent commercial development.

Most Negro-programmed stations, such as KDIA, play a great deal of rhythm and blues, while few play rock 'n' roll. It is an important distinction between . . . Negro-programmed stations and the "top 40" operations.—*Walter Conway, Station Manager, KDIA Oakland, Calif.*

'A little upset'

EDITOR: We have searched but simply cannot find our 1960 copy of the BROADCASTING Yearbook. We find this volume very valuable throughout the year, so you can understand why the bosses are more than a little upset about the loss.

Please send us another copy if one is available.—*Richard H. Nelson, Executive Vice President, Nelson Advertising Co., Des Moines.*

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 13-17, 20-21 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 13-17, 20-21 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 13-17, 20-22 (10:30-11 a.m.) **Play Your Hunch**, part.

Feb. 13-17, 20-22 (11-11:30 a.m.) **The Price Is Right**, part.

Feb. 13-17, 20-22 (12:30-12:55 p.m.) **It Could Be You**, part.

Feb. 13-17, 20-22 (2-2:30 p.m.) **The Jan Murray Show**, part.

Feb. 13-16, 20-22 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Feb. 15, 22 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Feb. 15, 22 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Feb. 16 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Feb. 17 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through N. W. Ayer.

Feb. 18 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Feb. 18 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

Feb. 18 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Feb. 19 (6-6:30 p.m.) **Meet the Press**, co-op.

Feb. 19 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 20 (8:30-9:30 p.m.) **Astaire Time**, Chrysler through MacManus, John & Adams.

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

Copyright 1961: Broadcasting Publications Inc.

"We've used the Ampex VTR to make money and increase business . . . very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about . . . We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. *Videotape** is their baby all the way. Always has been." • • • • Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



MR. GEORGE W. HARVEY, VICE PRESIDENT AND GENERAL MANAGER, WFLA-TV, TAMPA-ST. PETERSBURG, FLORIDA (372,200 TV HOMES: 28TH METRO MARKET)

*TM AMPEX CORP.

MONDAY MEMO

from M. J. RATHBONE, president, Standard Oil Co. (New Jersey)

Why they wait for 'those sweet, restful' Esso commercials

It is always a pleasure to talk about a success. I am glad, therefore, to do so at the invitation of BROADCASTING. The success in question is our new television series, *An Age of Kings.*

For the benefit of those who do not live within range of WNEW-TV New York and WTTG (TV) Washington, perhaps I should mention that this series consists of 15 filmed episodes, 60 to 90 minutes each, from Shakespeare's so-called "historical" plays. These five plays are presented in chronological order and depict 86 years of English history in the 15th Century, a turbulent period covering the reigns of seven English monarchs.

Produced by the British Broadcasting Corp., each of the episodes is being telecast twice each week, in New York on Tuesdays at 8 p.m. EST, Sundays at 10 p.m.; in Washington on Fridays at 8 p.m., Sundays at 9 p.m.

Reception ▪ The reaction has been gratifying. The reviewers have, on the whole, been very favorable; but above all, our audience has responded with a flow of appreciative letters.

Our experience with the *Play of the Week* provided evidence that there is an enthusiastic audience for good drama, and our current venture confirms this [Jersey Standard presented the two-hour *Play of the Week* last season seven nights a week on WNTA-TV New York and weekly on WTOP-TV Washington from February to June].

But that is not all; our correspondents have applauded our policy of allowing free rein to the producer with respect to program content, casting and production techniques.

Actually, this is not a new policy with Jersey. More than 25 years ago, when we first put news on the radio, we decided to remain oil men and not try to be newsmen. We have extended this policy to include our tv newscasts. Each station carrying *Your Esso Reporter* has been provided with a written statement of our "hands off the news content" policy.

This is a policy that we think makes sense also in the sponsorship of drama. We have no special talent for playwriting or producing. Having chosen our experts, we are content to leave these matters to them. Of course there will be differences of opinion on our efforts. But what of it? The world of the arts is lively and controversial. In what other atmosphere can creativity flourish?

And Now a Word ▪ Our mail has also been full of compliments on our commercials. Of the 6,000 persons who wrote letters about the *Play of the Week,* 25% singled them out for praise. Imagine people actually liking messages from the sponsor! Especially popular were "those sweet, restful Esso minute intermissions," as one correspondent termed them [two of the 60-second breaks were given to musical interludes, a custom the sponsor has continued on *An Age of Kings*].

We have had the same reaction to the commercials on *An Age of Kings.* I am not an expert on television advertising. I do know, however, that people do not like to be jarred out of their world of attentive enjoyment by strident sales talk.

Corporate messages for this type of program, we think, should be institutional rather than commercial. We have tried to appeal to the type of audience which enjoys such programs. We believe our messages are informative and avoid "special pleading." We tell the story, as interestingly as we can, of how Jersey Standard, through its affiliated companies throughout the Free World, goes about accomplishing the complex job of meeting individual and national needs for energy derived from oil.

I am glad to say our audience responds by supporting our products. Many of our correspondents ask for Esso credit cards. One enthusiastic viewer has even assured us that he is now keeping his motor running continuously and feeding a spoonful of Esso daily to each member of the family except, of course, the baby!

The Big Picture ▪ We do not regard what we have done and are doing as something very great. After all, we are presenting this series on only two stations and the budget is not spectacular. But we do have convictions about the responsibility of business and industry to provide good entertainment.

As you know, the business world and the arts are not strangers. Many of our cultural landmarks carry the names of former leaders of industry. Today the corporations are giving support to the arts. For example, without corporate participation New York City's Lincoln Center for the Performing Arts would not be possible.

The concept of corporate sponsorship of cultural entertainment is not a novelty. One of Jersey Standard's competitors has been sponsoring the Metropolitan Opera broadcasts for many years; a greeting card corporation has made major dramatic productions available to television audiences.

Our experience indicates that in serving the arts, entertainment such as *An Age of Kings* also effectively serves the marketing needs of business. To those who might be considering sponsorship of similar programs of adult entertainment I cite our experience. The audience is there—and they are appreciative. You will hear from them and they will buy your products, too.
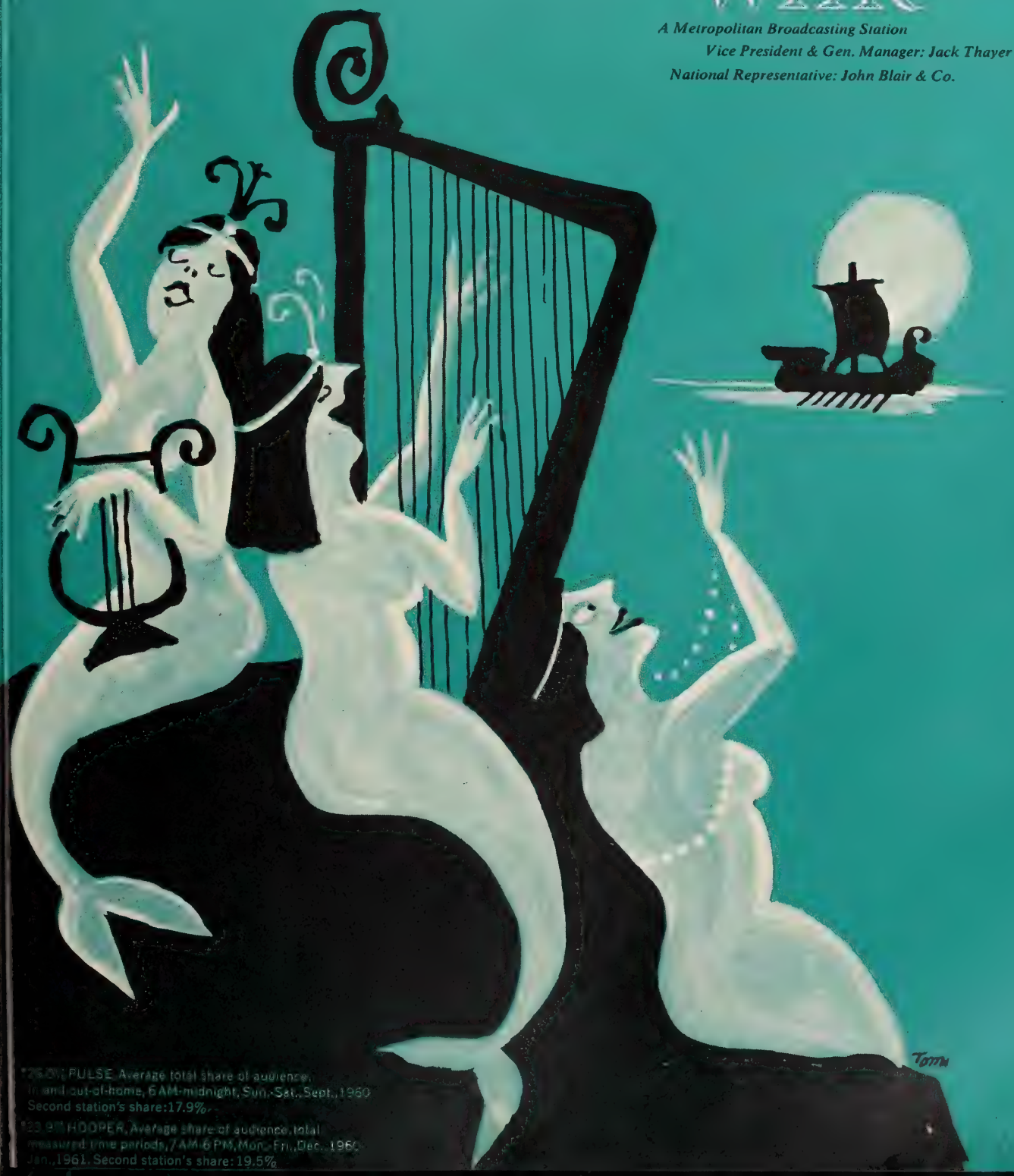


Monroe Jackson Rathbone joined Standard Oil of Louisiana, Jersey affiliate, as engineering draftsman at Baton Rouge in 1921, after World War I Army service and graduation from Lehigh; became refinery manager at 32, president four years later. He became president of Esso Standard when it merged with Jersey in 1944; named to Jersey board in 1949, became president-vice chairman of executive committee in 1954, chief executive officer in May 1960.

"Earresistable"

The sirens of legend seldom fell short of a 100% share-of-audience. WHK is almost as successful, consistently attracting one of every four Cleveland radio listeners, on the average.* And the results are far more pleasant for both audience and advertisers. The latter, heeding the siren call of low cost per response, are changing course . . . in the direction of

WHK CLEVELAND

A Metropolitan Broadcasting Station
Vice President & Gen. Manager: Jack Thayer
National Representative: John Blair & Co.



*26.0% PULSE, Average total share of audience, in and out-of-home, 6 AM-midnight, Sun.-Sat., Sept., 1960. Second station's share: 17.9%.

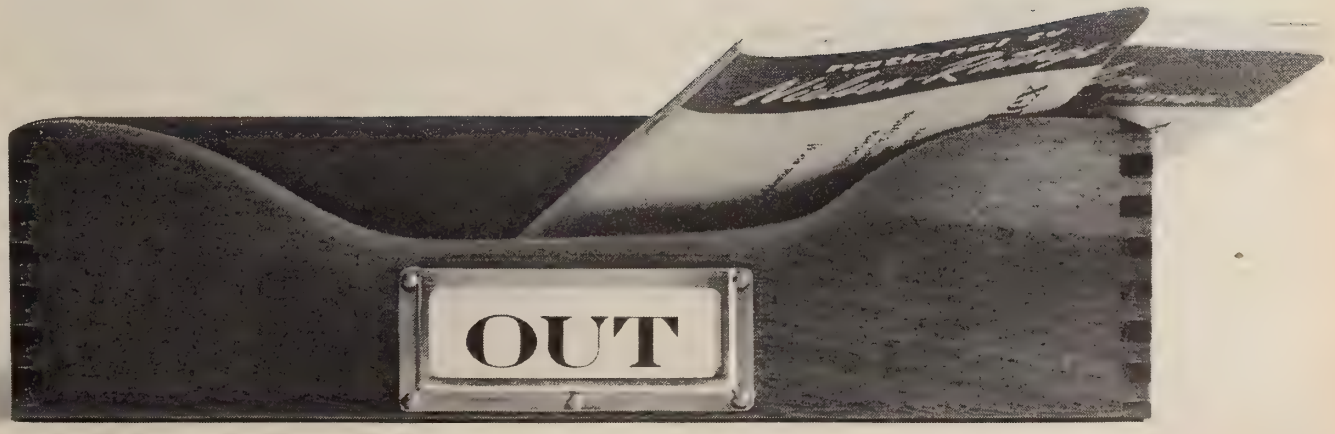
*23.9% HOOPER, Average share of audience, total measured time periods, 7 AM-6 PM, Mon.-Fri., Dec., 1960-Jan., 1961. Second station's share: 19.5%

IN

IN

television there's only
one place to be—
if you really want to be IN.
For the last 133 national
Nielsen reports
one network has been first
in evening audiences*
131 times
—and OUT only twice.
(Each of the other
networks has been IN once
and OUT 132 times!)
Obviously any advertiser
who is <u>not</u> on the
CBS Television Network
is way

OUT





Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 13, 1961 Vol. 60 No. 7

THE DEATH OF A (TV) SALESMAN?

Advertiser enthusiasm for 'company spokesman' has slumped considerably since 1958, special Schwerin study indicates

Television's so-called "company spokesman" for advertisers, like the tv comedian and the full-program sponsor, is becoming a less dominant figure on the television scene.

A sampling of tv spokesmen themselves elicits the conclusion that there "are not so many of us around." Their judgment was corroborated last week when a special study made for BROADCASTING by the Schwerin Research Corp. concluded (1) there were only half as many "company spokesmen" commercials in 1960 as in 1958 and (2) the "spokesman" type of commercial in 1960, as gauged by the Schwerin Competitive Preference measure, tended to be less effective than the 1958 ones.

These developments, however, do not mean that "spokesman" commercials will disappear from television or that they are, *per se,* less effective than other types of commercials. The consensus of a group of "tv salesmen" and a Schwerin official is that certain factors in the volatile business of television contributed to a decline in the "spokesman" trend. Among the reasons cited:

- The increased costs—both in production and time—of television have persuaded many advertisers to use participating spots. As a consequence, advertisers have been reluctant to develop or promote a "spokesman" when there is less need for program identity.
- The proliferation of so-called "company spokesmen" resulted in a vitiation of the authority, reliability and believability these representatives were hired to engender. "Everybody was getting into the act," one well-known spokesman lamented.
- An increased use of other types of commercials, particularly the animated ones and those employing humor, tend to restrict the number that would use a "spokesman." In this connection, there appears to be a wider use of animated characters as the "image" of a company ("Bert and Harry Piel," "The Tip Top Lady," "Mr. Clean").
- Schwerin notes that over the past two years, advertisers appear to have decided that a campaign often is more effective when two or more personalities are used, depending on the slant of the commercial. That is, a sports figure for men's products or a female celebrity for women's products.
- The "wearing-out" of some veteran spokesmen, because of long exposure, is indicated.

The Schwerin study was made through a random selection of about 500 tv commercials tested by the company in 1960 and another selection of the same



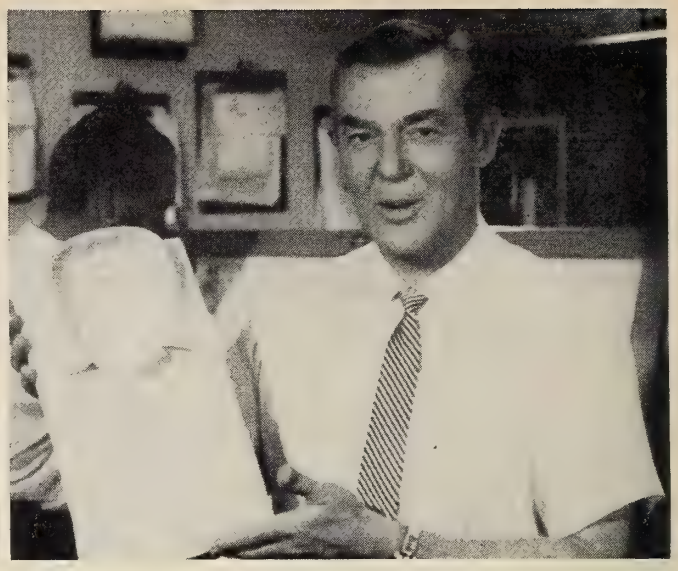
Minow support sits on both sides of the aisle

It was easy going before the Senate Interstate Commerce Committee for Newton N. Minow, nominated by President Kennedy to succeed Frederick W. Ford as chairman. The nomination is to fill the remaining months of Commissioner Charles H. King's term, ending June 30, plus another seven years.

Mr. Minow (center) was quickly approved by the committee. He was flanked at the committee bench by the two Illinois Senators—Democrat Paul Douglas (left) and Republican Everett Dirksen (right). A third Senator, William Proxmire (D-Wis.) also spoke favorably of Mr. Minow. See story page 44.



Rex Marshall: He sells Reynolds Aluminum's contributions to industry.



Nelson Case: A shirt-sleeve salesman who sold Manhattan Shirts.

THE DEATH OF A (TV) SALESMAN? continued

number, tested in 1958. It defined as a "company spokesman" a person who appears in a campaign, and who is readily identified by the viewing public or anyone who speaks officially for the advertiser whose name is mentioned.

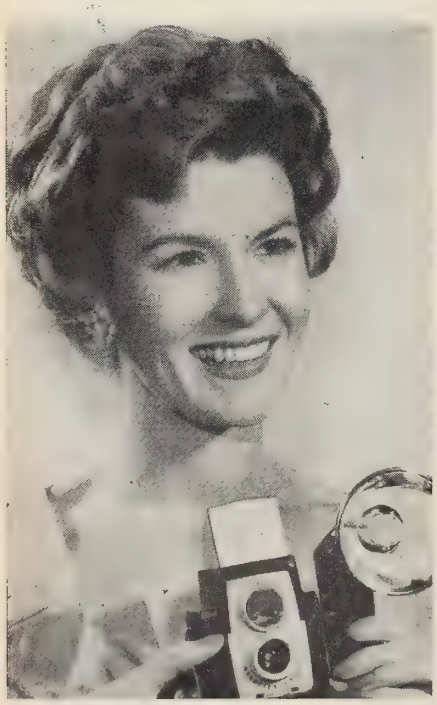
Schwerin found only half as many "spokesman" commercials in 1960 as in 1958, a decline from 12% to 6% of the total studied. The 1960 commercials tended to be "considerably less effective" than the 1958 ones, by the Schwerin Competitive Preference measure. The "spokesman" commercials were rated on how well they performed against other commercials in their product fields. The study concluded that whereas in 1958, 33% of "spokesman" commercials were rated above average, 25% average and 42% below average, the corresponding percentages dropped to 8%, 50% and 42% in 1960.

Hardy group ▪ The trend notwithstanding, there is a hardy group of tv spokesmen who continue on the air year in, year out. One of the best-known, Betty Furness, the epitome of the "tv spokesman," has ended her 11-year association with Westinghouse, and only last week signed to act as moderator on a new public affairs program over WNTA-TV New York (see story, page 73). But others who have made a lasting impression on the viewing public including Nelson Case, Rex Marshall, Dick Stark, Julia Meade and Barbara Britton, told BROADCASTING they have no intention of deserting the "golden pastures" of tv company spokesmen where each earns in excess of $100,000 per year.

Miss Furness' role was unique in that she represented Westinghouse exclusively. Most spokesmen represent two or more non-competing products on a regular basis and appear in others on an occasional basis. Dick Stark appears on behalf of Remington Rand, Proctor & Gamble's Blue Cheer and P. Lorillard's Old Gold Straights; Julia Meade for Eastman Kodak, the American Gas Assn. and, recently, Timex; Rex Marshall for Reynolds Aluminum and P & G's Gleem toothpaste; Nelson Case for P & G's Ivory soap and Standard Brands' Fleischman's margarine; Barbara Britton for Revlon (her contract specifies she may not work on any other commercials but permits her to continue her acting career; she opened several weeks ago in a Broadway play, "How to Make a Man").

In varying degrees, these spokesmen represent the companies at a multitude of business meetings, either within the company or outside. Advertisers find their names valuable in promotional literature distributed to the consumer or within the trade. Qualities they mentioned as important in fulfilling their roles are: sincerity, believability, knowledge of their company's product and operations, authoritativeness and warmth.

Trends in commercials may come and go but their attitude was summed up by one of them when he said: "I



Julia Meade: The face and voice of Eastman Kodak products.



Barbara Britton: On tv, she sells Revlon products.

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

think there is always room for the top salesman on television. Some advertisers we represent may drop the 'spokesman' bit to try another form of commercial, but somebody else may step in. Advertisers like to experiment, and maybe in a few years the pendulum will swing back heavily to 'spokesman.' But one word of caution to advertisers seems indicated right now: don't call everybody who sells your product on television a 'spokesman.' In the past few years, it's been done to death."

Mutual retains rep for out of N. Y. sales

In an unusual arrangement, Mutual has retained Broadcast Time Sales, New York, a radio station representative company to represent the network in sales and service areas outside of New York, starting Wednesday (Feb. 15).

A joint announcement on the move was issued last Thursday (Feb. 9) by Robert F. Hurleigh, MBS president and Carl L. Schuele, BTS president. Mr. Schuele stated that although BTS has been and will continue to be active in selling spot radio, he did not believe there was "an incompatibility factor" in BTS also selling network radio. He explained:

"Our research shows that the sale of spot and network radio is completely compatible—in fact desirable. Over the years the two sales areas of radio have grown closer together in philosophy and in practice. They complement each other. Advertisers realize this fact and use both in concert. Our selling both will make that combination more efficient and utilitarian."

BTS, aside from its New York headquarters, maintains offices in Chicago, Los Angeles, San Francisco, Detroit and St. Louis.

In an unrelated move, Mutual last week guaranteed advertisers and agencies clearances from 80% of its affiliates although MBS officials said that station clearances have been averaging between 89 and 92%.

BEWARE THE DEADLY ENNUI

Although public isn't fooled by ads, it's bored, and that's advertising's big weakness—Burnett

The American public discounts the snide and blatant attacks on advertising in about the same way it does exaggerated advertising claims, Leo Burnett, chairman of the Chicago agency bearing his name, said Tuesday (Feb. 7) in an Advertising Week address to the Los Angeles Advertising Club.

"It is my belief," Mr. Burnett stated, "that the public for the past 10 years, principally because of its intimate exposure to advertising through tv, has been gradually forming an attitude toward advertising. I don't think it feels deeply about it, understand. It's my feeling that the public accepts advertising as a natural adjunct of business: an annoyance at times, often a bore, but a really offensive intruder only on occasion. . . . It seems evident that actually people like a good deal of advertising, find it interesting and have confidence in it."

However, he is not taking "a resigned, Pollyanna attitude," but is "redheaded about the generalized attacks on advertising," Mr. Burnett asserted. "I believe that the real potential of advertising needs to be better understood in Washington," he stated, commending the Advertising Federation of America and the Advertising Assn. of the West on their meeting with the new Congress and new administration the previous week in Washington (BROADCASTING, Feb. 6). He also commended the Advertising Council for demonstrating "to several generations of Washington officials the often magical effectiveness of advertising in helping to solve public problems—problems which range from stopping forest fires to stopping a recession."

All the Way ▪ But advertising men can do a little improving on their own, Mr. Burnett suggested. "I think we practitioners of advertising need to mind our own manners better than we have been doing and to take a fresh look at the real efficiency of our efforts in getting through to flesh and blood people with naturalness and real conviction," he declared. "My opinion of the best way for our business to get recognition for the stature which it already 90% deserves is to go the other 10% of the way in demonstrating the real creative capacity of our people, both in the sale of goods and ideas."

The public's somewhat bored acceptance of a certain amount of exaggeration as part and parcel of advertising, he said, "is our greatest weakness, not so much on moral grounds, but simply on the basis of the efficient expenditure of advertising dollars. Money spent for advertising which is not noticed and believed obviously is money down the drain."

Ayds sets tv debut on NBC-TV, ABC-TV

Broadcast advertising's battle of the bulge gets a new recruit March 13, when Ayds, a reducing plan candy, makes its tv bow with live and filmed commercials on NBC-TV and ABC-TV.

The commercials will be seen on eight daytime tv shows including *Who Do You Trust? It Could Be You,* and *Here's Hollywood.* The daytime programs were chosen because of a belief they appeal to a large audience of women in the over-30 age group—the consumers most likely to be interested in a reducing product.

Ayd's campaign, which is being handled through Erwin Wasey, Ruthrauff & Ryan, New York, will extend for 10 weeks. Its prime purpose is to combat the recent invasion of the weight reducing field by several liquid-formula reducing preparations. The commercials, to be seen in quarter-hour segments on each of the eight network programs, will emphasize that Ayds, manufactured by Campana Corp., is not a "crash" diet but supplies necessary vitamins and minerals while helping gradual weight loss.

The various commercial segments have been produced to provide "interchangeability" or greater flexibility. They will be used either as complete units, separately or combined with other parts. This will give them greater variety and freshness, according to an EWR&R executive. The commercials also may be used with or without voice-over, thus allowing the network m.c. to deliver part of the Ayds sales story.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 2-8 as rated by the **multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.**

Date	Program and Time	Network	Rating
Thur., Feb. 2	**Untouchables** (9:30 p.m.)	ABC-TV	31.8
Fri., Feb. 3	**77 Sunset Strip** (9 p.m.)	ABC-TV	25.9
Sat., Feb. 4	**Gunsmoke** (10 p.m.)	CBS-TV	32.6
Sun., Feb. 5	**Ed Sullivan** (8 p.m.)	CBS-TV	33.1
Mon., Feb. 6	**Andy Griffith** (9:30 p.m.)	CBS-TV	23.6
Tue., Feb. 7	**Dobie Gillis** (8:30 p.m.)	CBS-TV	24.8
Wed., Feb. 8	**Naked City** (10 p.m.)	ABC-TV	25.9

Copyright 1961 American Research Bureau





WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market.) New hi-power FM blankets a 22,000 sq. mile area.



HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.) plus new hi-power FM, boosted to 35 KW., November, 1960.

and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO

AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7

Dayton Ohio

SEAL OF GOOD PRACTICE

Pepsi-Cola plans big radio-tv splash

BOTH NETWORK AND SPOT TO BE USED IN 'GREATEST' PEPSI DRIVE

For the soft-drink advertiser in tv, the news last week of Pepsi-Cola's "full-scale re-entry" into the medium this spring was an eye-opener. Estimated by Pepsi: a total budget of $34 million in advertising-promotion this year by the company itself and its bottlers.

For BBDO it was the creation of a big-budgeted, carefully prepared campaign that features widespread and dramatic use of major media, an advertising birth nine months after the agency appointment. Pepsi's then estimated $10-12 million a year parent company account (it's now more) moved in April 1960, from Kenyon & Eckhardt, New York, to BBDO, New York, a shift that evoked speculation on future plans.

Those advertising plans are no longer speculative. In substance:

▪ "Greatest use of local newspaper and broadcast media" in Pepsi-Cola's history, replacement of line drawings in print ads with dramatic photography as art work, and a new commercial song: "The Pepsi Song" to the tune of Eddie Cantors hit song, "Makin' Whoopee!" and with specialized Pepsi lyrics.

▪ The re-entry into tv, including an hour-long variety special (*Young at Heart* on NBC-TV) in prime-time in April, a regular half-hour weekly program series (*The Jane Powell Show*) starting in October, and participation beginning March 5 in major evening prime-time programming on the three tv networks (*Americans; Laramie* and *Outlaws* on NBC-TV; *Cheyenne, Islanders* and *Asphalt Jungle* on ABC-TV, and *Acquanauts* on CBS-TV).

▪ A complete new set of filmed tv commercials supervised by Irving Penn and using his "dramatic, uncluttered photographic technique that *Life* has called 'realistic elegance.' Each Pepsi commercial will be fresh and clean, showing lively people in real places, enjoying real pleasures with Pepsi the biggest part of their enjoyment." (See pictures).

▪ A full (four-network) schedule on radio: announcements, participations and widespread use of the Pepsi song starting immediately. (Pepsi has been a consistent user each year in previous years of four-network late- winter to early summer radio usage). As in years past, this effort, too, will be backed by bottlers encouraged to participate on the local level.

From Dec. 24, 1950, to 1961, Pepsi has been on and off again in network television, and at one stage several years ago innovated in radio spot with a "Pepsi Please" commercial contest which ran in several cities.

Its first noticeable tv use featured Faye Emerson commentary and interviews, three times weekly on a 15-minute evening show on 47 NBC-TV stations. This was expanded in 1951 to a once-weekly, half hour on CBS-TV for 52-weeks. It went off in April 1952, to be followed by two weeks of film and on May 3 of that year until the end of the cycle, Mike Wallace and Buff Cobb in *All Around Town,* a variety show.

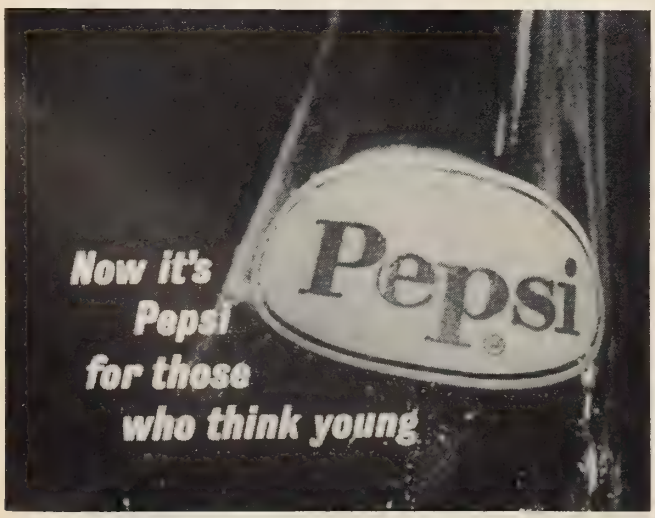
In the fall of 1952, Pepsi sponsored a 15-minute dramatic playlet twice a week on 40 NBC-TV stations with Ruth Woods as hostess, a show that built to a 55 station lineup. In the next season, *Pepsi-Cola Playhouse,* a filmed dramatic series, appeared on ABC-TV (66-69 stations) for 26 weeks through June 1955.

For two years Pepsi-Cola gave up network and backed a spot campaign and on March 31, 1957, co-sponsored with Shulton, *Cinderella,* a 90-minute color special on CBS-TV, on Nov. 27 that year with Pontiac cars, *Annie Get Your Gun,* a two-hour color special on NBC-TV (210 stations plus 29 outlets of the Canadian Broadcasting Corp.).

Think Young ▪ The new theme is "Now It's Pepsi for Those Who Think Young." As explained by Philip H. Hinerfeld, vice president, advertising, Pepsi-Cola, the new record use of tv was based on several reasons: "First, is the growth and reach of television, which now goes into 46.2 million homes. Second, to help launch the Pepsi song it was necessary to have words plus music. In effect, the new look and new sound of Pepsi-Cola called for new use of expressive media to put the idea across. Hence, the timing was perfect for widespread use of television."

Pointedly, Mr. Hinerfeld saw the "total marketing program" emerging "as the company makes a strong bid for leadership in the soft drink industry."

The new "Pepsi Song" replaces the "Be Sociable" refreshment song that the soft drink advertiser introduced to the consumer and to radio-tv in May 1958. "Makin' Whoopee!" was written in 1928 and introduced by Eddie Cantor in the show, "Whoopee" that year and has been a popular show business "standard" ever since. The Pepsi lyrics have been written for a variety





The "uncluttered" photographic technique is utilized by BBDO's Roger Penn in the newest Pepsi commercials.

of radio and tv spot announcements sung by Joanie Sommers, 20-year-old Warner Bros. recording star.

Radio Push ▪ The radio schedule starts this month and will run at a peak of 110 spots each week over the four networks. During warm weather months, "full-scale" spot schedules are planned for ABC Radio's *Flair,* NBC Radio's *Monitor* and selected prime-time participations on CBS Radio and Mutual.

Along with this major effort, will be an innovation in the form of prepared localized and regional lyrics for bottler spot radio announcements and public service cut-ins that cover sports, weather, traffic and social news, as well as "individualized" lyrics for various bottle sizes and Pepsi packaging.

Said Mr. Hinerfeld: "Today, all America thinks young . . . less than three weeks ago America inaugurated the youngest elected President in its history. The average age of his cabinet is also the youngest ever. Why, at Pepsi-Cola Co. the average of our top management team is under 46 years of age."

Doble named to head Pepsi account at BBDO

A key appointment—that of John E. Doble as BBDO's account group head for Pepsi-Cola—was announced last week by BBDO President Charles H. Brower.

Mr. Doble, who had been with Ted Bates Co., also has worked as a vice president in client contact with Lennen & Newell and at one time with such agencies as Benton & Bowles, the former Biow Co. and Young & Rubicam. He assumes his post as Pepsi's high-budgeted national campaign gets underway. BBDO was named agency for Pepsi-Cola in March. Kenyon & Eckhardt previously was the agency.

Interpublic buys London firm

Interpublic Inc. (formerly McCann-Erickson Inc.) has acquired the common stock of Pritchard, Wood & Partners Ltd., a leading London advertising agency, it was announced last week. The move was said to be a prelude to a world-wide expansion program by the British agency, including the contemplated acquisition of a New York advertising agency.

The British agency will not lose its identity in the Interpublic advertising set-up and actually will be competing with subsidiaries of the parent company, including the 32-year-old McCann-Erickson London office and other offices of McCann-Erickson Corp. (International).

Chun King, Esso Oil Heat win commercial contest

The world's best commercials of 1960 were those broadcast for Chun King Chow Mein in radio and Esso Oil Heat in tv, according to the judges of the first International Broadcast Awards competition sponsored by the Hollywood Advertising Club. IBA trophies, a slender spire surmounting a metallic arc, to represent broadcasting around the globe, were presented to the winners Tuesday evening (Feb. 7) at the first IBA banquet, held at Hollywood's Moulin Rouge.

Winners in the various categories selected from nearly 1,000 commercials submitted from virtually every country in the world were:

RADIO

Class	Product	Agency	Producer
Less than one minute	Butter-Nut coffee	Buchanan-Thomas Adv. Co., Omaha, Neb.	Freberg Ltd., Hollywood
One minute or more (spoken or dramatic)	Chun King Chow Mein	BBDO, Hollywood	Freberg Ltd., Hollywood
One minute or more (musical)	Oklahoma High-Q gas and oil	Needham, Louis & Brorby, Hollywood	Ad-Staff, Hollywood
Local one-market (any length or type)	Assumption Abbey Wines	Walker Saussy, Hollywood	Ad-Staff, Hollywood

TELEVISION

One minute (Animation & live action)	Brillo Soap Pads	J. Walter Thompson, New York	Elektra Film Productions, New York
30-seconds (Live action)	Scotts Porage Oats	Alfred Pemberton Ltd., London, England	Advision Ltd., London, England
One-minute or more (live action)	Alcoa Colorib	Fuller & Smith & Ross, New York	Tv Graphics, New York
One minute or more (animation)	Franco-American Spaghetti	Leo Burnett Co., Chicago	Animation Inc., Hollywood
20-seconds (animation)	Puss 'n Boots Cat Food	Spitzer, Mills & Bates, Toronto, Canada	Elektra Productions, New York
8-10 second IDs	Dilly Beans	Papert, Koenig, Lois, New York	Elliot Unger & Elliot, New York
30-second (animation)	Prudential Insurance	Reach, McClinton & Co. New York	Robert Lawrence Animation, New York
20-second (live action)	Dole ABC Breakfast Juice	Foote, Cone & Belding, San Francisco	Cascade Pictures, Hollywood
Local one-market (any length or type)	Esso Oil Heat	MacLaren Adv., Toronto, Canada	Elektra Film Productions, New York

Awards For Technical Excellence

Class	Product	Title	Winner
Animation direction	Butter-Nut Coffee	"Metamorphosis"	John Wilson, Fine Arts Productions, Hollywood
Best camera work (animated)	Ford Falcon	"Peanut's Birthday Party"	Allen Childs, Playhouse Pictures, Hollywood
Best camera work (live action)	Gibbs S.R. Toothpaste	"Traveling No. 1"	Bernard Davis, Anglo-Scottish Pictures, London, England
Best editing (animation)	Olin Mathieson	"Packaging materials"	Hugh Kelley, Playhouse Pictures. Hollywood
Best editing (live action)	Chevrolet	"Chevy Goes to New York"	Editing department Arco Film Productions, N. Y.

Your Message Is
ALWAYS
ON TARGET
with

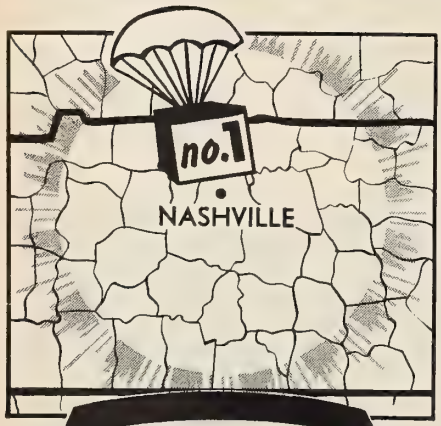
WSIX
TV 8

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT
WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)



WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

SAY IT WITH MUSIC

Commercials do just that using Audio Ad Co. system

To please the listener at home and the proprietor of a business establishment who want continuous music with no commercial announcements, and yet to enable the broadcaster to receive some income from his programming, the head of Audio Ad Co., Williams Bay, Wis., has come up with a solution which he calls "semisubliminal advertising."

John Pearson's premise is simple: Many advertisers have commercial theme songs which have been broadcast repeatedly on radio and tv until they have become immediately identifiable to a large segment of the general public. If these songs were played without words, many listeners would promptly recognize them and mentally add the name of the company or product. Therefore, broadcasting the musical themes would serve as a commercial reminder, although not a word is spoken.

Tested in Beaumont, Tex., the semisubliminal approach increased the sale of Wrigley gum by 250%, Mr. Pearson reported. Wrigley's is interested in using the system in other markets, he said, and Pepsi-Cola is planning a test in the Milwaukee area. Other advertisers, including Schlitz, have expressed interest in the idea. Bruce Butcher of the Butcher-Sherwood Agency, 720 N. Jefferson St., Milwaukee, is handling this side of the business for Audio Ad.

Varied Arrangements ▪ Mr. Pearson said a theme can be repeated more frequently without irritating listeners if the arrangement is varied. In Beaumont, the Wrigley theme was aired at 15-minute intervals as a waltz, samba, foxtrot, march, etc. Experiments are needed to determine just what frequency will produce the highest recognition and lowest irritation. In the 13 communities in northern Illinois and southern Wisconsin where Audio Ad now has franchised the service, the plan is to insert a commercial theme into the regular musical program every quarter-hour, so that an eight-hour period would accommodate 16 advertisers with two theme broadcasts apiece or eight clients with four themes each.

In these communities, the Audio Ad service is not broadcast; it's a wired service between the operator and a number of commercial subscribers for background music for stores, restaurants and the like. In its franchise operation, Mr. Pearson explained, Audio Ad provides the basic equipment—two tape players, a vu meter, a line matching amplifier and, of course, a continuing supply of musical tapes—to the franchiser at a cost below wholesale prices.

He believes a local station, especially an fm, which adopts a program policy of no words, just music, could rapidly develop a large and loyal audience which advertisers would be eager to reach through the semisubliminal approach. Advertisers also would be interested, he notes, in getting their wordless reminders into store music systems to reach buyers at point-of-purchase locations. He added that together the home and store service should be profitable for the station operator.

Radio's competitive for store ads—Sweeney

Dollar for dollar, radio can hold its own against newspapers when it comes to selling merchandise for department stores, Kevin Sweeney, president of the Radio Advertising Bureau, told the Hollywood Advertising Club last Monday (Feb. 6).

He said that in an 18-month experiment conducted with the Higbee store of Cleveland, which still has two months to run before the results are finally tabulated, item after item, ranging from those retailing at less than $1 to luxury merchandise, was advertised only on radio or only in newspapers, with various times of day and kinds of programs on the air, various sizes of ads and positions in the newspapers and various kinds of copy in both media. The results show that retailers still have a lot to learn about advertising, along with the media, he stated, but the experiment also proves that with proper testing and proper recording of the results it is possible to learn what works and what doesn't and so to reduce the waste of hit-or-miss advertising.

As one example, Mr. Sweeney cited use of a radio station "with no audience and nothing to recommend it except quality programs, a station which no buyer buying by the numbers would ever put on a schedule, but we used it and it never failed to sell high-priced items."

Testing over 1,000 radio-advertised items and over 6,000 items advertised in newspapers, the experiment will provide both retailers and the sellers of both media with more detailed information about retail advertising than has ever before been available, the RAB president stated. He said it is only one of the activities RAB is carrying on to help make advertising more effective for American business.

U. S. Time to W&L

Tv advertiser U. S. Time Corp. (Timex and Ingersoll watches), New York, will shift its estimated $3.5 million annual billings from W. B. Doner to Warwick & Legler, N. Y., May 1.

In 1959, **wmca** 570 kc, ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports. In 1960, **29 out of 30.***

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports

59 60 61

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

CBS-TV PLAN SHOVES OFF

Lever, Lipton first passengers as network puts controversial morning sales formula into effect

Despite all the criticism, CBS-TV's new rotating-minutes plan of selling its hard-to-sell late-morning programming goes into effect today (Feb. 13), as originally scheduled.

That was the word late last week from CBS-TV authorities, who said the new plan (BROADCASTING, Jan. 16, *et seq.*) would kick off with Lever Bros. and Lipton Tea set as the first minutes buyers. Counting existing advertisers who either elected to continue under the traditional quarter-hour sponsorship format or had not yet exercised their right to convert to the minutes plan, sales for the inauguration of the new operation were estimated at about 42% of total availabilities.

Two weeks ago officials estimated the two-hour period was approximately 25% sold out. The slow pace of sales, attributed in turn to lower prices and greater flexibility allegedly being offered by rival tv networks, was the primary reason given by CBS-TV for adopting the new format. CBS-TV officials contended the only alternative would be to reduce its morning programming.

The new plan departs from the traditional network system under which advertisers may buy minutes and rotate them among the various programs in the two-hour block from 10 a.m. to noon. The prices are $3,200 gross per minute during the winter, $2,800 during the 13-week summer season, both representing a substantial drop from the old charges. The programs currently in that period are *December Bride* reruns, *Video Village, I Love Lucy* reruns and *Clear Horizon,* but some and possibly all of these are expected to be scrapped or moved to make way for game shows, probably in a month or six weeks.

Into the Fold ▪ The plan has been attacked bitterly by station representatives and some affiliates on the ground that it is an invasion of the spot field and devalues all television time by pegging prices so low. Network officials acknowledged last week that there still were some hold-outs among affiliates, but said the number is diminishing steadily as more and more agree to clear the plan.

In becoming the first buyers under the new plan, Lever Bros. converted its two weekly quarter-hours in this morning period to six minutes a week, while Lipton Tea signed for four minutes a week. Both transactions were handled through Young & Rubicam, New York.

Meanwhile, a new voice—rival NBC's—joined the chorus of criticism that has been aimed at the plan.

In an "analysis" sent to its affiliates, NBC said CBS-TV "is cutting prices, cutting compensation, drastically altering the basis of compensation and completely changing the basis of sales."

NBC denied the CBS plan is anything like its own daytime operation but suggested that CBS would have better luck in attracting business in these periods if it followed NBC-TV's lead on another score. NBC solved a similar problem, the report said, by "improving and developing the programming in these periods, at *our* expense," and by "developing an effective sales story for daytime, again at *our* expense."

See No Rush ▪ The unknown quality of whatever new shows CBS-TV may install in the late-morning periods, plus "uncertainty" about the size and consistency of the station lineup CBS-TV may be able to deliver for advertisers, led NBC to feel "it is doubtful that there will be an advertiser rush to buy CBS-TV rotating minutes, even at their bargain-basement prices."

The NBC study stressed the plan's station-compensation concept, under which an affiliate's payments are determined by the size of the lineup carrying the program, the amount of compensation diminishing as the length of the lineup increases (BROADCASTING, Feb. 13). The analysis offered this example:

If the total cleared lineup has a Class 'A' hourly network rate value of $100,000 (approximately 135 stations), a station with a $500 'A' rate will receive approximately $3.30 for a winter minute. . . . The $500 station referred to above knew that under normal compensation arrangements it would receive $6.60 each *Lucy* commercial minute. Under this new plan it might get $3.30 if the replacement program is carried by a $100,000 (135 station) lineup; or it might get only $2.60 if the lineup expands to 175 stations; or maybe even $4.40 (a one-third reduction from present) if the lineup shrinks to less than 100 stations. . . ."

CBS-TV officials have acknowledged that affiliates will receive less compensation per unit of sales under the new



Comdr. Whitehead's latest spectacular

The newest playlet in Comdr. Edward Whitehead's commercial repertory for Schweppes quinine water opens in May for the annual warm-weather run in tv spot. This 60-second plot finds the president of Schweppes (U.S.A.) Ltd. trapped in one of England's stately dining rooms, the last remaining guest of a retired army general who regales him with tales of colonial wars, using bottles to illustrate the strategy. The old general is played by Laurie Main, British character actor, the commander by himself. "The Battle of the Bottles" will play in night time in around 25 big markets along with other filmed minutes of last summer featuring the Schweppes president in a staid men's club and aboard the Orient Express. Ogilvy, Benson & Mather, New York, is the agency.



Oh, boy! — my Pulse says 45% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March 1-28, 1960) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

45% more women! Monday thru Friday, WDAY Radio has 166,400 women listeners!

67% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 114,660 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

plan, but say that sales are so slow under the old format that any "reasonable" increase in business will mean that in actual dollars the stations will receive more than now.

NBC told its affiliates that CBS-TV's new winter rates for the late-morning period, which with maximum discounts come down to $2,500 per minute, are "just about half the comparable NBC-TV minimum net-net rate of $4,750, and approximately the same as the average ABC-TV minute." But on NBC-TV, the analysis stressed, "the minimum daytime buy still is a quarter-hour of a specific program, alternate weeks."

At "Our Expense" ■ Out of its own experience, NBC offered this observation:

"In the past several years NBC-TV has faced many of the problems that now beset CBS-TV. You know that nothing drains profit as much as sustaining unsold periods with expensive network programs. However, our approach has been to concentrate our resources on improving and developing the programming in these periods, at *our* expense; and to develop an effective sales story for daytime, again at *our* expense. NBC-TV's current leadership in daytime ratings and daytime sales attests to the basic validity of our approach."

The NBC analysis also offered this chronology of the "competitive pressures" which CBS-TV said had dictated its move to the new plan:

"Network daytime rate reductions started with ABC's 'Operation Daybreak,' when that network pyramided on its one-third-of-Class-'A' rate structure a rotating minute plan with full horizontal and vertical contiguity, all wrapped up in a charter advertiser plan with come-on rates and other bait. CBS countered with a new contiguous plan and cut 10-11 a.m. rates twice. Bit by bit, competitive pressures forced us to follow the ABC-TV and CBS-TV leads to full contiguity in daytime periods, a step we took in September 1960. We were also compelled to institute a Class 'D' rate for 10-11 a.m., but we pegged this at 40%, one-fifth above the prevailing CBS-TV and ABC-TV level. . . ."

Will NBC make further changes in its own sales policies as a result of the CBS-TV move? The report to affiliates had this answer:

"We expect that our programming and sales efforts will enable NBC daytime to continue to forge ahead as we did in 1960. We have no desire to make any radical changes in what we are now doing. Of course, we will watch developments closely and be prepared to move quickly when and if business judgment shows we have no other recourse. Right now, however, all we ask is your continuing confidence and maximum clearances to aid our efforts."

Optical firm stresses importance of tv ads

"About 60% to 70% of the new patients of Texas State Optical who mention advertising, mention television." That statement by W. Ed Allen, director of public relations, seems to indicate the importance tv plays in the company's overall advertising program.

"We believe that tv's inherent remembrance factor is the principal cause of this large percentage," says Mr. Allen, who points out that the firm also is a consistent user of spot radio and newspapers, both of which contribute to bringing the firm to the public mind.

Texas State Optical (not Texas Optical as it appeared through error in BROADCASTING, Jan. 30) was founded in 1935 in Beaumont, present headquarters, by Dr. S. J. and Dr. N. Jay Rogers, optometrists, who still own the firm. Texas State Optical first used tv in 1954 when it sponsored the ABC production *Racket Squad*. At that time



Dr. S. J. Rogers



Dr. N. Jay Rogers

the firm had built up from 1 to 28 offices. Today there are 82 in 44 cities.

Most of these markets see Ziv-UA film shows sponsored by Texas State Optical, including *Miami Undercover*, *Sea Hunt* and *Tombstone Territory*. The Screen Gem production *Two Faces West* and MCA show *Johnny Midnight* also are used. *Miami Undercover* is at present being considered for additional markets.

General Foods sticks with CBS-TV programs

General Foods Corp. will continue to place its network tv advertising blue chips on CBS-TV next season. This was apparent late Thursday (Feb. 9) when in an unusual pre-season jockeying, NBC-TV (and reportedly ABC-TV as well) failed to pry some of the GF lineup away from CBS-TV (BROADCASTING, Feb. 6).

At one point of the negotiation, NBC-TV officials reportedly recommended that General Foods sign for participation in *Wagon Train*, the network's highly-rated hour show in the Wednesday night schedule, while also moving to NBC-TV other programs from the formidable GF lineup on CBS-TV.

Most of the General Foods'-owned shows are situation comedy (*Danny Thomas Show* and *Andy Griffith Show*, for example), a factor which appeared to rule out a switch to ABC-TV, which GF reportedly did not feel was strong in that category.

Though on the surface it was said discussions began as a result of difficulty in placing *Mother Is a Freshman* (Mollie Goldberg), a new and GF-financed program, on the CBS-TV schedule next season, authorities disclosed that a time period "evaluation" lay underneath the unsettlement. General Foods, as a result, reportedly has gained improved position on the CBS-TV schedule next season.

LOCATION COMMERCIAL

NTA unit uses Intersync for taped du Pont ads

The first of a group of taped commercials for du Pont fiber products, produced on location by NTA Telestudios, New York, are scheduled to be carried on CBS-TV's *June Allyson Show* tonight (Feb. 13) from 10:30-11 p.m. NTA Telestudios points out this marks "the first time" taped commercials have been produced on location by use of a single camera technique with Intersync and with studio-taped sequences mixed in at a later date.

George Gould, Telestudios president, said significance of this project is that tape "can now perform both the on-location and the later intermixing functions of film without any sacrifice at all of quality." Al Cantwell, vice president in charge of live and tape productions for BBDO, New York, agency for du Pont, stated:

"We are highly pleased with the tape commercials we already have screened. I definitely think that Intersync will play an increasingly important role in tape commercials, particularly those that are produced on location and those in which texture of product is important. Intersync permits flexibility in editing, permits the adding of titles and opticals at a later date. The shooting technique enables close-ups to be made and if you're not satisfied, you can shoot again. There will be times, of course, when multiple shooting without Intersync is indicated, but Intersync is definitely a big step forward in the development of tape."

Telestudios produced six one-minute commercials for du Pont during a four-day stay in New Orleans, covering 20 scenes in nine locales. The commercials attempted to capture the colorful flavor of the city but the main theme was to show that a young lady visiting New Orleans can travel light and "always look fresh" if she packs clothing made

Why WSB-TV bought Warner's "Films of the 50's"

Says Jean Hendrix

"WSB-TV has always been strong in feature film programming. We acquired the Warner pictures **to make it still stronger.** The first thing we will do is use the 26 color films in a Friday night slot we'll call "Warner Bros. Premiere." Also, the high caliber of this Seven Arts release gives us pictures we'll run as specials in "A" time. Actually all of these films have the high quality we require for our spot carriers. All in all I'd say these "Films of the 50's" will strengthen our leadership in feature film audience here in Atlanta."



Jean Hendrix
Assistant to
the General Manager
WSB-TV
Atlanta, Georgia

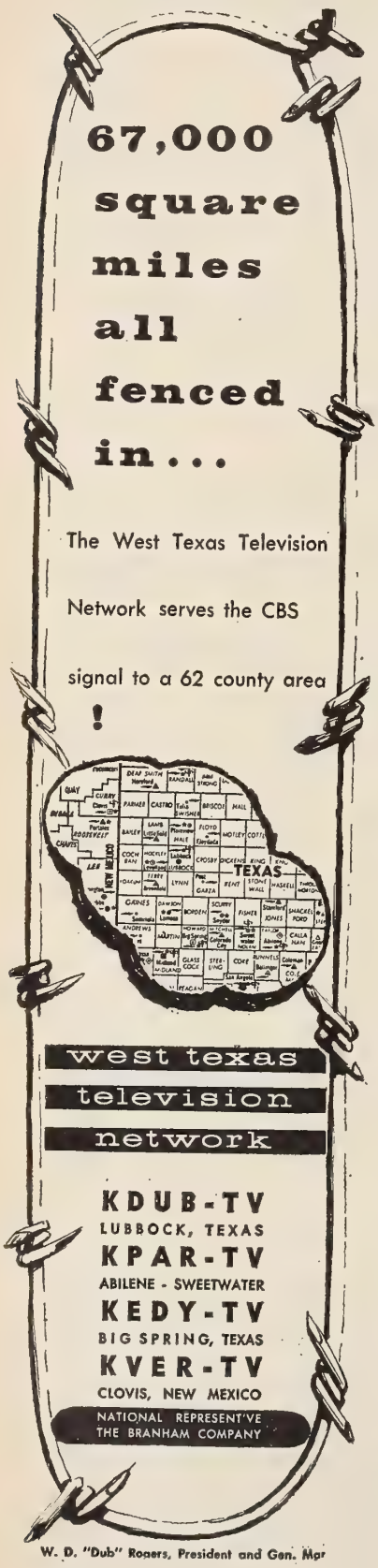
Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-0192

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



with du Pont Dacron, Orlon and Nylon fibers.

A three-man technical crew, using equipment provided by WBRZ (TV) Baton Rouge, produced the commercials. Mr. Gould and Al Makin, executive vice president of Telestudios, and Mr. Cantwell and Roger Hinkley, BBDO producer, supervised the project.

Telestudios announced several months ago that it had adapted Ampex's Intersync device for use in single camera shooting (BROADCASTING, Dec. 5, 1960).

Gleason searches for new format and new sponsor

Jackie Gleason is carrying on with a salvage operation and a faithful alternate-week sponsor. The format selected for the comedian's Jan. 20 return to tv after a two-year absence was a panel of comedians in a guessing-game, *You're In the Picture,* scheduled by CBS-TV Fridays, 9:30-10 p.m. EST. This was junked after one try. Kellogg Co. was there for the first show and got its alternate-week plug Jan. 27, but after the third edition it became known that the cereal company had quietly abandoned it after the format switch. Leo Burnett Co., Kellogg's agency, confirmed the cancellation. (Kellogg continues on CBS with partial sponsorship of *Father Knows Best* Tuesdays, 8-8:30 p.m. EST.)

Now billed as *The Jackie Gleason Show,* the show is evolving into an informal, conversational structure with guest talent. After ad-libbing it alone with his audience Jan. 27, the star brought on a chimpanzee near the end of the Feb. 3 show. Last week (Feb. 10) Mickey Rooney and Art Carney were scheduled and a lot of "big names" were anticipated for succeeding weeks. Liggett & Myers Tobacco (L&M filters) through Dancer-Fitzgerald-Sample continues to pick up the bill every other week. The departed Kellogg had replaced another sponsor originally announced for the show, the Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son) when CBS last December billed *You're In the Picture* to replace *The Garlund Touch,* which ran from the beginning of the season through Jan. 13 under L&M-Plymouth alternate sponsorship.

Hix forms western rep firm

Formation of Bob Hix Inc., Denver, to serve as a regional advertising and sales representative for stations in 11 western states has been announced by Robert S. Hix, president. Mr. Hix recently resigned as general manager of KHOW Denver and sold his interest in the station to open the new firm.

A veteran in broadcasting, Mr. Hix served in a management capacity for six years with KOA Denver prior to joining KHOW, where he has been the past two years. He also formerly was asociated with stations in Wichita, Kan., and St. Joseph, Mo.

Bob Hix Inc. is headquartered at 449 Grape St., Denver 20. Telephone Fremont 7-1400.

Business briefly...

Armour & Co., Chicago, next week starts a tv spot drive in Chicago, Peoria and Rockford, Ill., to introduce new "Princess Dial" complexion soap that contains a moisturing cream, Armour said it hopes for national distribution within year or two, but expansion will be slow and carefully planned. Newspapers will also be used. Agency: Foote, Cone & Belding, Chicago.

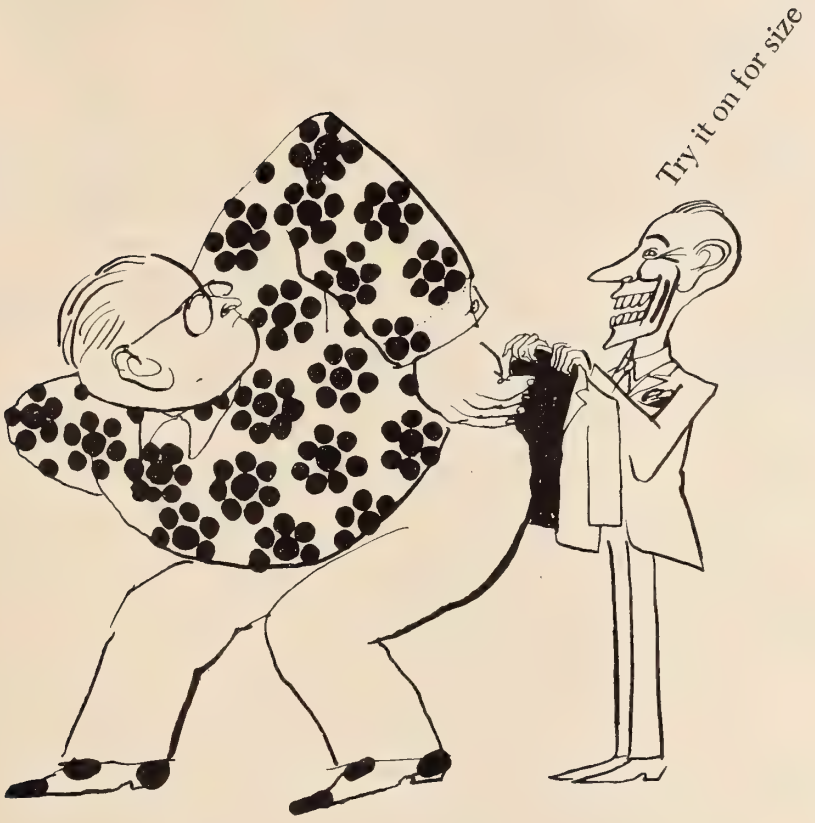
Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, San Francisco, is returning *Lucky Lager Dance Time* to the air after a year's hiatus. The company has signed 52-week contracts starting today (Feb. 13) with KSFO San Francisco and KMPC Los Angeles for the 9:30 p.m.-12 midnight time, Monday through Sunday, and KVI Seattle (where beer may not be sold on Sunday) 9:30 p.m.-12 midnight, Monday through Saturday.

Policy-Matic Corp. of America, land travel insurance by vending machine, Atlanta, is introducing its insurance selling plan this spring. Radio will be used heavily: NBC Radio's *Monitor* for national coverage, and spot in concert with the opening of markets. Identifying "symbol" on its radio commercials: the sound of an automobile's horn. Agency: Daniel & Charles, N. Y.

Downyflake Foods Inc., N.Y., frozen ready-to-bake muffins, will start using saturation tv spot during March in the six New England states and Pennsylvania. The new product was recently introduced in New York. Heavy advertising will follow the product as it moves toward national distribution during the year. Agency: Smith/Greenland Co., N.Y.

Brown & Williamson Tobacco Co. and **Kimberly-Clark Corp.** will be alternate week sponsors of *Danger Man,* a new adventure series about an international security agent, when it starts April 5 on CBS-TV (Wed. 8:30-9 p.m. EST). The new Independent Television Co. series, with Patrick McGoohan in the lead role, will be in the time period vacated by *Wanted—Dead or Alive,* which also was sponsored by B&W and K-C. Agencies: Ted Bates (B&W) and Foote, Cone & Belding (K-C).

Jacob Ruppert Brewery, N. Y., will spend approximately $2.5 million this year to advertise its Knickerbocker



Los Angeles is size 98, extra large. When you want to cover it with radio, don't settle for something with the sleeves too short. Before fussing with style, consider the cut of the coat. KFWB is big, big, big radio. More of your customers listen to KFWB than to any other station in metropolitan Los Angeles. Hooper says so (18.7% audience share for Dec. '60, Jan. '61, total rated time period). And Pulse says so (16.5% audience share for Dec. '60, Mon. through Sun., 6 a.m. to midnight). It's pretty obvious. There just isn't any substitute for audience. **KFWB / 98**

James F. Simons, Station Manager
Represented by John Blair & Co.

CROWELL-COLLIER
BROADCASTING CORPORATION
First in Contemporary Communications
Robert M. Purcell, President

KFWB
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A Sound Citizen of Los Angeles

WHLI
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

FOOD STORE SALES*
$704,995,000
SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Arnold's Bread
Birdseye
Bond Bread
Canada Dry
Carling Breweries
Carolina Rice
Coca-Cola
Hires
Manischewitz Wine
Merkel Meats
National Biscuit Co.
Nescafe
Pepsi-Cola
Tender Leaf Tea

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

Beer. The company, through Warwick & Legler, New York, places a substantial portion of its budget in spot tv and spot radio in New England and the metropolitan New York area. Marketing plans were disclosed after Kratter Corp., New York holding company, abandoned its effort to gain stock control of Ruppert.

Columbia River Packers Assn. (Bumble Bee tuna), Portland, Ore., started a new tv spot drive Jan. 30 in top markets, using primarily minutes and chainbreaks in both daytime and nighttime. Agency: Richard K. Manoff, N. Y.

Beech-Nut Food Div. (baby food), Canajoharie, N. Y., has started a new tv spot campaign in an undetermined number of major markets, using up to 12 daytime and nighttime minutes weekly. Agency: Young & Rubicam, N. Y.

Bubble Up Corp., Peoria, Ill., through Murphy Assoc., L.A., has launched a saturation radio campaign of 225 spots a week in the Los Angeles area, using stations KFWB, KGFJ, KMPC and KRKD Los Angeles, and KRLA Pasadena, KGIL San Fernando, KEZY Santa Ana and KDAY Santa Monica. The five-week Los Angeles promotion, in which the radio spots are supplemented by 7-sheet billboards, bus fronts, truck tailgate signs and point-of-purchase material, is budgeted at $75,000. Eventually the campaign is to be extended to 400 markets.

Rep appointments...

▪ WEMP Milwaukee and KWK St. Louis: H-R Representatives, N. Y.

▪ WFBL Syracuse, N. Y. and KORL Honolulu: Robert E. Eastman & Co., N. Y.

Lennox buys ABC Radio show

Backed by a newcomer to network advertising, ABC Radio has started a new weekday, five-minute weather show. Lennox Industries Inc., Marshalltown, Iowa, has purchased sponsorship of *Weather Show with John Cameron Swayze,* a daily report and forecast on national and local weather conditions (Mon.-Fri. 6:40-6:45 p.m. EST).

Lennox Industries, whose previous broadcast advertising was limited to spot radio, manufactures heating systems and air conditioners. Its agency is the Biddle Adv. Co., Bloomington, Ill. In the new weather program the station will cut away during the last 30 seconds for local weathercasts, which affiliates are selling to local Lennox dealers. In a second development, Lennox Industries bought *John Cameron Swayze's Notebook,* a five-minute package for which the agency is buying local station time.

Competition assures ad honesty, says Britt

The suggestions that advertising men are "parasites" and "hidden persuaders" can be countered easily with examples of the obvious power of the "intelligent consumer," the Chicago Federated Advertising Club was told Thursday.

Advertising consultant Stuart Henderson Britt, Northwestern U. professor and former executive of McCann-Erickson, Earle Ludgin & Co. and Needham, Louis & Brorby, said, "There is nothing hidden about advertising," witness the complete disclosure of motive and fact in any major brand's television, radio or print advertising.

Dr. Britt reserved his right to criticize poor advertising and admitted advertising is "not lily pure." But neither are education, government or sports for that matter, he said. The old maxim of *caveat emptor* now is *caveat vendor,* Dr. Britt said, because the consumer holds life and death power over old line as well as new products. The consumer just "lies in wait for a manufacturer to make a mistake," he said, pointing out the high risks involved in marketing and satisfying the consumer's taste.

"It is not the FTC that keeps business clean" he said. "It is the rivalry between products. The consumer has free choice." He pointed out the high consumer confidence in advertising and in brand names, with such products far outselling the rest. Advertising won't make people buy things they don't want, Dr. Britt argued, in spite of false suggestions that advertising foists shoddy products upon an unwilling public. Good products have a hard time, too, in the competitive battle, he indicated, asking what ever happened to Edsel autos, Hit Parade cigarettes and Chlorophyl dog food.

Dr. Britt has expressed more of the same in his new book, "The Spenders," which he said fully answers certain other ex-advertising executives he won't name (Vance Packard and friends). Publisher is McGraw-Hill.

Agency appointments...

▪ Lewis Research Labs Inc., appoints Frank B. Sawdon Inc., N. Y., as advertising agency for Stain-Aid; Drain-Aid, Septi-Kleen, Swish-Kleen and Swim-Kleen. A new product in the drug field will soon be announced. Radio and tv will be principal media.

▪ Lion Packaging Products Co. Inc., Hicksville, N. Y., appoints Cohen & Aleshire, N. Y., as its advertising agency for a Snap-Off Bags test campaign in Chicago, Boston, Los Angeles, San Francisco, St. Louis, Hartford, Tampa and Miami.

What coverage are you buying?
(or selling)

Whether you are a buyer or seller of time, Nielsen Coverage Service '61 (NCS '61) answers that all-important question, in terms of: *how many . . . where . . . how often.*

- **If you are a buyer of time,** NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.
- **If you are a seller of time,** NCS '61 spells out your station's strong points in covering the area it serves.

Buyer or seller, you will get from NCS '61 the only up-to-date authoritative coverage facts for both radio and television:

—number of homes reached
—county by county
—day, night; daily, weekly

all based on the 1960 U.S. Census.

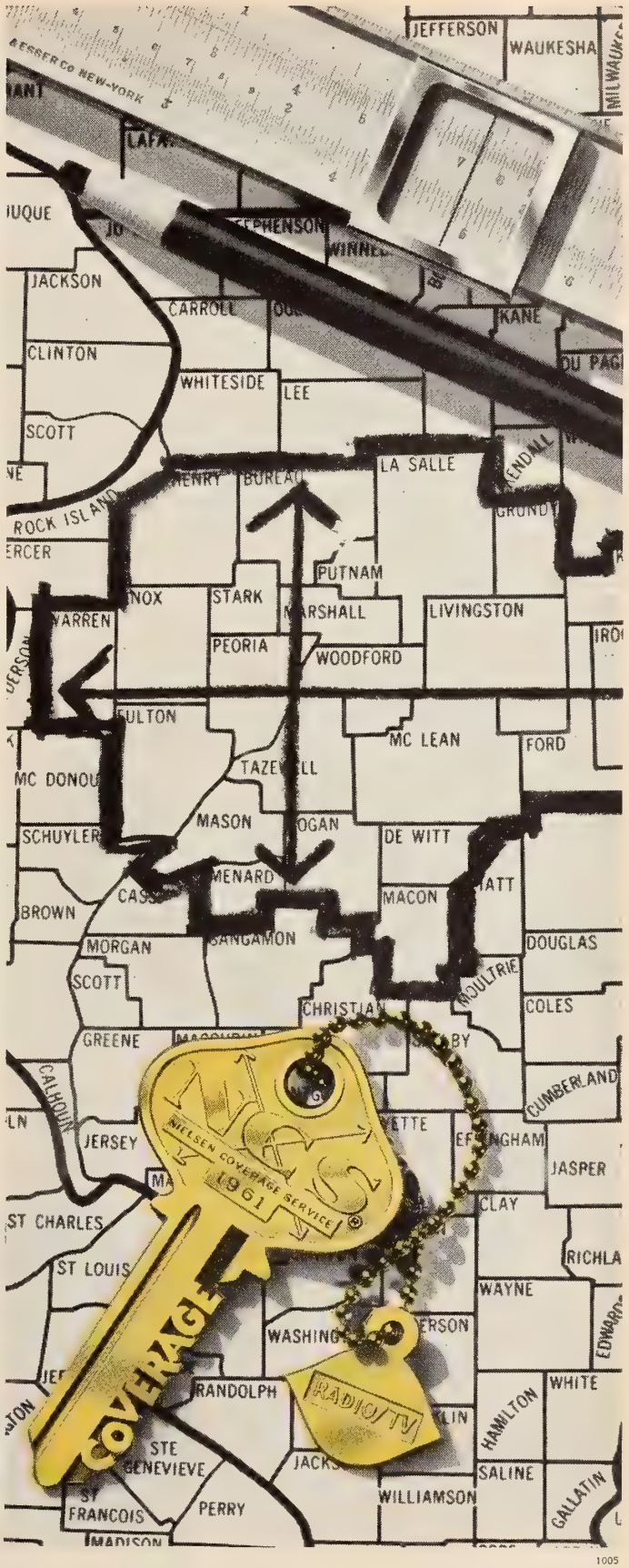
FOR ALL THE FACTS

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700



1005

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

Minow promises aggressive leadership

TELLS SENATE GROUP HE'LL TRY TO IMPROVE TV PROGRAMMING

Newton N. Minow, the 35-year-old Chicago lawyer tapped by President Kennedy to chair the FCC, intends to give that agency aggressive leadership in attacking a broad range of problems.

This, at least, was the burden of his testimony last week during the Senate Commerce Committee hearing on his nomination. And the Committee, apparently liking what it heard, speedily voted approval of his appointment.

Mr. Minow told the committee he will try to improve the quality of television programming, look into the matter of television ratings, attempt to resolve the uhf-vhf problem, assist in the expansion of educational television, and work for a unified national telecommunications policy.

He expressed these and other views under 90 minutes of committee questioning that was sometimes searching but always friendly.

And he expressed himself with a fluency that indicated he had done his homework. One area not explored in the hearing was the report by James M. Landis on the regulatory agencies. It never came up. But, reportedly, he would have been ready if it had.

Quick Approval ▪ The committee voted approval of the Minow nomination without a dissenting vote in a brief executive session. The approval extends to both of his nominations—to the remainder of an interim term ending June 30 and a full seven-year term beginning July 1.

Mr. Minow's name will now go back to the Senate for confirmation. President Kennedy picked him last month to replace Charles H. King, who was serving under a recess appointment from former President Eisenhower, for the short term. He succeeds Frederick W. Ford as chairman. However, Mr. Ford will remain as a commissioner (BROADCASTING, Jan. 16).

Mr. Minow shared the view of several committee members who felt the level of programming was low, and promised to do something about it. "We must never engage in censorship" he said. "But if a licensee is not operating responsibly in the public interest, the FCC should find someone who will."

He said he believes the FCC has the duty and authority to review a station's record, when it comes up for license renewal, to determine whether the licensee has fulfilled his promise to operate in the public interest.

"The airwaves belong to the people," he said, "and the FCC is responsible for seeing that they are well used."

'A damn good job'

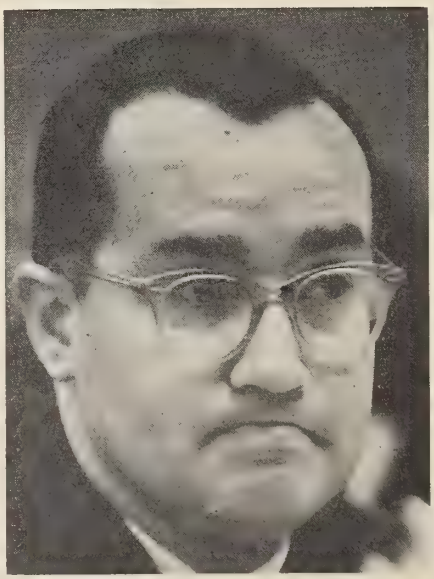
"Fred Ford is doing a damn good job. It is unfortunate that he was chairman such a short time."

The speaker was Newton Minow, a Democrat who will replace Republican Ford as chairman of the FCC in about two weeks. Mr. Minow made the statement after his confirmation hearing last Wednesday before the Senate Commerce Committee. Earlier he had told senators that Chairman Ford and the commission had been most helpful and highly cooperative in briefing him as he prepared to take over the chairmanship.

Responding to Sen. Norris Cotton (R-N.H.), who questioned him closely on the matter, Mr. Minow expressed the view that the FCC has the legal authority to revoke a station's license. But he quickly added that "it's hard to say that revocation would be the best answer."

He said that the FCC can play a positive role by exerting "an elevating influence on the industry." And he agreed with Chairman Warren G. Magnuson (D-Wash.) that the industry itself, through NAB and its codes, could improve matters.

But he also said he believes the FCC has the right and duty to monitor programs to a greater extent than it does now .



Mr. Minow faces the committee

A Night of Violence ▪ Senator John O. Pastore (D-R.I.) raised the question of the quality of television, stating that during one recent evening before his set he saw a parade of horsewhippings, shootings and killings.

Mr. Minow replied with a smile that "there should be more open spaces between westerns and more public affairs than private eyes."

Sen. A. S. Mike Monroney (D-Okla.) lashed out at the various systems of rating television programs, challenging their validity and accusing them of stifling the development of better programming.

"The networks, stations, Madison Avenue—all are victims of the rating systems," said the senator. "Efforts to produce something new are strangled in their infancy by the viciousness of ratings." He said ratings dominate the industry.

Mr. Minow indicated a measure of agreement with this view, declaring that ratings "are a proper area of concern for the FCC. The systems differ so widely they can't all be right," he added. "My feeling is that they underestimate the American public."

Mr. Minow also promised to try to find an answer to the long-standing uhf-vhf problem. "This matter must be resolved if we're to have a fully national competitive system," he said. "I shall try to make as many channels available as possible."

The Etv Matter ▪ Sen. Magnuson, who has introduced legislation to provide states with grants to build educational television facilities, brought up the matter of educational television almost at the outset of the hearing.

Noting that only 52 of the 257 channels set aside for etv are being used, Sen. Magnuson said that "this will be a matter of concern for you at the FCC."

Mr. Minow, who is counsel for the Midwest Council for Television Instruction, which plans to beam educational programs to six states from two airplanes ,said, "I will dedicate myself to that task—it's one of my interests."

At another point, Mr. Minow said he hopes to "liberalize the rules" to enable etv stations to obtain revenue. "Money is their biggest problem," he said. He also observed that commercial stations could increase the number of educational programs they offer.

Sen. Vance Hartke (D-Ind.), who has identified himself with those urging a unified national telecommunications policy, also found an ally in Mr. Minow.

"This is a matter of urgent concern" in terms of space exploration and interdepartmental disputes, as well as a "chief area of concern in national defense," said Mr. Minow. He added he will do whatever he can to advance the development of a unified telecommunications policy.

Additional Views ▪ In other testimony, Mr. Minow said that:

▪ He will try to make additional channels available to those metropolitan areas which are now limited to two networks.

▪ He would like to see local stations have as much autonomy as possible. Sen. Monroney charged that local stations have been threatened with loss of their affiliations if they refuse network shows.

▪ He disagreed with the theory that a congressman competing for a station license should be shown preference on the ground that his position is evidence of his awareness of, and responsiveness to local interests.

▪ He agreed fictional television programs such as *The Untouchables* should be identified as such.

He said he would try to bring FCC members into greater agreement on issues, though he said this was a difficult matter since the issues confronting the commission are highly complex.

Mr. Minow also testified that he had disposed of any stocks which might cause a conflict of interest, and said he will submit a report on his holdings to the committee. He added that he will withdraw from his law firm if confirmed.

The two senators from Mr. Minow's home state of Illinois—Paul Douglas, Democrat, and Everett Dirksen, Republican, gave him a warm, bi-partisan introduction to the committee.

Sen. William Proxmire (D-Wis.), who represents the state where the FCC Chairman-designate was born, also testified in his behalf.

All three senators praised Mr. Minow highly. Sen. Proxmire said the appointment will have a salutary effect not only on the FCC but the broadcasting industry as well.

Lar Daly of Chicago, the perennial fringe-party candidate whose demands for equal air time have been a factor in Congress' liberalization of the equal-time provision of the Communications Act, had also been expected to appear.

However, he wired the committee last week saying unexpected developments had detained him and asking for a week's postponement of his appearance. Sen. Magnuson said he notified the Chicagoan that the record would be kept open for a statement but that the proceedings could not be delayed.



Sen. Cotton (left) and Chairman Magnuson pose the questions for FCC Chairman-designate Minow. Seven other senators were present.

MONOPOLISTS—BEWARE

Rand Dixon, chief counsel of Senate antimonopoly group, nominated to head Federal Trade Commission

A battler against monopoly—including the questionable right of baseball clubs to "black out" tv and radio coverage of home games within a 75-mile radius of the home town—has been nominated to be chairman of the Federal Trade Commission.

He is Paul Rand Dixon, chief counsel and staff director of the Senate Antitrust and Monopoly Subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

President Kennedy sent Mr. Dixon's name to the Senate last week. He also nominated Philip Elman, assistant to the Solicitor General of the United States, to be a commissioner on the FTC. Mr. Kennedy announced that he would nominate Everette MacIntyre, chief counsel of the House Small Business Committee, to the next vacancy on the FTC.

Mr. Dixon, 47, a Tennessee Democrat, will succeed Earl W. Kintner as chairman of the federal agency which patrols the nation's advertising and business practices. It also exercises jurisdiction over monopoly and concentration.

Mr. Kintner, whose term ran out last September, has been serving as a recess appointee since that time. He was nominated by former President Eisenhower for a second 7-year term but was never confirmed by the Senate.

It was under Mr. Kintner's leadership that the FTC moved into the tv-radio picture. It set up a Tv-Radio Monitoring Unit which screens all national and regional broadcast advertising. The group also coordinates studies of advertising in all media. It has been responsible for a dozen or more complaints filed over the past few years against some of tv's major advertisers. These primarily have been aimed at what the agency charges are false demonstrations on tv.

Payola Campaign ▪ The FTC jumped swiftly into the radio-tv picture two years ago at the height of the payola scandals. It issued more than 100 complaints against record makers and distributors charging they paid off disc jockeys to play their records on the air, thus building up a demand for them in the consumer market. The agency has settled 90 such complaints via the consent decree route, with one being a final order in default. The remainder are still pending settlement.

Under investigation at the FTC is one study which may result in wide repercussions within the broadcast industry. This is a probe, so far under wraps, of rating systems. The existence of this investigation was made known by Mr. Kintner when he appeared before the Senate Commerce Committee last year (BROADCASTING, May 9, 1960). Recent inquiries on the course of the investigation has elicited only the comment that it's still underway.

During the Senate antitrust baseball inquiry in 1958, broadcast witnesses requested relief from baseball clubs' practice of "blacking out" home games (and other ball games being played at the same time) within a 75-mile radius of the home game city. Mr. Dixon was

in charge of that investigation. He has also led the subcommittee in its hearings on pricing practices in the automobile, oil and drug industries.

He was an attorney with the FTC beginning in 1938 and, except for service with the Navy in World War II, was with the agency until 1957 when he joined the Senate committee staff.

Succeeding to the post now held by Edward K. Mills, New Jersey Republican, will be Mr. Elman. Mr. Elman, 42, is a native of New Jersey, and is considered a political independent. He served as law clerk to U. S. Supreme Court Justice Felix Frankfurter after being graduated from Harvard Law School. He joined the office of the Solicitor General in 1944.

Mr. MacIntyre will succeed Robert T. Secrest, a Democrat, when the latter's term expires in September. Mr. MacIntyre, 60, a native of North Carolina, was on the legal staff of the FTC from 1930 to 1955. During that time he was chief trial counsel on antimonopoly cases. He joined the House Small Business Committee as its chief counsel in 1955.

JFK gets printed record

Sen. Ralph Yarborough (D-Tex.) Feb. 3 presented President Kennedy with a bound volume of virtually every speech and news conference statement made by the President in his successful campaign this fall.

The 976-page volume, which came off the Government Printing Office Press last week, is the first in a projected six-volume series being prepared by the Watchdog Subcommtitee headed by Sen. Yarborough (BROADCASTING, Jan. 31).

The volumes, a record of the statements of the candidates' and network newscasts dealing with campaign, will form a part of the subcommittee's report. The Yarborough unit was set up to study charges of bias on the part of broadcasters in connection with last years easing of the equal-time provision of the Communications Act.

Oversight sowed 'seed' for good things—Lishman

A congressional investigation cannot be judged by looking only at its immediate results, Robert Lishman, chief counsel of the House Legislative Oversight Subcommittee, told an audience of Boston College economics students last week.

"Remedial statutes or forced resignations of public officials tell but half the story," the chief attorney of the subcommittee which "forced" the resignation of two members of the FCC and a presidential assistant, said. "Often the delayed reactions to committee investigations are far more important to the public interest than the visible first harvest."

As a case in point, Mr. Lishman cited a 1912 investigation which "planted the seeds" for 1933 banking and security law reforms. "We must therefore keep in mind the potential long-range increments for good which do not meet the eye upon the conclusion of a particular investigation," he said.

Mr. Lishman predicted that 1,000 pages of panel hearings and reports of the Oversight Subcommittee are "seed corn" for good things to come. He said they were the least known and least publicized hearings of the subcommittee but will, "I believe, contribute greatly to effective improvements in the administrative process." Among agency problems discussed by more than 100 participants in the panels were excessive delays, cost, length of record, lack of published criteria and standards, ex parte contacts, status of hearing examiners, undue interference by Congress and the White House and length of tenure of commissioners.

Noting that James M. Landis, special assistant to the President who authored a report highly critical of the FCC and other agencies, participated in the Oversight panels, Mr. Lishman stated: "Instead of criticizing Mr. Landis for allegedly wanting to make himself an administrative czar, I think we should concentrate on coming up with a constructive alternative proposal whereby the needed reforms will not be frustrated by a contest of power between the executive and legislative branches of government."

House Commerce gets two new GOP members

There will be two new faces—both Republican first termers—on the House Commerce Committee during the current session. They are Abner W. Sibal (Conn.) and Vernon W. Thompson (Wis.).

They will replace Larry Brock (D-Neb.), who was not re-elected, and Steven B. Derounian (R-N.Y.), who is moving over to the Ways & Means Committee.

The Republicans picked up an extra seat on the Commerce Committee because of their party's gains in the House in the November election. The Democratic majority on the 33-member committee is now 20-13.

The Republican hold-overs on the committee are John B. Bennett (Mich.), William L. Springer (Ill.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), William H. Avery (Kan.),



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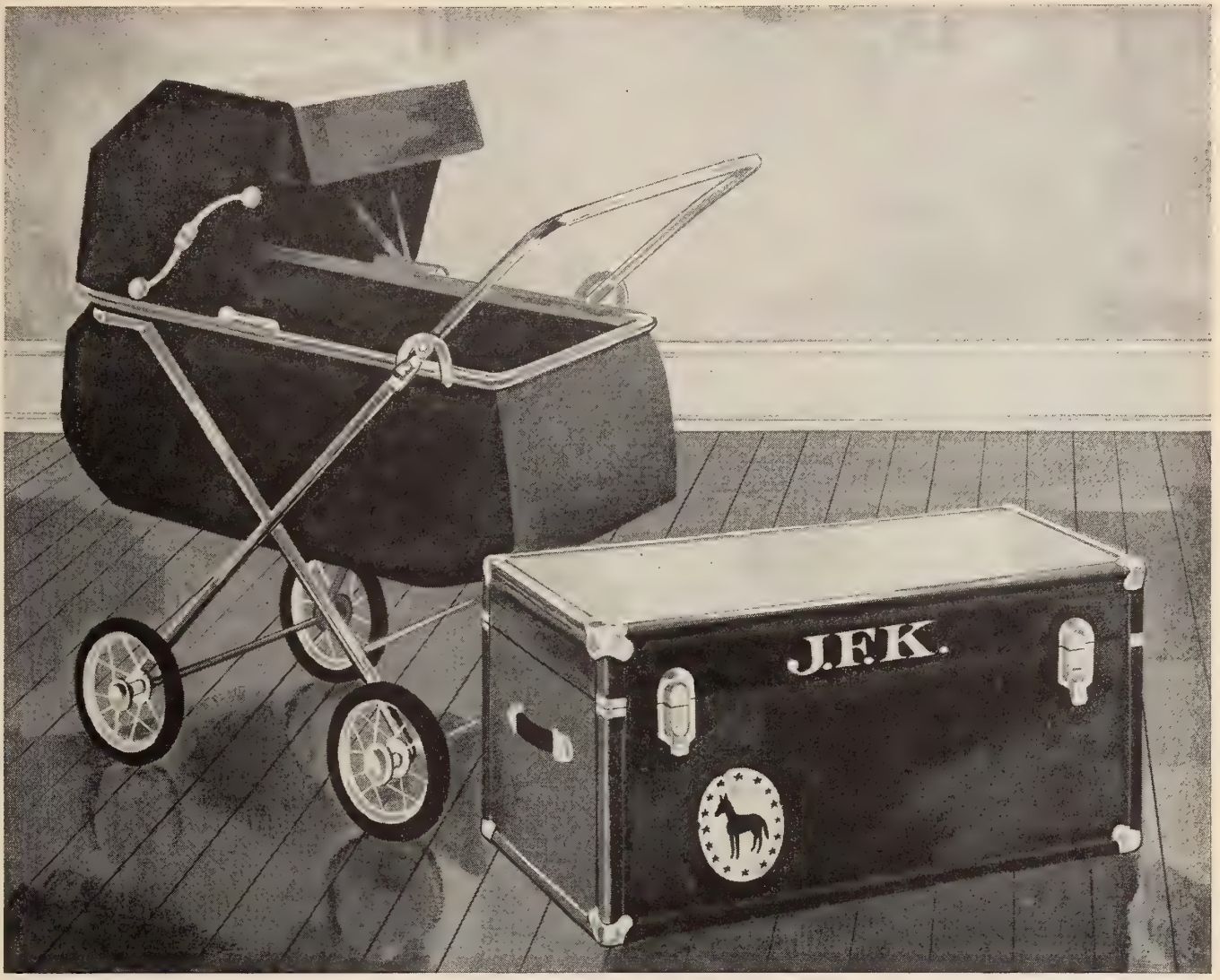
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NBC SPOT SALES, National Representatives

(This ad appeared as a full page in Jan. 20 Washington Post and Washington Star)



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Welcome, *every* member of the new Administration. Whether your duties are top secret or typically secretarial—whether your dining takes you to a supper club or a soda counter—whether your diversion runs to touch football or professional baseball (we've got a new team there, too!) . . . you'll find most people and most things in Washington just about the way you want them to be.

As one good neighbor to another, we'd like to introduce ourselves. Our name is WWDC. Our address is 1260 on your radio dial, 24 hours every day. We are Washington's most-listened-to station from 6 A.M. to midnight, Monday through Sunday.* We provide you with the fastest and most complete local news coverage. We were the first station to present radio editorials on matters of importance to the D.C. area, for which we have been commended by national and local authorities alike. We have what we honestly believe is the friendliest announcing staff in Washington, bringing you the liveliest and best-balanced programming. We are, above all else, "the station that keeps *you* in mind."

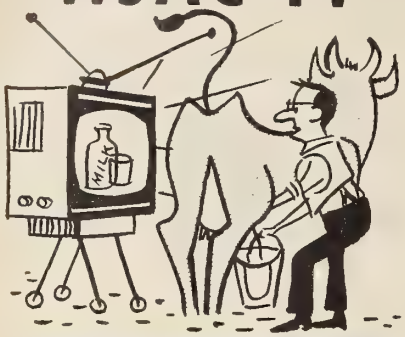
We wish each of you well in your important undertaking. And we wish you a warm welcome to Washington. It's a wonderful town.

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Harold R. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), and Willard S. Curtin (Pa.).

The Democratic members, all holdovers, are Oren Harris, chairman (Ark.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.).

Samuel N. Friedel (Md.), John James Flynt Jr. (Ga.), Torbert H. Macdonald (Mass.), George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N.Y.), John E. Moss (Calif.), John D. Dingell (Mich.), Joe M. Kilgore (Tex.), Paul G. Rogers (Fla.), Robert W. Hemphill (S.C.), Dan Rostenkowski (Ill.), James C. Healey (N.Y.).

Cunningham to hear reluctant witnesses

A resumption of the commission's program inquiry in Los Angeles March 8 for testimony and records from witnesses who refused to testify last fall (BROADCASTING, Oct. 24, 1960) was ordered last week by James D. Cunningham, chief FCC hearing examiner.

The commission two weeks ago upheld Mr. Cunningham's ruling that the balky tv programming talent organizations must appear with the records already subpoenaed (BROADCASTING, Jan. 30). Named in the commission order were MCA Inc. and Vice President Taft Schreiber; Dick Fishell & Assoc., Promotions Unlimited and executives of the last two firms—Mr. Fishell, Betty Langley and Mary Rothschild.

In last week's order, the examiner ordered the firms and individuals ". . . to appear and testify . . . and to produce all of the information and data required by the subpoenas heretofore duly served upon them. . . ." The hearings will be held in the U. S. Court of Appeals courtroom.

SEC reported probing 'Paar Show' stock tip

The Securities & Exchange Commission in New York was reported last week to be investigating the market activity supposedly stimulated by a tip given by comedian Lou Holtz on NBC-TV's *Jack Paar Show* last Monday (Feb. 6).

SEC officials declined to comment on the development, but it was learned the commission had sent questionnaires to leading brokers to ascertain market activity, particularly on two stocks—Canadian Javelin and MPO Videotronics. Though Mr. Holtz did not mention any particular stock during an exchange on the program with Mr. Paar, he did say that he knew of a stock, traded on the American Stock Exchange, that was selling for "around 10 that would go to a thousand in 10 years." Subsequently, there was a large volume of trading on Canadian Javelin and MPO Videotronics and speculation in financial circles centered on these two issues.

The commission said that Mr. Paar and Mr. Holtz had been asked to appear before the SEC for questioning. Mr. Holtz appeared Thursday.

Pastore sets hearings in west on vhf boosters

The Senate Communications Subcommittee will head west next week for hearings on the effect of the new FCC regulation on vhf boosters.

Chairman John O. Pastore (D-R.I.) announced last week the subcommittee will hold hearings in Salt Lake City, on Feb. 21 and in Casper, Wyo., the following day.

Congress last summer enacted legislation which legalized some 1,000 boosters already in existence and brought them under FCC authority. Sen. Pastore said the subcommittee is interested in getting the reaction of people in the western area to the regulations adopted by the commission.

He also said the subcommittee hopes to determine if any additional legislation is needed to assure television service for small communities.

Persons interested in appearing at the hearings should contact Sen. Pastore, New Senate Office Building, Washington, D. C.

Writeoff vacations?

The U. S. Internal Revenue Service is casting a suspicious eye at tax deductibility claims for tours described as professional seminars and is examining the advertising for such tours. IRS said programs of some of these proposed seminars "raise substantial questions as to whether the activities described meet the qualifications for deductible business expenses set forth in the income tax laws and regulations.

"This is particularly true with respect to spouses of the participants. To be tax deductible, expenditures must be ordinary and necessary to the taxpayer's business." IRS examiners have been instructed to place increased emphasis on the examination of returns involving entertainment, travel including the cost of "purported business trips which are, in fact, vacations."



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Rep. Moss will leave no stone unturned

KENNEDY NEWS POLICIES TO BE WATCHED, TOO, HE SAYS

For more than five years Rep. John E. Moss (D-Calif.) has performed as a kind of watchdog for newsmen and the public, snapping at the heels of government bureaucrats who have withheld information to which he feels the people have a right. Last week, the first and only chairman of the House Government Information Subcommittee insisted that, despite the change in administration, his eye and bite are as sharp as ever.

His role was brought into question as a result of mounting criticism by Republicans against what they allege are attempts by the Kennedy administration to reduce the output of information from government sources.

Sen. Barry Goldwater (R-Ariz.), in a Senate speech, said he was "very much disturbed" because of the administration's censorship of a speech by Admiral Arleigh Burke, chief of Naval Operations, that was highly critical of the Soviet Union.

And Rep. Clare E. Hoffman (R-Mich.), a member of the Government Information Subcommittee, quoted his chairman as having said, during the Eisenhower era, that secrecy in government is "the first refuge of incompetents." The Michigan Republican went on to ask whether Rep. Moss would "characterize the Kennedy appointees in like manner."

To this criticism, Rep. Moss replied, "I would have welcomed such concern during the previous Administration." Under President Eisenhower, Rep. Moss said, 14 of Admiral Burke's speeches had been censored. Other high civilian and military officials in the Pentagon had been muzzled dozens of times, he added.

Policy's the Key ▪ He said, however, that while his subcommittee expects military officials to talk freely to congressional committees before policies are formulated, it never saw anything "improper" in an Administration "restraining" these same officials from making statements that would contradict established policy. And President Kennedy, he noted, "has not tried to dodge responsibility for censorship where policy was involved."

Rep. Moss' subcommittee, often called the Freedom of Information Subcommittee, was created to study the information policies of the executive branch of the government and the independent agencies, and to determine their basis—constitutional, statutory or privileged.

"Where we felt the law was being abused to suppress information, we tried to free that information," he said. "We're going to be just as concerned, under the Kennedy Administration, that there be valid grounds for withholding information," he added. "The problem is a continuing one. It doesn't go away because of a change in Administration."

The "most glaring example" of secrecy, according to Rep. Moss, is in the "improper use" of the executive branch's power to classify material. He feels the Eisenhower administration was addicted to "overclassification" and that it often gave national security as its reason for suppressing material when, Rep. Moss said, the real reason was policy.

He said his subcommittee "will push for proper employment of the classification machinery and for declassification when the need for such declassification is felt."

Test to Come ▪ One of the functions of the Moss Subcommittee is to process complaints from newsmen dissatisfied with the information policies of the government. To date, Rep. Moss said, he has received none concerning the Kennedy Administration, but, he added, the real test will come when government officials claim exective privilege in withholding information.

While maintaining the change in administrations has not dimmed his resolve to remove illegal restrictions on public information, Rep. Moss conceded that his position may be more difficult with the Democrats than with the GOP.

But he said he derives some comfort from the feeling that a number of factors will make it difficult for the Kennedy Administration to impose undue restrictions on the flow of information. Last week, he cited four:

▪ The Democrats, during the campaign, took a definite position on the freedom of information issue—for example, their call for the release of the polls on American prestige.

▪ The issue "is developing a bit of political sex appeal."

▪ "The press is far more aware" of the problem than it has been.

▪ The press "is going to be even more critical of the Kennedy Administration than it was of the Eisenhower Administration."

Observers pointed out, moreover, that newsmen not only will be keeping an eye on the Administration's handling of information; they'll also be interested in knowing how their watchdog is behaving.



Rep. Moss
The newsman's watchdog

THE THIRD CONFERENCE

Possible live radio-tv for future presidential sessions

President Kennedy may return to live broadcasting of his news conferences but there's a possibility that only the use of film will be allowed for tv.

Pierre Salinger, presidential news secretary, said the restricted coverage by recordings, specified for the third conference held Feb. 8, had presented problems. The rules for this session banned live coverage but allowed taped radio and tv versions to go on the air as soon as the conference ended.

A minor rhubarb occurred Feb. 8 when UPI beat the end of the conference by 10 minutes with a dispatch on its local news service in Washington. The error was ascribed to a mixup in cueing at the UPI office. None of the material went out on UPI regional, national or international wires, according to Julius Frandsen, news editor. UPI apologized to AP for the error.

Frequent complaints have been heard among newspaper correspondents about the practice of permitting live tv and radio, a Kennedy innovation.

If tv tape and live coverage are banned, then broadcasters will be back on the Eisenhower formula. Broadcast newsmen can phone conference reports as soon as it ends, under this technique, but sound film coverage is delayed two or three hours by processing.

Tv and radio networks did not take advantage of the opportunity to put full coverage of the Feb. 8 conference on the air at approximately 10:35 a.m., when it ended. NBC plans provided 11:05 a.m. coverage on radio and 1 pm. on tv. CBS used excerpts on regular network programs during the day and a summary that started shortly before noon. ABC-TV scheduled the conference at 5 p.m. and radio coverage was heard at 3:30 p.m. and 10:30 p.m. Mutual put on audio tape coverage at 10:45 a.m.

ABC-TV handled the pool coverage

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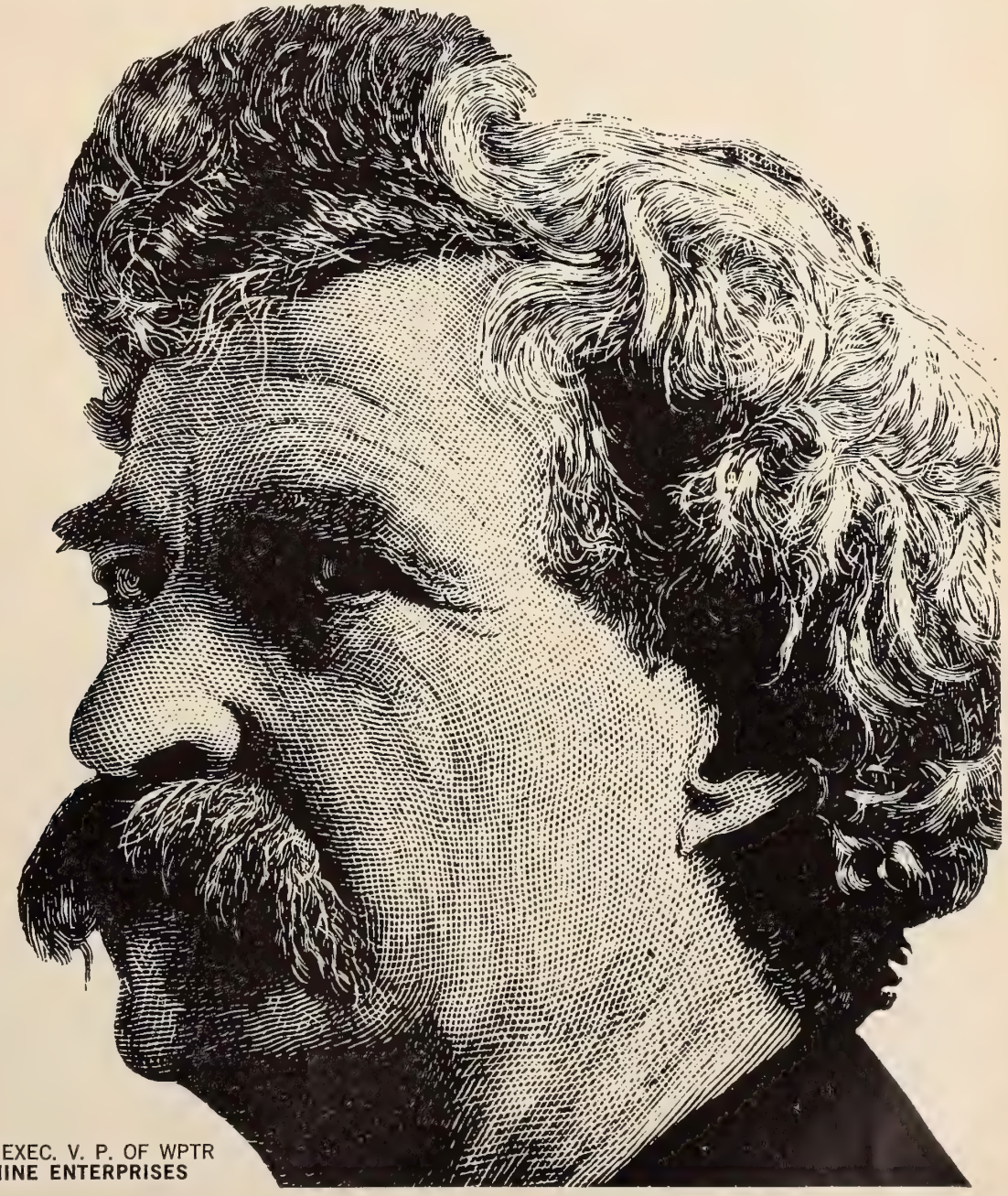
That's why WPTR has a minimum of 48 regular scheduled newscasts every day—commentary on the news at least 12 times a day—news in depth every hour—and where necessary "editorials" are broadcast on a round the clock basis. WPTR has never backed down from an issue it felt was right. It's that kind of an independent—independent! In another area, too, it's unique. Last year WPTR received the "National Headline Club Award" for outstanding public service.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

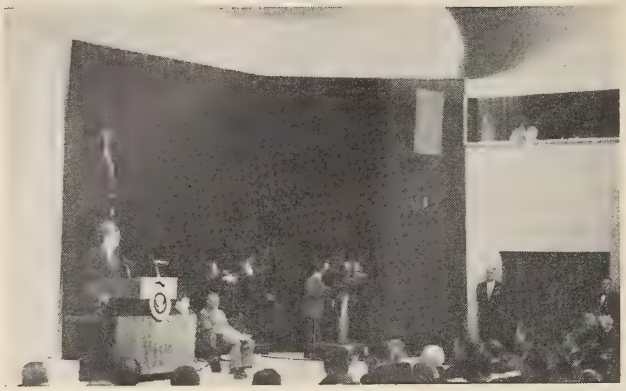
WPTR 50,000 PEOPLE WATTS

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President Kennedy's first delayed-only news conference

Weeks of planning and the equivalent of two working days setting up equipment by ABC-TV preceded President Kennedy's Feb. 8 news conference, the first to be limited to video and radio tape pickups. The tapes were released for broadcast at the close of the conference. Two earlier conferences were broadcast live. (See page 50.)

ABC used four supersensitive tv cameras to pick up the proceedings, along with the two rifle mikes that catch questions from reporters. The auditorium is flanked by elevated booths where newsmen phone reports to wire services and networks. Their Feb. 8 dictation also was delayed until the conference ended.

Left photo—President Kennedy answers a reporter's question. One of the two front cameras is shown at Mr. Kennedy's left, along with a mike. At right, some of the tv and film cameras in the rear.

Feb. 8, with Marshal Diskin in charge. He started setting up the day before at 9 a.m., using four tv cameras with "supersensitive image-orthicon tubes." As at the two previous Kennedy conferences, rifle microphones were used to pick up questions from newsmen. Mr. Diskin changed camera arrangements to feature the President's right side, his better camera side. The mikes were placed closer to newsmen. In all, ABC had a crew of 15 on the assignment, including Robert Fleming, Washington bureau news chief. Bill Weisel was stage manager.

The ABC crew had a scare when the President triggered a cue by starting out of his waiting room off stage when Mr. Fleming knocked and then turned back into the room for a brief last-second exchange with Mr. Salinger. This caused brief panic but the President arrived at the rostrum right on time.

FCC denies request to skip Gila hearing

Gila Broadcasting Co. and its six Arizona stations have lost another round to the FCC in their fight for renewal of licenses and sale to the Earl Perrin Co. of Chicago. The commission last week denied Gila's request for renewal without a hearing and enlarged the issues to determine if Gila relinquished control to Perrin without prior approval.

Gila stations are KZOW and KWJB-FM Globe, KVNC Winslow, KGLU Safford, KCLF Clifton and KCKY Coolidge. The stations went dark last October without Commission approval (BROADCASTING, Nov. 28, 1960). In a separate action last week, the FCC granted the stations permission to remain silent for 90 days from Feb. 2. The commission also refused to accept an earlier Perrin pleading supporting Gila but made the prospective buyer a party respondent.

Gila had argued that license renewal and approval of the sale without hearing would be in the public interest. The case was set for hearing on Gila's alleged failure to file some required reports, misrepresentations in those that were filed, character qualifications and other issues.

WENS (TV) opposes shifting its ch. 22

Various proposed channel deletions and additions occupied the attention of broadcasting groups in comments before the FCC last week, with WENS (TV) Pittsburgh (ch. 22) protesting a move to shift that channel. WENS, now dark, but operated from 1953-57, said that it is ". . . fallacious to characterize the channel proposed to be deleted as unused . . ." when it holds an outstanding construction permit.

WENS noted that it spent over $700,000 on its station and hopes to go back on the air in the future. Community Telecasting Co. had asked for the deletion of ch. 22 from Pittsburgh so ch. 15 can be assigned to Youngstown, Ohio. Community's WXTV (TV) Youngstown now operates on ch. 45.

Several groups objected to a proposal by Penn State U. that ch. 3 be assigned to State College, Pa. and reserved for educational tv, alleging this would require reduced mileage separations—157 miles from ch. 3 WRCV-TV Philadelphia and 163 miles from WSVA-TV Harrisonburg, Va., as the Assn. of Maximum Service Telecasters pointed out. WSVA-TV, WRCV-TV licensee NBC, and ch. 3 WSYR-TV Syracuse, N. Y., also opposed the assignment on the same grounds.

Penn Traffic Co., which has asked for a third vhf for Johnstown-Altoona, Pa., utilized the Penn State petition to renew its appeal, holding ch. 3 should go to Johnstown-Altoona to equalize network service there. ABC said the petition conflicted with the more desirable Penn Traffic proposal.

Commenting on a proposal by Kentuckiana Tv Inc. to assign ch. 31 to Louisville, ABC said that this would not constitute an acceptable allocations solution for the market; that Louisville should have a third vhf; and that ABC's proposal for ch. 6 or 7 in Louisville would accomplish this.

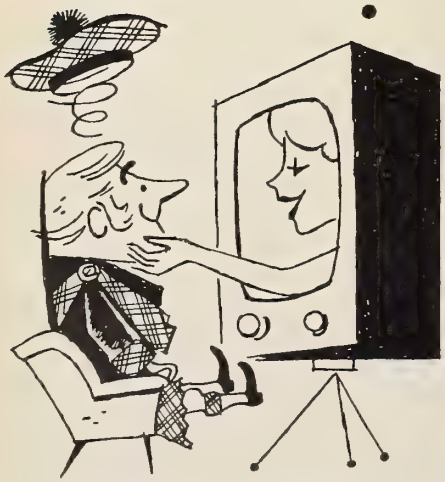
Kentuckiana, which holds a construction permit for ch. 51 Louisville, amended its petition last week to ask for ch. 32 instead of ch. 31.

Also last week, KVLS (TV) Flagstaff, Ariz., asked that ch. 4 be allocated to that city instead of ch. 13, for which it holds a permit, because of its inability to find a suitable transmitter site for ch. 13 operations. The Forestry Service has objected to the ch. 13 grant, holding operation on that frequency would cause interference to a government communication facility in Flagstaff.


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FORD GETS IN LICKS AT CRITICS

Outgoing FCC head defends agency from charges of delay

Without mentioning any names, FCC Chairman Frederick W. Ford took a verbal slap at the administration's James M. Landis and other commission critics last week. Mincing no words, the outgoing chairman stated:

"There are those who would like to ignore the vigor and resolution with which the commission has attacked the almost insurmountable problems which confronted it a year ago and who with derogatory generalizations seek to have the accomplishments of the Congress and the commission working in close cooperation brushed into oblivion."

Chairman Ford's first public reply to sharp criticism of the FCC in the Landis report came in a Wednesday (Feb. 8) speech to the Broadcast & Film Commission of the National Council of the Churches of Christ, meeting in New York. Mr. Landis charged that the FCC presents an "extraordinary spectacle [and] has drifted, vacillated and stalled in almost every major area" (BROADCASTING, Jan. 2).

In his speech last week, the FCC chairman praised his agency for its "courage, resoluteness, firmness in its decisions and ability to cope with its problems." Mr. Ford outlined FCC activities and accomplishments in nine major problem areas, including relationship with networks and Congress; speed-up in disposition of cases; ex parte; uhf-vhf problem; pay tv; trafficking; political broadcasts and educational tv.

"It is to be observed that during the last five months of 1960, 35 cases have been decided in comparison with 32 cases during the previous 12 months," Chairman Ford, who became head of the FCC 11 months ago, pointed out. (In his report, Mr. Landis had criticized the commission's slowness in deciding cases during fiscal 1959 but gave no credit or mention to the speed-up during the Ford administration.)

Actions via Panel ▪ A further cut in delays will result if Congress approves FCC recommendations soon to be sent to the Hill which would allow the commission to divide itself into two panels for final actions, the chairman said. Appeals from such panel decisions would be permitted on a discretionary basis only. The commission also is preparing legislation with which to institute a summary judgment procedure at the agency, Commissioner Ford said.

A further contemplated step, the chairman said, is the delegation of more authority to the staff, which would give the commissioners more time for important problems and improve the speed of service to the public. The staff has been conducting a study since last October of present delegations with this in mind.

Government Ethics ▪ Noting that government ethics is far different from professional or private ethics, Mr. Ford recommended that a commission on ethics be established within the executive branch of the government. "The ethical problems peculiar to federal service are sufficiently important and complex" to justify such an agency, he said.

Debates earn permanent place

Debates between opposing political candidates have become a permanent part of the American scene, LeRoy Collins, NAB president, said Feb. 6 in an interview over KOTV (TV) Tulsa, Okla. Recalling the Kennedy-Nixon debates last fall, Gov. Collins predicted the technique will spread.

The presidential debates demonstrated the need of removing the Sec. 315 equal-time restrictions from the Communications Act, he said. He lauded Corinthian Broadcasting Corp. for its iniative in sending news teams from each of its five stations to cover the Kennedy inaugural events from their state and community viewpoints.

If there's more snow in D.C....

Washington's current weekly attraction—heavy snowstorms with subsequent early closing of government offices—has caused more than a little confusion among experts trying to meet FCC deadlines.

With the commission having received four partial holidays (the latest last Wednesday) the past four weeks because of snow, attorneys were unsure whether their clients had additional days, or just how many, to file replies, comments, etc. Noting that it has "received a large number of inquiries from local practicing attorneys concerning the computation of time for filing documents . . ." the commission publicly called the legal fraternity's attention to Section 1.18(b) of its rules.

The rule excludes, for the purpose of computing deadlines, Saturdays, Sundays, legal holidays and "a day on which the commission's office is closed prior to 5:00 p.m. in which event the period runs until the end of the next full day when the commission's office is open."



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Another round in court on Miami ch. 10

FCC SAYS DISQUALIFICATION OF NATIONAL IS 'SOLID'

The FCC's actions in the Miami ch. 10 *ex parte* case were defended last week by the commission itself, the Dept. of Justice and L. B. Wilson Inc.

Briefs were filed last week by the three litigants in the U. S. Court of Appeals in Washington.

They followed by two weeks written arguments opposing the FCC's proposals to revoke the 1957 grant of Miami's ch. 10 to National Airlines and to disqualify National and North Dade Video Inc., one of the original applicants, because of "off-the-record" approaches to FCC commissioners. These were filed by National Airlines and North Dade late in January (BROADCASTING, Jan. 30).

The commission's actions were contained in an order issued last July. At that time the FCC issued a construction permit for the Florida vhf channel to L. B. Wilson, the only one of the four original applicants it found free of the *ex parte* taint. A fourth applicant, WKAT Miami, was found also tarred with behind-the-scenes maneuvering, but has since dropped out.

Both National Airlines and North Dade attacked the FCC's decision on procedural grounds as well as on the basis for its findings.

All parties in the case are scheduled to file reply briefs by Feb. 16. Argument has been tentatively scheduled for March 6, it is understood.

The FCC told the court last week that its decision to revoke the National Airlines' grant and to disqualify it from further consideration was based on solid ground.

National Airlines, it said, "tacitly" accepted Thurman Whiteside's help in attempting to influence then Commissioner Richard A. Mack, even if it claims that it unsuccessfully tried to hire him.

The commission also said there never has been any question of the impropriety of approaching commissioners off the record in adjudicatory matters. This was in answer to a National Airlines comment that such practices were condoned at the FCC.

North Dade, the commission said, hired former FCC commissioner and former congressman Robert F. Jones to exert "extra-adjudicatory" pressures on the FCC through congressmen.

Miami Different from Boston ▪ The FCC made clear that it distinguishes between the Miami ch. 10 situation and that involving Boston ch. 5. In the latter the FCC revoked the grant to the *Boston Herald-Traveler* but did not disqualify it from being considered in a reassement of the original applicants.

The charge that the commission acted differently in the two cases had been made by North Dade and National Airlines.

In response, the FCC stated:

". . . Both Public Service [National Airlines] and North Dade, however, were found to have sought to influence the commission's decision, not only by use of approaches which are improper because of their private and *ex-parte* nature, but also by attempts to inject wholly improper considerations into the proceeding—in the one case, a commissioner's personal friendship for Whiteside; in the other, the prestige and influence of members of Congress. It was wholly reasonable for the commission to distinguish between such conduct and the attempts of those involved in the WHDH decision [Boston ch. 5] to seek a personal acquaintance with a commissioner not previously known to them, or to present a brief *ex parte* on a matter critical to pending legislation. . . ."

The FCC maintained that its authority to issue the ch. 10 facility to L. B. Wilson was sound and there was no question of its jurisdiction to do this. This was in answer to National Airlines' argument that the commission exceeded its authority in issuing the grant to L. B. Wilson. It also declared that it had found nothing improper in the relation of Sen. George A. Smathers (D-Fla.) and the fact that he was a co-executor of the estate of the late Mr. Wilson.

Justice on FCC's Side ▪ The Dept. of Justice strongly sided with the FCC's action in the Miami ch. 10 case. Written by former FCC staff lawyers (now with the Justice Dept.) Richard A. Solomon and Henry Geller, the government brief argued that the record shows that National Airlines and North Dade attempted to influence "the results" of the comparative hearing. Justice also found that the FCC "properly" disqualified both National Airlines and North Dade.

L. B. Wilson, the applicant which stands to become the Miami ch. 10 grantee, emphasized that the FCC's findings on National Airlines and North Dade were correct, and that the FCC properly made the grant to the remaining applicant when the others were disqualified. The Wilson brief disputed the standing of National Airlines or North Dade to question the award since these parties, it said, "have been injured

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 3020. Rep. Emanuel Celler (D-N. Y.)—would prohibit pay tv.

S 529. Sen. John L. McClellan (D-Ark.)—would create a Joint Congressional Budget Committee that would study all budgetary matters, assist congressional appropriations committees in their deliberations, recommend legislation to promote governmental efficiency, and report on whether federal agencies are performing their missions in accordance with the wishes of Congress. (Sixty-six other senators, from both parties, co-sponsored the bill.)

HR 3250. Rep. Dominick V. Daniels (D-N.J.)—would create a Federal Advisory Council on the Arts, with members drawn from various major art fields, including radio and television, to help develop the cultural resources of the United States.

HR 3334. Rep. Thomas M. Pelly (R-Wash.)—would permit daytime-only broadcasting stations to operate at least from 6 a.m. to 6 p.m. Commerce Committee. Jan. 25.

HR 3450. Rep. John V. Lindsay (R-N.Y.)—would require disclosure of ex parte exchange between member of Congress and regulatory agency. Judiciary Committee. Jan. 26.

S 528. Sen. Alexander Wiley (R-Wis.)—would prohibit transmission of gambling information in interstate and foreign commerce. Judiciary Committee. Jan. 23.

S 683. Sen. Warren G. Magnuson (D-Wash.)—would eliminate the requirement of an oath or affirmation on certain FCC documents. Commerce Committee. Jan. 30.

S 684. Sen. Warren G. Magnuson (D-Wash.)—would require owners of abandoned radio towers to keep them painted and illuminated. Commerce Committee. Jan. 30.

SJ Res 39. Sen. William Proxmire (D-Wis.)—would create Commission on Ethics in Federal Government to implement and recommend improvements in Government's Code of Ethics, and investigate complaints of unethical conduct on the part of senators, representatives or officers and employes of federal agencies or Congress. Post Office and Civil Service Committee. Jan. 26.



In Providence, WJAR-TV's new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA's "61 for 61" and Warner Brothers' "Post '50 Package" to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: A STAR IS BORN • VIVA ZAPATA • ALL ABOUT EVE • THE HIGH AND THE MIGHTY • COME TO THE STABLE • REBEL WITHOUT A CAUSE • THE PRINCE AND THE SHOWGIRL • HONDO • COME FILL THE CUP • THE BIG LIFT • DOWN TO THE SEA IN SHIPS • PINKY TWELVE O'CLOCK HIGH • THE BIG TREES • A LETTER TO THREE WIVES • YELLOW SKY • THE SEARCHERS STRANGERS ON A TRAIN • SPRINGFIELD RIFLE LAND OF THE PHARAOHS • Marilyn Monroe • Anita Ekberg • Marlon Brando • Judy Garland • Montgomery Clift • Burt Lancaster • John Wayne • James Dean • Sal Mineo • Doris Day • Robert Stack • Bette Davis • James Stewart • Maria Schell • Kirk Douglas • Joan Crawford Tab Hunter • Cary Grant • Lauren Bacall • Gregory Peck James Cagney • Spencer Tracy • James Mason • Glenn Ford • Peter Sellers • Gary Cooper • Natalie Wood

NBC abc

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by their own disqualification, not by the grant to Wilson."

The charges by National Airlines that Sen. Smathers interceded with Commissioner Mack in behalf of the Wilson application are "conceived in desperation and has no basis in fact," the Wilson brief stated.

Award of ch. 10 to L. B. Wilson was attacked by Elzey Roberts, former St. Louis broadcaster who has been urging the commission to open the case to new applicants. In his brief last week, Mr. Roberts contended that the FCC had no power to award the open channel to L. B. Wilson without giving Mr. Roberts a chance to make a case in open hearing.

ABA unit to discuss procedural proposal

A permanent National Conference on Administrative Procedure to be established by law and with top officers to be selected by the President will be considered by the House of Delegates of the American Bar Assn. at its meeting in Chicago, Feb. 20-21. The proposal is designed to improve the operation of federal administrative agencies such as the FCC, FTC, SEC, and some 70 other bodies in Washington that perform administrative and quasi-judicial functions.

The recommendation has been prepared by ABA's special committee on legal services and procedures headed by Smith W. Brookhart, Washington. Assisting him in preparing the draft legislation were Donald C. Beelar, Raoul Berger and Valentine B. Deale, all of Washington, and Robert M. Benjamin, New York.

The idea of an administrative conference was first proposed in 1959 by the ABA. President Eisenhower last year named E. Barrett Prettyman, chief judge of the District of Columbia Circuit Court, as chairman of an organizing committee. This group met and formulated proposals for the establishment of a conference. President Kennedy has asked Judge Prettyman to continue this work.

Harris can wait

Ratings survey being conducted for Legislative Oversight Subcommittee by committee of American Statistical Assn. has been delayed because of desire by Rep. Oren Harris (D-Ark.) that study be thorough.

Target for submission of report was two weeks, but ASA has been told to do complete job and not submit document stressing lack of time to cover field completely. ASA spokesman said last week report now is in "draft form and will be coming along pretty soon."

Pelly, Gross still have 'Spy' questions

CBS-TV, which touched off a lively controversy when it cancelled an *Armstrong Circle Theatre* production dealing with Soviet espionage in this country, didn't satisfy everyone on Capitol Hill when it rescheduled the show.

Rep. Thomas M. Pelly (R-Wash.), who said CBS told him that script changes were the basis for the decision to carry "The Spy Next Door," now wants to see these changes. He contends the network might be censoring itself to appease the Soviet Union.

And Rep. H. R. Gross (R-Iowa), who says he wasn't able to get any answers to his questions at CBS offices in Washington and New York, has asked the House Commerce and Un-American Activities Committees to investigate the reason for the show's original cancellation. He says he is convinced "pressure" had been put on CBS officials.

"The Spy Next Door" had been originally scheduled for Feb. 1. Its sudden cancellation gave rise to speculation that the action was taken to avoid embarrassing the new Kennedy Administration in its dealings with the Soviet Union.

The network, however, maintained it had acted on its own. In rescheduling the program, CBS said that top officials had cleared it after viewing the taped show (BROADCASTING, Feb. 6).

Rep. Pelly said that an exchange of correspondence with CBS officials had convinced him that outside pressure was not a factor in the show's cancellation.

CBS show raked on Capitol Hill

CBS has moved to counter a campaign against its *Harvest of Shame* tv documentary, which is being conducted among congressmen by the American Farm Bureau Federation. The AFBF claims a membership of more than 5 million farmers.

The AFBF reportedly has sent every member of Congress a 9-page letter detailing alleged errors in the controversial program, which dealt with the problems of the migratory farm workers. In response, CBS prepared a 16-page point-by-point answer. It then notified every senator and representative of its reply and said it was available on request. Thus far, some 100 members have asked for copies, according to the network.

Meanwhile, the embattled *Harvest* picked up an important friend last week in Sen. Harrison A. Williams, (D-N.J.), chairman of the Senate Subcommittee on Migratory Labor.

Speaking before the national Farm-Labor Conference in Cincinnati on Tuesday (Feb. 7), he said that the program had served a useful purpose in helping the American people "to realize that there are important problems in this area and that something should be done about them."

The FCC last week...

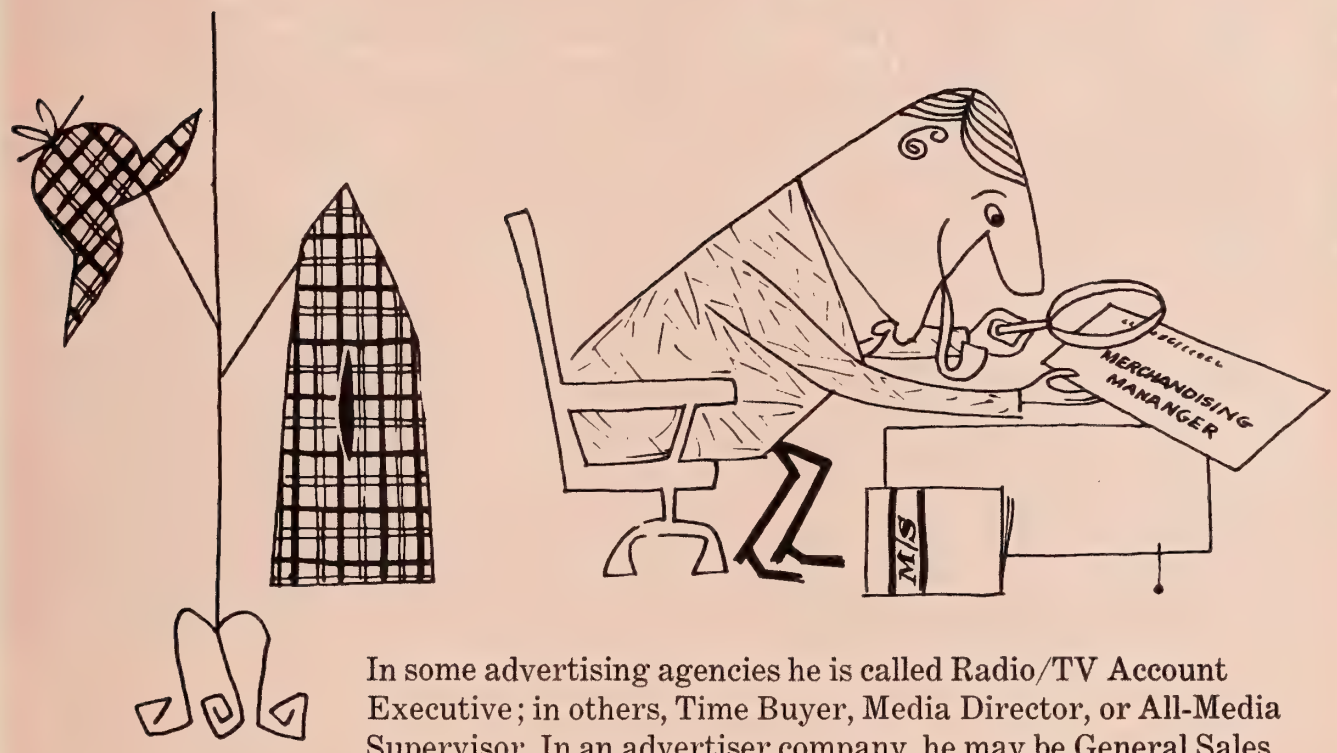
▪ Granted low-power tv stations on ch. 12 in Lamar, Colo., and ch. 3 in Gallup, N. M., to Televents Inc. of Dallas. Lamar station plans to operate with 389 w and Gallup with 933 w. Televents is equally owned by Bill Daniels, Winston L. Cox and Carl M. Williams who have catv interests in several states, including Farmington, N. M.

▪ Invited comments by March 13 in following rulemaking proposals in Nebraska: (1) by KHOL-TV Kearney to add ch. 8 to Albion and (2) by the Nebraska Council for Education Tv. to add chs. 4, 3 and 8 to Kearney, Basset, and Albion, respectively, for educational use and to reserve for etv present commercial assignments in Alliance (ch. 13) and North Platte (ch. 9). The new comments were invited as an addition to current rulemaking to add ch. 4 to Superior, also requested by ch. 13 KHOL-TV.

▪ Finalized rulemaking by deleting ch. 31 from Lancaster, S. C., replacing it with ch. 67; adding ch. 31 with educational reservation to Columbia, S. C., making ch. 19 (now educational) there available for commercial use. At the same time, the commission granted WNOK-TV Columbia permision to shift from ch. 67 to ch. 19. The changes are effective March 17.

▪ Was asked jointly by the Broadcast Bureau, WRMA Montgomery, Ala., and WAOK Atlanta, Ga., to adopt cease parties prohibiting acceptance of payola by WRMA and WAOK in the future. Both stations, under common ownership of Stan Raymond, Zenas Sears and Dorothy Lester, had admitted accepting payola in the past and agreed to the FCC show cause order (BROADCASTING, Dec. 19, 1960). The agreement spelled out that the stations had ceased the practice of accepting payola and did not concede that WRMA and WAOK had violated Sec. 317 (sponsorship identification) or any provision of the Communications Act.

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NAB adds teeth to ethical standards

BOARD ELECTS McCOLLOUGH CHAIRMAN; AD THREATS REVIEWED

NAB moved last week to tighten the voluntary controls governing program and commercial standards of both radio and tv stations. The association's Board of Directors, meeting at Palm Springs, Calif., adopted amendments to the two ethical codes.

The Radio Board amended its radio code to establish maximum limits on advertising time for announcement and participation programs (story page 64). The action came over objection of several smaller station directors and followed several hours of lively discussion. New standards are effective May 1.

The Tv Board was told by E. K. (Joe) Hartenbower, KCMO-TV Kansas City, tv code chairman, that monitoring activity will be stepped up from 90,000 program hours this fiscal year to 150,000 in 1961-62. He reported the code board plans to tighten the definition of billboarding for commercial programs and said it will broaden code language to include the overall field of programming conflicts in lieu of the "restrictive implications of crime, violence and sex."

Throughout the three-day sessions, which included status reports on legislation and regulation, discussion centered around means of best coping with the new threat of invasion by the government authorities into the area of program controls and possible restrictions on advertising.

Big Budget ▪ Combined radio-tv budgets for the association covering the fiscal year starting April 1 and including funds for the two codes, total approximately $1,535,000 and were approved by the radio and tv boards. These totals, almost identical with those for the current fiscal year, do not include general administrative funds not ascribable to either division, which were to be voted by the combined board at Friday's closing session.

The 1961-62 budgets break down as follows: Radio, general, $650,000; code, $60,000; tv, general, $550,000; code, $275,000.

LeRoy Collins, who assumed office last month as the NAB's new president, proposed creation of an advisory committee of not less than three directors and of a chairman of the board (his predecessor, the late Harold E. Fellows, served as both chairman and president).

Scheduled for action at Friday's closing session was the election of Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., as the new chairman of the combined boards. He would serve as head of the advisory committee with the chairmen of the radio and tv boards, with Thomas C. Bostic, Cascade Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., respectively, as the other regular members of the advisory committee. Additional members, selected from among the board memberships, could be designated from time to time.

A move to reduce the size of the Radio Board to more manageable proportion was to be made at Friday's session. The combined board now totals 43, of whom 29 are Radio Board members and 14 tv board members. A proposal to reduce the size of the Radio Board perhaps to that of the tv board has been considered for a total of 28 members, but it was thought the transition might not be invoked promptly and possibly would have to await action of the forthcoming NAB convention in May.

For Sec. 315 Repeal ▪ The Radio Board adopted a resolution urging full repeal of Sec. 315, the equal-time political provision of the Communications Act. Action came after a motion had been made to support the Magnuson bill (S 204) to make permanent the 1960 suspension of Sec. 315 as it applies to presidential and vice-presidential candidates. This was voted down.

A proposal to resolve against double billing abuses in cooperative advertising was rejected, although the practice was deplored.

Both the Radio and Tv Boards unanimously adopted a resolution calling for a reappraisal of Conelrad in light of technological developments during the last decade, particularly in the missile field. The resolution "earnestly suggests that the federal government initiate a reappraisal of the requirement and usefulness, both present and future, of the Conelrad system in order to provide guidance to the industry as to its future needs."

Former NAB President Justin Miller, now living in retirement in California, was present at all of the board sessions for the first time in several years. He was the unanimous choice for the NAB's Distinguished Service Award this year and will make the keynote address at the May convention in Washington (see story page 62; editorial page 98). Judge Miller, now 73, frequently was asked by the boards to give his views on current legal and legislative affairs.

All Time High ▪ The Tv Board was told that membership, at 362 stations, plus all three networks, is at its highest point. A proposal for appointment of a membership chairman in each of the 50 states is under consideration.

A recommendation of the Tv Code Board for appointment of Lawrence H. (Bud) Rogers, vice president of Taft Broadcasting Co., Cincinnati, as a code board member, to succeed Gaines Kelley, WFMY-TV Greensboro, N. C., was approved. Mr. Kelley asked to be relieved from code board duties because of a heart condition. He suffered a heart attack last August but returned to work Feb. 1 on a half-day basis. The Tv Board adopted a resolution praising his code service and his work as chairman of the code group's personal products subcommittee. Mrs. A. Scott Bullitt, KING-TV Seattle, and Joe Herold, KBTV (TV) Denver, were reappointed to the Tv Code Board for two-year terms. Mr. Hartenbower will continue as board chairman for another year, his third.

Lou Hausman, director of the Television Information Office, reported that since TIO's formation in October 1959, revenue has increased to more than $500,000. Station members total 150, plus three networks. Membership was approved for three stations of the Capital Cities group (WTEN-TV Albany; WPRO-TV Providence R. I.; WTVD (TV) Durham-Raleigh N. C.);

Tv makes it easy

Television advertising can provide a "bonus" for a company seeking to expand its list of distributorships. The Weimer Packing Co., Wheeling, W. Va., which has been advertising regularly over WTRF-TV Charleston, W. Va., recently decided to add distributors of its meat products in the Harrisville-Ellensboro-Pennsboro area, 60 miles from Wheeling. Weimer salesmen visited 42 pre-selected grocers in this area as potential Weimer dealers—and found their selling job was not demanding. On their first call, 38 grocers signed up. A typical comment was: "Oh, yes, I watch your programs over WTRF-TV every week. I'm fahappy to be a Weimer dealer." The advertising in that area, placed through Gutman Adv., Wheeling, is exclusively on WTRF-TV.

To add "atmosphere" to the sales pitch . . .

RCA Special Effects!



French chef sprite is electronically . . .



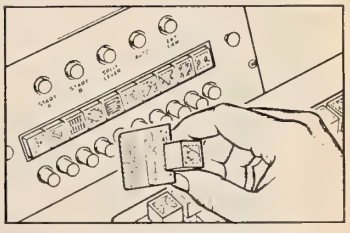
fitted into a backyard scene

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. RB-22, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

WTVJ (TV) Miami; WOAI-TV San Antonio; KDAL-TV Duluth, Minn., and KPAC-TV Port Arthur-Beaumont, Tex.

Eugene S. Thomas, KETV (TV) Omaha, chairman of the NAB's Community Antenna Committee, reported on the status of catv and warned that catv could become one approach to the spread of pay television. With an estimated 1 million catv homes, he said that if this total should climb to from 3 to 5 million "this would be an attractive base for those desiring to promote pay television."

Catv Import ▪ Mr. Thomas also said his committee was studying the impact of catv systems on licensed television stations in single station and two station markets. "We seek relief for television stations now suffering from community antenna operation through law suits now pending or through congressional action," he reported.

The tv board concluded that observance of National Television Week, suspended last year, was no longer useful. This action, however, has no bearing on observance of National Radio Month in May.

Judge Miller and Raymond Guy to get NAB honors

Judge Justin Miller was named last week to receive the NAB's 1961 Distinguished Service Award, highest tribute paid by the association. Judge Miller served as NAB president from Oct. 1, 1945 to June 4, 1951, was board chairman and general counsel until 1954 and then was retained as a consultant.

NAB's highest technical tribute goes to Raymond F. Guy, NBC retired senior staff engineer. He will be presented the 1961 Engineering Achievement Award for his service to his profession, the industry and the nation.

Both presentations will be made during the annual NAB convention May 7-10 in Washington. Judge Miller will receive his award Monday, May 8. Mr. Guy will receive his award May 10.

Judge Miller was selected for the 1961 honor by the NAB Convention Committee, headed by Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen. He was nominated for the honor by Odin S. Ramsland, KDAL Duluth, Minn., committee member.

The Distinguished Service Award, instituted in 1953, is presented to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry. . . ."



Judge Miller

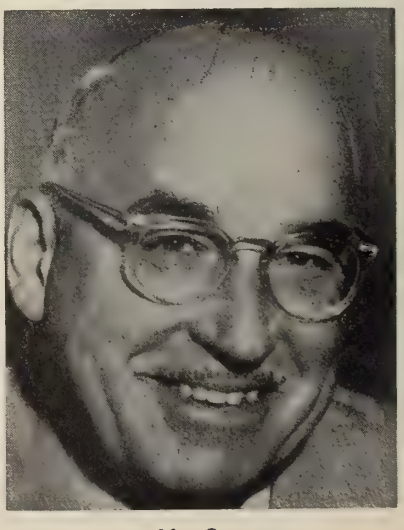
A native of California, Judge Miller practiced law in the state and became dean of the Schools of Law, U. of Southern California and later Duke U. He has served as professor of law at six other universities. In 1934 he was named special assistant to the U. S. Attorney General, served a one-year term as a member of the U. S. Tax Court and became an associate justice of the U. S. Court of Appeals, D. C., where he heard many broadcast cases. He was elected to the NAB presidency in the summer of 1945, entering the office Oct. 1, 1945. He has filled several international assignments, including participation in the 1945 broadcast inspection of European facilities, and the U. S. Advisory Commission on Information. He mobilized broadcast resources into the Broadcast Advisory Council during the Korean war. In 1951 he toured Latin America for the State Dept. and the advisory commission. He was chairman of the American Bar Assn. Section on Criminal Law for a decade, is a member of the American Law Institute and American Judicature Society, a former member of the ABA House of Delegates and the board of directors of the National Legal Aid Assn.

Past recipients of the NAB honor have been Brig. Gen. David Sarnoff, RCA; William S. Paley, CBS; Mark Ethridge, WHAS-*Louisville Courier-Journal;* Robert E. Kintner, then ABC; ex-President Herbert Hoover; Dr. Frank Stanton, CBS; Robert W. Sarnoff, NBC, and Clair R. McCollough, Steinman Stations.

Mr. Guy is credited with the longest continuous service as fulltime broadcast engineer in the profession. He was named by an Engineering Conference subcommittee including Virgil Duncan, WRAL-TV Raleigh, N. C., conference committee chairman, and A. Prose Walker, subcommittee chairman.

Now a consultant in Haworth, N. J., Mr. Guy served RCA and NBC nearly 40 years, entering broadcasting in New York in 1921 as engineering-announcer for the old WJZ. He has participated in most of the major international electronic conferences as well as dozens of important industry committees. He directed NBC's fm field tests in 1939-40 and uhf tv tests at Bridgeport, Conn., 1951-53 and has been active in allocations of frequencies.

Other activities include a worldwide tour to evaluate Voice of America operations and both treasurer and president of Instiute of Radio Engineers. He is secretary and a past president of Broadcast Pioneers and president of Veterans Wireless Operators Assn. He is a fellow of the IRE, American Instiute of Electrical Engineers and Radio Club of America. He holds citations for service to broadcasting from the Radio & Television Executives Society and Broadcast Pioneers and holds the Marconi Gold Medal of the Wireless Operators Assn.



Mr. Guy

Rheingold chooses WLIB



AND NAT'S SPEAKING FOR RHEINGOLD ON WLIB

WLIB was chosen by Rheingold to carry "The King's" message every morning on his own 15 minute show. It was chosen because Rheingold (a consistent advertiser on the station for years) KNOWS WLIB—KNOWS what it can do—KNOWS it embraces the entire Negro Community in Greater New York.

If you want to reach this great Negro Community it makes sense to re-examine your schedule and LIB IT UP.

WLIB — EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

NEW RADIO CODE COMMERCIAL LIMITS

Participation programs to be restricted on commercial time

Commercial time in multi-sponsor participation radio programs will be limited for the first time by the NAB Radio Code starting May 1; the code will specify maximum advertising time to be allowed in such programs.

Commercial time must not exceed 18 minutes in any single hour of announcement and/or multi-sponsor programs, under a Radio Code Board recommendation adopted Feb. 8 by the NAB Radio Board of Directors at its Palm Springs, Calif., meeting.

The code group adopted a recommended limit on participation programs at its Jan. 13 meeting in Washington (BROADCASTING, Jan. 16). Cliff Gill, KEZY Anaheim, Calif., chairman of the code group, presented the recommendations to the radio directors. In the past radio time standards have applied only to programs under single sponsorship.

Here is the new code language:

"The maximum time to be used for advertising in announcement and/or multiple sponsorship programs shall not exceed an average of 14 minutes an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing 1½ minutes of advertising for each 5-minute segment."

On recommendation of President LeRoy Collins the Radio Board reappointed Mr. Gill chairman of the Radio Code Board for another year. Reappointed to two-year code terms were Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan. All are effective May 10 after the NAB convention.

The Radio Board, of which Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash., is chairman, was told NAB radio membership has reached an alltime high of 2,261 stations and all four networks. Joseph M. Higgins, WTHI Terre Haute, Ind., co-chairman of the membership committee, submitted the report along with Everett E. Revercomb, NAB secretary-treasurer, and Howard H. Bell, industry affairs vice president.

John F. Meagher, NAB radio vice president, told the board 1,153 stations are paid subscribers to the code. Of these, 102 are not members of NAB.

The radio directors resolved the government should reappraise the Conelrad warning system in the light of weapons development. They heard reports from Vincent T. Wasilewski, government affairs vice president, and Douglas A. Anello, chief counsel, on legislative matters.

Plans for National Radio Month in May were presented by John M. Couric, public relations manager, who said new promotion aids include bumper strips and postage meter slugs as well as spot announcements, jingles, a speech text and artwork for printed material. Theme of Radio Month will be "Radio . . . the Best Sound Around."

Attending the radio board meeting as policy committee members were Clair R. McCollough, Steinman Stations, chairman, and G. Richard Shafto, WIS Columbia, S. C. The third member, Merrill Lindsay, WSOY Decatur, Ill., is radio board vice chairman.

Outstanding Values in Broadcast Properties

Good one kw full-time property in a top southern market with consistently high ratings. Programs the "top 100." $35,000 down, with liberal terms. An exclusive listing!	SOUTH $150,000
This is a powerful 5 kw daytime facility in a major market. Station needs aggressive management. Down payment of 29% with liberal terms. A Blackburn exclusive!	MIDWEST $300,000
Good 250 watt full-time station that is new in its area. The market is an agricultural trading center. Cash only. Another Blackburn exclusive!	CALIFORNIA $60,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-AM-TV Rochester, N. Y., for $6.5 million. In concurrent transaction, WHEC-AM-TV Rochester, N. Y., will buy out WVET-TV's interest in ch. 10, which both have shared since 1953, for $3.8 million (CLOSED CIRCUIT, Jan. 30). Both WVET-TV and WHEC-TV would share ownership of Pinnacle Hill transmitter and tower property, now owned by ch. 5 WROC-TV and from which both WVET-TV and WHEC-TV lease antenna space. WVET-TV would also take over present WROC-TV studio and office space in downtown Rochester. Transcontinent bought the Rochester ch. 5 facility from Stromberg-Carlson in 1956, paying $5.1 million in the transaction which also included WHAM and WHFM (FM). WHAM was sold off. The present deal does not include WROC-FM. The ch. 5 upstate New York tv station began in 1949. WROC-TV's primary affiliation is NBC; WVET-TV and WHEC-TV, CBS with ABC secondary. Sale of its Rochester property leaves Transcontinent with WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.; WDAF-AM-TV Kansas City, Mo.; and WNEP-TV

Scranton Wilkes-Barre, Pa. The transaction was handled by Howard E. Stark and Vincent J. Manno.

▪ WSAZ-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR Detroit for $6 million (BROADCASTING, Feb. 6). Transaction was handled by Howard E. Stark and Vincent J. Manno (corrected item).

▪ KRIG Odessa, Tex.: Sold by Milton R. Underwood and associates to Bayard Auchinclauss of Oklahoma City, Okla., for $130,000. Mr. Auchinclauss owns KWCO Chickasha, Okla. KRIG is 1 kw on 1410 kc. Broker was Patt McDonald Co.

▪ KWNO Winona, Minn.: 60% sold by M. H. White to H. R. Hurd and Edward M. Allen for $120,000. Messrs. Hurd and Allen each now owns 20%. Station is 1 kw day, 250 w night on 1230 kc.

▪ WPKE Pikeville, Ky.: Sold by Frank Hatcher to J. Earl McBrayer and William M. Whittaker and William Pierce for $42,000. Messrs. McBrayer and Whittaker own WMOR Morehead, Ky. WPKE is 250 w on 1240 kc.

▪ WKDL Clarksdale, Miss.: Sold by William T. Salmon and associates to Robert J. McIntosh and Dr. W. Foster Montgomery for $30,000 plus assumption of liabilities. Mr. McIntosh was at one time station manager of WWJ Detroit. He will become manager of the station. WKDL is 1 kw daytime, on 1600 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 82).

▪ KTHT Houston, Tex.: Sold by Texas Radio Corp. to Winston-Salem Broadcasting Co. (James W. Coan, president) for $1.5 million. Winston-Salem Broadcasting owns WTOB-AM-TV Winston-Salem, N. C.; WSGN and 50% of WBMG (TV) Birmingham, Ala., and 80% of WAPA-TV San Juan, P. R.

▪ WWPA Williamsport, Pa.: Sold by Harry J. Kiessling and associates to Summit Enterprises Inc. (Woodrow W. Ott, president) for $207,000 less deductions.

▪ KGIN-TV Grand Island, Neb.: Construction permit sold by Electron Corp. (division of Ling Altec Electronics) to Cornhusker Television Corp. for $2,500 for out-of-pocket expenses. Cornhusker, owned by John E. Fetzer owns WKZO-AM-TV Kalamazoo, WWTV (TV) Cadillac and WJEF-AM-FM Grand Rapids, all Michigan, and KOLN-TV Lincoln, Neb.

NAB reception for government leaders

Broadcasters will have an industry-wide get-acquainted session with government leaders during the annual NAB convention, to be held May 7-10 in Washington.

The format for the convention and plans for a government reception were adopted at a Feb. 7 meeting of the NAB Convention Committee at Palm Springs, Calif., just prior to the winter board meeting (other NAB stories pages 60, 62, 64).

The government reception will be held Tuesday evening, May 9, in the Sheraton-Park Hotel. It will be followed by the Broadcast Pioneers dinner.

Basic plans call for observance of Fm Day Sunday, May 7. FM Broadcasters Assn. will meet all day May 6 and the morning of May 7. NAB will program the afternoon that day with fm speakers and panels. The annual equipment exhibition will open at noon Sunday and Tuesday afternoon will have no program, permitting inspection of exhibits.

Monday morning will open with a general session at which Judge Justin Miller will receive the 1961 Distinguished Achievement Award (story page 62). Engineering Conference delegates will participate. Monday afternoon will be devoted to joint sessions of radio-tv management delegates. Separate radio and tv meetings will be held Tuesday morning.

Wednesday ▪ A general session including engineers is planned Wednesday morning, probably based on the annual discussion with members of the FCC and staff executives. Wednesday afternoon will include separate meetings of radio and tv delegates. The annual banquet will be held Wednesday.

Luncheon plans weren't announced. Normally they include addresses by the NAB president and the FCC chairman.

Engineers will meet separately except for the opening general session and the Wednesday morning program.

Members of the Convention Committee are Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen; Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Jack S. Younts, WEEB Southern Pines, N. C. All are board members. Mr. Mason was excused from attendance.

STATIONS FOR SALE

EAST—$150,000.00

NEW YORK STATE—250 WATT FULLTIMER

This is the oldest station in the market in an under-radioed area. Under absentee ownership is grossing in excess of $90,000.00. Asset values approximately $120,000.00. To the right party will sell with 29% down and the balance out over a reasonable length of time.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$300,000.00

SOUTHERN MARKET—AREA OF OVER 1,000,000

This station grosses over $10,000.00 a month, 1,000 watts, best local frequency. Priced at $300,000.00 with excellent terms.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$85,000.00

Midwest daytimer in rich farm community. Perfect station for owner-operator. Priced at $85,000.00 with 29% down payment. Station is grossing approximately $6,000.00 a month and is profitable.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

MOUNTAIN STATES VHF—NBC NETWORK

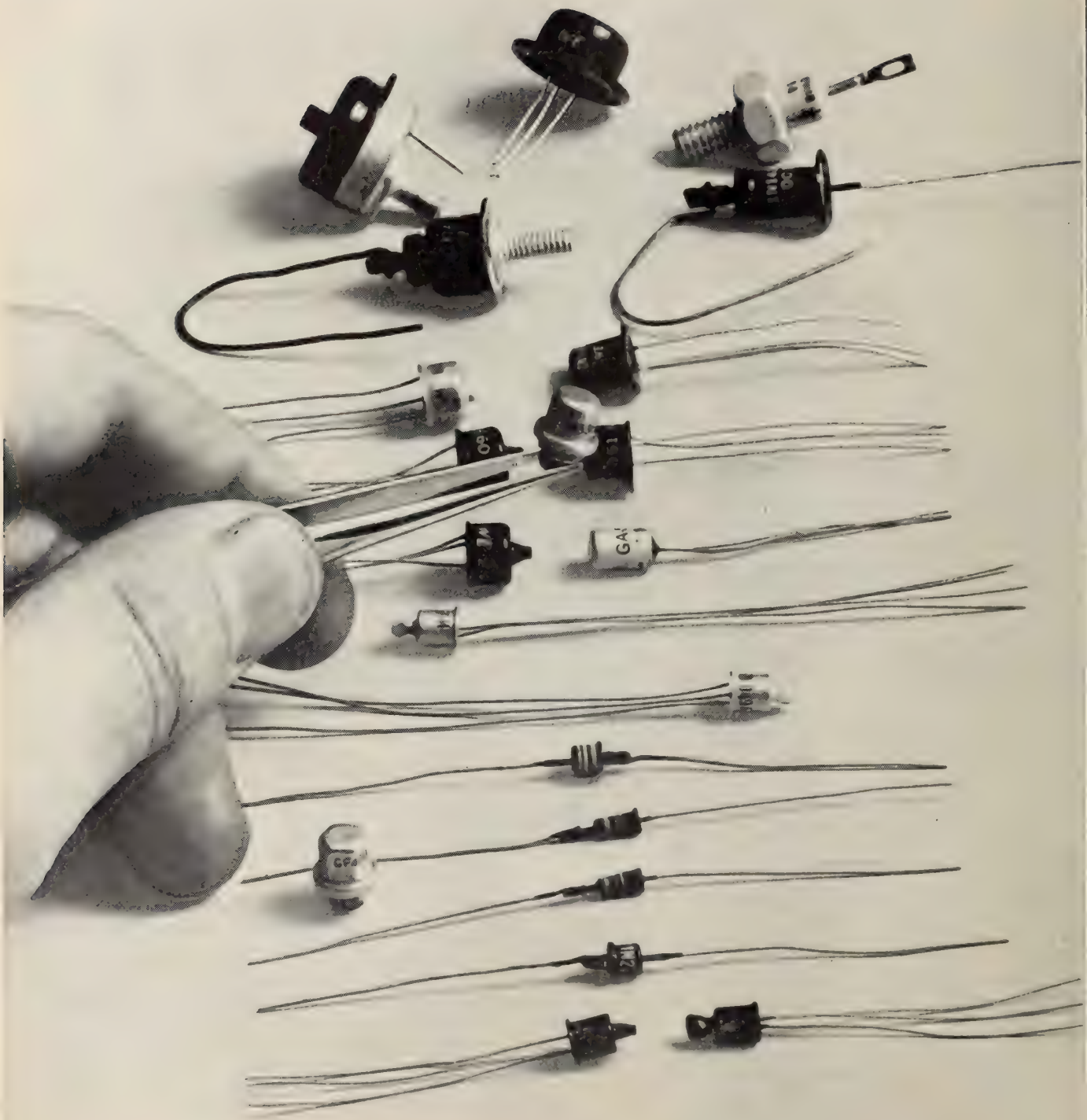
Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING



WESTERN ELECTRIC AND



MOSTLY MINIATURE are the electron devices produced by Western Electric's plant in Laureldale, Pennsylvania, for defense and space applications by the United States Government. Shown above are just a few of the transistors and diodes which are representative of more than 150 types of electronic products turned out at Laureldale by the millions every year.

LAURELDALE, PA.

Snugly situated on Marion and Vine Streets . . . against the wooded hills on the fringe of a charming Pennsylvania Dutch community . . . Western Electric's Laureldale Plant turns out millions of reliable transistors and other vital electronic products, principally for the U. S. Army.

The Western Electric Laureldale Plant is the nation's only manufacturing plant to be set up specifically at the request of the United States Government to devote facilities to high-quality semiconductor devices for national defense, space programs and other government uses.

This action taken in 1952 stemmed directly from these facts: the transistor was invented by Bell Telephone Laboratories, Western Electric's research teammate in the Bell System; and Western Electric pioneered the manufacture of transistors.

Today, the Laureldale Plant—with 2600 people on a $16 million payroll in 1960—produces annually more than $30 million worth of high-reliability transistors, diodes, and magnetrons. Berks County benefits from Western Electric purchases of more than $2 million in goods and services in the county each year.

Western Electric is proud to be a good neighbor in Reading and Berks County, Pennsylvania. And we look forward to a bright future in Laureldale as we expand operations to meet the mounting demand for our "mighty miniatures" and magnetrons.

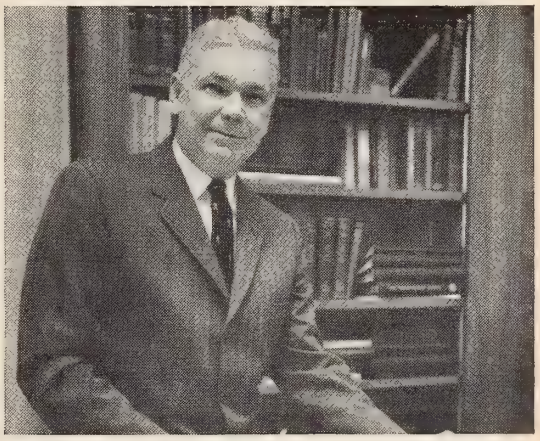
Besides Laureldale, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different telephone products for the Bell System, and, in addition to these, a variety of products for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers located in 33 cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



INSPECTING a magnetron piece part produced in quantity for the Laureldale Plant by the Schuler Machine Corp. in nearby Reading, Pa., are John H. Peisert (right), of Western Electric's Laureldale purchasing group, and SMC's president, John Schuler.



PRAISE FROM PRESIDENT of the Greater Berks Development Fund, Sidney D. Kline: "Western Electric is supplying excellent industrial job opportunities here, and its employees have outstanding records of social and civic contributions to our area."



W.E. SCHOLARSHIP STUDENT, William W. Stewart, is greeted on campus by Albright College (Reading, Pa.) President, Dr. Harry V. Masters. In 1960 alone, Western Electric granted 167 individual scholarships to 118 colleges and universities throughout the country.



INSTRUCTING THE INSTRUCTORS in First Aid techniques at Laureldale Plant is Thomas J. Hlatky, demonstrating rescue breathing to fellow W.E. employees, who contribute time teaching Berks residents.



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

CBS sales up but net income shows decline

CBS Inc. announced last week that 1960 net sales were the highest in the company's 33-year history but net income declined by more than $2 million from $25,267,187 in 1959 to $23,235,074 in 1960.

The results for the year followed the pattern for quarterly figures, with sales rising and profits declining, as compared with 1959. In the third quarter report, CBS attributed the dip in profits to a rise in administrative, sales and general expenses. It noted last week that net income for 1960 was the third highest in CBS history, exceeded only by 1958 and 1959.

Consolidated net sales for 1960 were reported at $464,598,318, as compared with $444,311,357 in 1959. Per share earnings were $2.77, as against $3.02 (adjusted for stock dividends) in 1959. Cash dividends of $1.40 per share were paid in 1960, compared with $1.25 in 1959.

The CBS board of directors declared a first quarter cash dividend of 35 cents per share on its common stock, payable March 10, 1961, to stockholders of record at the close of business on Feb. 24.

Rollins stock to be on American Stock Exchange

Rollins Broadcasting Inc. announced Feb. 2 that it had been notified that Rollins stock had been approved for listing on the American Stock Exchange. The board of governors of the exchange, the company said, approved the listing of 185,000 shares of common stock at $1 par value and 815,000 unissued shares for a total of one million shares of stock.

A company official said it is anticipated that the 185,000 issued shares will be admitted to listings and to dealings at 11 a.m. on Feb. 14, subject to clearance by the Securities & Exchange Commission. Rollins owns and operates seven radio stations (WBEE Chicago, WGEE Indianapolis, WRAP Norfolk, WAMS Wilmington and WNJR Newark) and three tv stations, (WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla. and WPTZ [TV] Plattsburgh, N. Y.), and has an application pending before the FCC for ch. 12 in Wilmington, Del.

Governor to tape news

News conferences held by Gov. Farris Bryant of Florida will be put on video tape for later showing on the state's educational tv network, the governor's office announced last week. The plan is experimental. Etv stations are located in Tampa-St. Petersburg, Tallahassee, Gainesville-Jacksonville and Miami. The tape is not to be edited by the governor's office, according to John Evans, press aide.

Radio-tv helps to bring pro franchise to San Diego

Triggered by united efforts of its radio and television facilities—each with an individual sprinkle of its own—San Diego has inherited a professional football franchise.

The Los Angeles Chargers, champions of the Western Division of the new American Football League, will be doing business in San Diego this year thanks to a last minute broadcasting effort that climaxed an all-media drive with success.

Specifically reporting their efforts to BROADCASTING were:

- KFMB-AM-TV which helped to ignite the first spark on its two-hour *Call Knoepp* public opinion show and then followed with a heavy saturation of spots urging local citizens to pledge their support to bring the Chargers to San Diego. Newspapers joined in and as did the San Diego Radio Council (composed of all seven of the city's radio stations) pledged its support.
- KFSD-TV, helped to turn the tide in an "11th hour" drive, by staging a Charger Telethon which catapulted season ticket pledges from 5,000 to 23,000 —far in excess of the 9,000 needed. It took just three hours to pull it off (from 10 p.m. to 1 a.m.) with KFSD-TV's personalities, beauty queens, and local civic and sports leaders combining their talents.

The quick and overwhelming response convinced Charger owner Barron Hilton that San Diego was the place to go.

Pelican Group formed

Formation of the "Pelican Group" of stations in Louisiana with Art Reuben as director of regional and national sales was announced last week by T. B. Lanford, owner of the stations involved. They include KPLC-AM-TV Lake Charles, KALB Alexandria and KRMD Shreveport. Mr. Reuben has been commercial and assistant manager of KPLC-TV since it went on the air in 1954.

CBS, IBEW continue talks

CBS and International Brotherhood of Electrical Workers continued negotiations last week looking toward a new three-year contract covering 1,100 workers. The contract expired Feb. 1. ABC and NBC reached an agreement Feb. 1 with National Assn. of Broadcast Employes & Technicians for a new three-year contract (BROADCASTING, Feb. 6).

NAB announces dates for Harvard seminar

NAB will hold its third annual executive development seminar for broadcasters July 9-21 at the Harvard Graduate Business School.

The seminar is designed to develop skills used in the analysis and solution of management problems, using the case method of instruction. The study course will be supervised by James Hulbert, NAB manager of broadcast personnel and economics. He said broadcasters who have taken part in past seminars "have found it a rewarding two weeks." Eligible to attend are station and network ownership and management personnel in the positions of president, executive vice president, general or station manager, or the equivalent.

Applications will be received up to March 31 by Mr. Hulbert. Those enrolled will pay a $575 fee covering tuition, teaching materials, and room and board on the campus. Subject matter includes analysis of executive positions; formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources; review and appraisal of management performance.

Dr. J. Sterling Livingston, of the Harvard faculty, is academic director of the seminar. William P. Gormbley Jr., assistant dean in charge of the advanced management program, is administrative director.

CBS-TV plans spring meeting

CBS-TV executives and network affiliates have scheduled their annual conference for May 4 and 5 at the Waldorf-Astoria Hotel, New York, James T. Aubrey Jr., network president, announced last week. Program developments and plans, sales, CBS-TV's competitive position, program practices and pending legislation are on the agenda.

Speakers probably will include Mr. Aubrey, Oscar Katz, program vice president; William H. Hylan, sales administration vice president; Richard S. Salant, newly-elected president of the CBS News Div., and Richard Borel of WBNS-TV Columbus, Ohio, chairman, CBS-TV Affiliates Assn.

Ford Foundation etv grants

The Ford Foundation announced last week the awarding of grants totaling close to $300,000 to 10 universities, colleges, educational boards and councils for the purpose of advancing educational tv. Largest grant was one of $72,100 to U. of Miami to enable four teachers to prepare and present courses for credit over closed-circuit tv. Other grants varying in amounts from $4,775 to $59,250 were given to three Texas schools, San Antonio College, Southwest Texas State College and St. Mary's U.; also to Queens College, N. Y.; Salem College, W. Va.; U. of Toronto; U. of Vermont; Southern Regional Education Board and Southwest Texas Educational Tv Council.

RAB success story index goes to member stations

Radio Advertising Bureau has released an index containing more than 200 sales success stories in radio.

The aim is to provide local radio salesmen and advertisers with tangible proof of the medium's ability to sell goods and services. Gleaned from RAB's weekly newsletter to its stations, the index covers local radio activity in 1960 in more than 30 categories, including supermarkets, appliance dealers, department stores and shopping centers.

The sales tool also indexes promotion ideas, radio copy lines and important research facts with titles of the various stories cross-indexed by date and issue number for ready reference. The guide will be a regular part of the RAB service issued to members every six months.

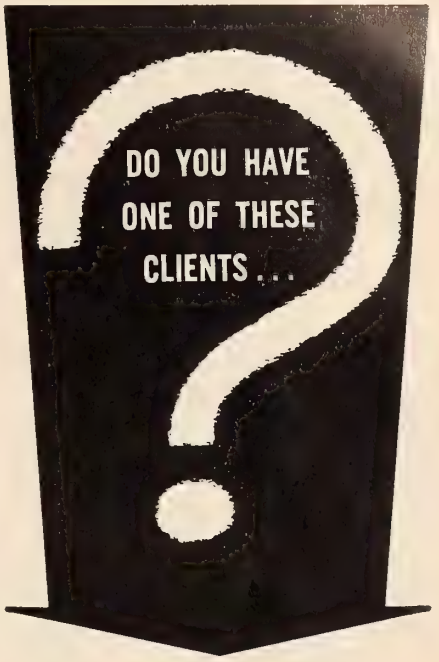
Collins sets CSBAP talk

LeRoy Collins, NAB president, will address the sixth annual NAB Conference of State Broadcaster Association Presidents, to meet Feb. 22-23 in Washington. Howard H. Bell, NAB vice president, will preside at the conference. Mr. Collins will preside at the Feb. 23 luncheon, winding up the two-day meeting.

The 51 Voice of Democracy winners from the 50 states and District of Columbia will be guests at the 14th annual VOD awards luncheon Feb. 22. State association executives will take part in the luncheon along with government officials and representatives of NAB, Electronic Industries Assn. and Veterans of Foreign Wars, sponsors of the scriptwriting contest.

Keystone to expand offices

Headquarters space of Keystone Broadcasting System at 111 W. Washington St., Chicago, will be expanded 30% and new personnel will be added in several departments, Keystone president Sidney J. Wolf has announced. Much of the new space will be devoted to a merchandising unit of transcription radio network which produces local-level dealer aids and other materials. Keystone affiliates now total 1,125, he said.



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Media reports

Hubbard vs. KABC ▪ Los Angeles Municipal Court Jan. 24 awarded Al Hubbard judgment of $2,226.11 against KABC Los Angeles, which he had sued for commissions he claimed he had earned but not received for $14,000 in sales made when he was a salesman for the station. The sum covers $1,995 in commissions plus interest. Mr. Hubbard is now with KCOP (TV) Los Angeles.

New studios set ▪ KBRZ Freeport, Tex., has completed new studios and office facilities in a $1 million shopping center in the Brazosport area (Freeport, Lake Jackson and Clute). The new plant will front the busiest intersection of the tri-city area with a 24-hour traffic count of over 18,000, according to KBRZ. In addition to the new studios and offices, KBRZ is installing new equipment throughout, including Gates transmitter and audio and Ampex PR-10 recording equipment. Jim Hairgrove, president and general manager of KBRZ, is also president of the Texas Assn. of Broadcasters.

Omaha honors ▪ KMTV (TV) Omaha holds its third annual Television Award Dinner tonight (Monday) with David Brinkley, NBC Washington correspondent, as principal speaker. Omaha citizens to be honored are V. J. Skuitt, president of Mutual of Omaha; Louis F. Long, president of the Cudahy Packing Co., and James B. Moore, Nebraska vice president and general manager of the Northwestern Bell Telephone Co. KMTV General Manager Owen Saddler said the awards dinner was initiated to "encourage others to make more effective use of public service time on tv and to help improve the quality of public service material."

Broadcast financiers ▪ Communications Capital Corp., a new company organized to secure long-term loans exclusively in the broadcast field, and to purchase installment notes resulting from radio-tv station sales, has opened offices at 3504 Time & Life Bldg., New York 20, N. Y. Telephone: Circle 5-2870. Company officers are: Lazar Emanuel, president; George G. Weiss, vice president and general manager; Lewis R. Cowan, vice president and general counsel, and Blair Walliser, former executive vice president of Mutual, secretary-treasurer.

A first ▪ University seminars to serve women-broadcasters in "mid-career" is the next project slated for development by the Educational Foundation of American Women in Radio & Television, N. Y. The foundation plans broad educational projects to serve the industry, as well as continuing its lecture-internship course for undergraduates preparing for careers in broadcasting, which will be held at Northwestern U.

PROGRAMMING

CURTAIN FALLS ON BLOCK BOOKING

Federal court order does not prohibit package film sales

Tv feature film syndicators were officially on notice last week that block booking is out.

The word was contained in the formal final judgments issued by a federal judge in New York following last December's opinion that the big six of tv feature film distributors had engaged in tie-in sales (BROADCASTING, Dec. 12, 1960).

In the judgments issued by U. S. District Court Judge Archie O. Dawson on Feb. 2, all six of the defendants are prohibited from conditioning the sale of one feature film on another. The injunctions also ban a condition that the purchase of one film by a broadcaster can be conditioned on the requirement that the same broadcaster must buy the same film for all his other stations (in the case of group owners).

A salient condition is that the price differential between the sale of one film and its pro-rated charge in a package deal shall not be such as to have the effect of a tie-in with the other films. The court's order does not prohibit package sales, or a better unit price for film sold in bulk.

Retains Jurisdiction ▪ Judge Dawson also ordered the defendants to permit the Dept. of Justice to oversee the details of the order.

The order was issued against Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia), and United Artists Corp. (independents).

The injunctions were the culmination of an antitrust suit instituted three years ago by the Justice Dept. The government charged that block booking practices violated the Sherman Act.

In his decision, Judge Dawson found instances of forced, tie-in sales by all the distributor defendants.

He denied, however, one of the government's major demands—that the distributors be forced to renegotiate all such contracts. Judge Dawson said that if tv stations want to recapture any expenses they could institute private antitrust suits. This permits the damaged litigant to recover three times his proved losses.

The government asked that the injunctions also require the film distributors to submit lists of packages with individual film prices indicated to tv stations, but this provision was not accepted by Judge Dawson.

1960 was a big year for Radio Press International

Radio Press International, voiced news service, last week issued a progress report on its 1960 operations. The number of its station clients rose from 14 to 61 during 1960 and RPI fed 10,400 voiced news segments to outlets.

R. Peter Straus, RPI president, noted that of its 10,400 reports, about 42% consisted of the voices of "people who actually made the news." He added that 3,000 of these segments, running from 20 to 60 seconds, came from overseas with the remainder from the United Nations, Washington, D. C., New York and other U. S. cities.

Michael J. Minahan, general manager, reported RPI has been providing its clients with about 200 reports a week, although its contracts specify up to 120 segments weekly. Stations receive the voiced reports from RPI headquarters twice a day—at 7:05 a.m. and 4:05 p.m., although requests for specific stories at other times are also filled.

During 1960, Mr. Minahan continued, RPI supplied its client stations with the following special coverage beyond the terms of its contract—the political conventions, the presidential election, the Summit meeting and the Olympics.

NT&T's 1960 earnings

National Theatres & Television had tentative consolidated earnings before special items of $971,852 for the fiscal year ended Sept. 27, 1960, the company announced last week. Included are net gains from the sale of theatres and real estate of $1,043,000 and earnings of $817,000 by WDAF-AM-TV Kansas City. Special items include $2,971,000 from the sale of the WDAF stations, a net provision for loss of $764,000 in connection with motion picture production and related items and provision for a loss estimated at $6,268,000 on NT&T investment in National Telefilm Assoc. Overall, the estimated net loss for the year was $3,089,000 compared to earnings of 2,534,000 for the preceding fiscal year.

including broadcast (WDAF-AM-TV) earnings of $591,000 and $272,000 from the sale of theatres and real estate. A provision for loss on NTA of $1,037,000 reduced the net for fiscal 1959 to $1,497,000, NT&T noted.

THEATRE'S ONLY HOPE?

Pay tv is in opinion of producer Leland Hayward

"Pay-tv may be the salvation of the theatre." That's the opinion of theatrical director and producer Leland Hayward, who also holds the same titles with the Zenith pay-tv development. Mr. Hayward spoke Feb. 6 at the second session of a four-day assembly that the American National Theatre and Academy held at New York's Edison Hotel. His prophecy came during a panel discussion exploring the theme, "Pay-Tv and Living Theatre—Friends or Foes?"

Mr. Hayward claimed pay-tv would prove an unqualified boon for the theatre. He envisioned repertory companies developing and commissions forthcoming for playwrights to produce new and quality works, as some of the benefits of pay-tv. He said that the whole level of acting in the country might be improved as the audience grew and people saw examples of better acting.

"I'm very pessimistic about the theatre," the producer of "The Sound of Music" among many other hits, stated. "It has become almost impossible to send any play on the road without subscription. A play that used to go on the road can now be taped live—with the original cast—and toured by tv." Mr. Hayward also pointed out that productions could be revived over and over again at proper intervals with little expenses added to the initial cost. The producer does not anticipate any trouble from the various stage unions. "We have no thought," he claimed, "of squeezing actors, playwrights, or even unions. At present, the unions have promised that they will be generous through the experimental period."

Mr. Hayward feels films, theatre and pay-tv should all live together compatibly. "They will not steal talents from each other," he contends. "Look how many current plays have been first in movies or first on tv, and have even gone on the road after they have been made into movies."

No Time Squeeze ▪ Asked by a member of the panel if—as in plans of toll tv—the elimination of commercials would remove strictures on time, Mr. Hayward replied, "This is one of the real values of pay-tv—a play will stand in its original form. And prime hours will not go to just anything popular. The more adult and artistic offerings will not be reserved for Sunday afternoon, as now."

Jean Dalrymple, director of N. Y. City Center Light Opera and Drama Co., and executive producer of another pay-tv firm, International Telemeter, (a division of Paramount Pictures), also spoke at the ANTA assembly session. She said pressures and lobbying against pay-tv were coming from motion picture exhibitors. Miss Dalrymple expressed the belief that free enterprise sentiment in America would resist such pressures.

Miss Dalrymple said International Telemeter has already bought three productions, Gian-Carlo Menotti's "The Consul," off-Broadway's "The Country Scandal" and most recently, "Hedda Gabler," for eventual showing as part of the pay-tv experiment it's conducting in Etobicoke (Toronto), Canada. Zenith, Mr. Hayward's organization, has just been awarded an experimental station in Hartford, Conn. which the firm hopes to have operative before the end of the year (BROADCASTING, Jan. 30).

Film sales...

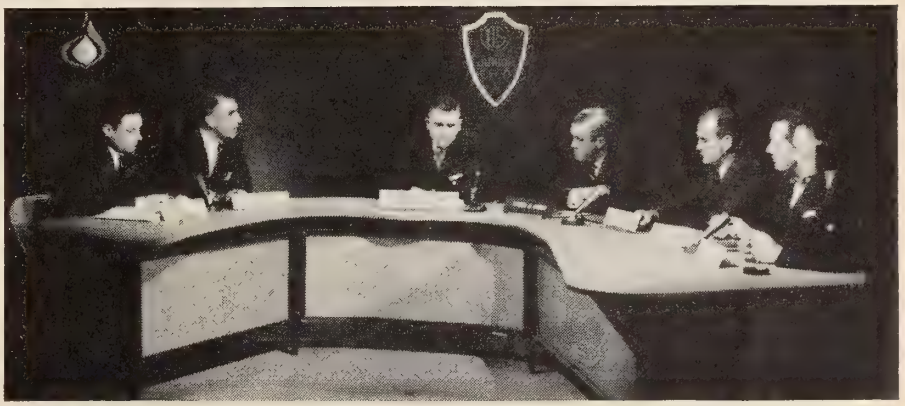
40 Warner Bros. Films (Seven Arts Assoc.): Sold to WTOP-TV Washington, D. C.; WJXT (TV) Jacksonville, Fla., and KARK-TV Little Rock, Ark. Now in 34 markets.

My Little Margie (Official Films): Sold to WCBS-TV New York; WCAU-TV Philadelphia; WBBM-TV Chicago, and KNXT (TV) Los Angeles.

Broken Arrow (Independent Television Corp.): Sold to WPIX (TV) New York; WXTV (TV) Youngstown, Ohio; KOOL-TV Phoenix; KYTV (TV) Springfield, Mo.; KCDA (TV) Douglas, Ariz.; KVOS-TV Bellingham, Wash.; KOOK-TV Billings, Mont; KIFI-TV Idaho Falls, Idaho; KTTV (TV) Los Angeles; WRC-TV Washington, D. C.; KOIN-TV Portland, Ore., and KSL-TV Salt Lake City. Now in 38 markets.

Films of the '50's (Seven Arts Assoc.): Sold to WBNS-TV Columbus; WCNY-TV Watertown, N. Y., and KSL-TV Salt Lake City. Now in 38 markets.

M-Squad (MCA-TV): Sold to KYW-TV Cleveland; KPIX (TV) San Francisco; WHEN-TV Syracuse; WHIO-TV Dayton; WFMJ-TV Youngstown; KOOK-TV Billings; KHSL-TV Chico, Calif.; KCPX-TV Salt Lake City; WWJ-TV Detroit; KEZI-TV Eugene, Ore.; WCHS-TV Charleston, W. Va.; KFDA-TV Amarillo; KGMB-TV Honolulu, and KIFI-TV Idaho Falls. Now in over 30 markets.



WTOC TV show wins top honors among national Jaycee projects



Long a favorite program in Savannah, "The Jaycee Forum" last year won first place in its category among local Junior Chamber of Commerce projects. The Show is produced jointly by the Savannah Jaycees and WTOC-TV, and has featured guests such as Robert Kennedy.

The latest ARB gives "The Jaycee Forum" a 24.0 in its 7-7:30 p.m. spot!

Now WTOC-TV is adding "Eyes on Savannah," a half-hour program following "Face the Nation" once each month. ARB results just in show WTOC-TV still tops in ratings and homes reached! Our increase soon to full power will make "Savannah's No. 1 Station" more than ever your first choice in the Coastal Empire!

WTOC-TV Channel **11** Savannah, Ga.

Represented by Avery-Knodel, Inc.

CBS-TV CUTS SPECIALS

Entertainment one-shots due for reduction next season

There'll be fewer entertainment specials on the tv networks next season, since at least one network (CBS-TV) planned last week to cut back this programming category drastically in 1961-62.

CBS-TV, which is programming an estimated 38 special entertainment programs this season, is known to be talking in terms of only three shows in the special category for 1961-62. Though this figure may be increased by the start of the new season, it's clear CBS-TV does not plan for the total to come anywhere near the current season's level. The three specials being sketched for next season include an Ingrid Bergman vehicle, a Judy Garland show, and a repeat of the "Wizard of Oz."

The network, however, is not expected to cut back on informational programming that falls in the specials category.

NBC-TV, which takes pride in being associated in advertisers' minds as the network with specials and elaborate use of color, will have programmed between 125 and 150 entertainment specials by the end of this season (along with about 115 news and special events "specials").

In current planning, the programming of specials in terms of quantity fills a gray area on that network because NBC-TV has no provision at this time to set aside a particular prime-time period for the programming of specials only and as distinguished from entertainment series. Specials on NBC-TV's books still are earmarked as "big business and saleable."

ABC-TV Plans ▪ ABC-TV reports some 11 entertainment specials this season to which would be added about 28 public information and seven sports programs of this type. That network expects to increase the "special" both in entertainment and public information phases.

The CBS-TV initial thinking became known last week in its plans to notify advertisers of a provision in next season's schedule agreements that will permit two pre-emptions in a program series but on 60-days notice, along with a general intention of pre-empting only on a limited basis. In planning for the current season, CBS-TV had provided for specials totaling at least two mandatory pre-emptions in Class A time with arrangements to permit the total pre-emption to go as high as four in a 52-week period.

CBS-TV noted that the high total of permissive "omissions" (pre-emptions) and the political campaign's heavy demand on prime-time combined to cause "numerous interruptions" to the regular program schedule. The new "selective" policy, it was understood, is being sought by CBS-TV as a method of enhancing the value of time periods where regular programming may be displaced.



Videocraft's new tv animation technique

Videocraft Productions Inc., New York, is producing a new animation series called *The New Adventures of Pinocchio,* consisting of 130 five-minute episodes and using a photographic technique called "Animagic."

Producers Arthur Rankin and Jules Bass of Videocraft point out that Animagic differs from the cell technique in that there are no drawings or cells. Intricate wooden dolls are made of each of the characters in the series (see photograph) and animation is provided by changing the positions of the puppets fractionally for each frame of photography. Mr. Rankin, president of Videocraft, noted that as many as 24 models of each character are used for each section of action. The bodies are made adjustable by use of wire with rubber coating for the joints and limbs.

The series has been sold in 12 markets, Mr. Rankin said, and these stations were scheduled to begin airing the series last week:

WGN-TV Chicago, KPRC-TV Houston, CKLW-TV Windsor, Ont., (Detroit), KRLD-TV Houston, KRON-TV San Francisco, WIIC (TV) Pittsburgh, WSPD-TV Toledo, WAGA-TV Atlanta, KIRO-TV Seattle, WSLS-TV Roanoke, KARD-TV Wichita and WLOS-TV Asheville, N. C.

Residuals, residuals— what happened to them?

Desilu Productions is contemplating legal action against National Telefilm Assoc. "in the very near future, unless the present situation is remedied," a company spokesman said last week.

The situation needing mending is the pressure of Screen Actors Guild on Desilu to pay residuals due its members for six tv series filmed by Desilu and distributed by NTA: *The Sheriff of Cochise, This is Alice, U.S. Marshal, Grand Jury, Official Detective* and *Walter Winchell File.* The residuals are reported to be six months overdue and SAG is looking to Desilu, as the contractual employer of the actors, for payment. Normally the distributor assumes responsibility for such payments, but the Desilu spokesman commented about NTA that "we have had our problems in getting them to fulfill their obligations."

The SAG board at its meeting tonight (Feb. 13) will consider authorizing legal action against NTA over residuals for three other tv series for which NTA has said to have assumed legal responsibility from the producer, 20th Century-Fox Television. These series are: *The 20th Century-Fox Hour, Man Without a Gun* and *How to Marry a Millionaire.*

Oliver A. Unger, NTA president, said that "We have checked our records and they indicate all payments have been made to SAG up to the beginning of January, and payments since that time, to the best of our knowledge,

are not due until March." He said that NTA has been having "a dispute" with Desilu over interpretation of its contract. Mr. Unger claimed he has no knowledge of any legal action against NTA.

Program notes...

All about air hostesses ▪ Association Films Inc., N. Y., is distributing a 28-minute film, *Come Fly With Me,* which takes its audience behind the scenes at the American Airlines Stewardess College in Fort Worth. The film is available gratis to adult organizations and tv stations.

BMI head honored ▪ Lincoln Group of the District of Columbia yesterday (Sunday) presented the Lincoln Award of the year to Carl Haverlin, president of Broadcast Music Inc., a student of the life of Abraham Lincoln, who contributed to the preservation and interpretation of the Lincoln testament. The ceremony took place at a dinner at Washington's National Press Club.

Betty on call ▪ WNTA-TV New York starting Feb. 20 will televise a new, daily, daytime feature, *At Your Beck and Call* (1-2:30 p.m., EST) the theme of which will be: "You can be sure if you call Betty." The lady involved is Betty Furness, who will serve as moderator. The show's format allows viewers to phone in questions to a daily, rotating battery of panelists who will be specialists in various walks of life. The program will also feature a "Television Complaint Bureau" which will attempt to deal constructively with any grievances lodged by viewers. Miss Furness for years was commercial "spokeswoman" for Westinghouse Electric.

New series set ▪ Playwright Steven Gethers, whose "Cook for Mister General" opens on Broadway next season, is writing two teleplays for MGM-TV's *The Asphalt Jungle* program, which premieres on ABC-TV, April 2. Actor Jack Warden will be a regular member of the law enforcement, full-hour series, portraying a dedicated deputy police commissioner. Production of the filmed program began last week in the MGM studios, Culver City, Calif. Arthur Lewis heads the production team which includes Herman Hoffman and Gerald Mayer, directors and Earl Booth, story editor.

Unger, Landau split NTA responsibilities

TABAKIN, RODGERS, GRUENBERG NAMED IN FILM SALES

National Telefilm Assoc., New York, is realigning its sales operation, concentrating tv film distribution under Oliver A. Unger, president, at Beverly Hills, Calif., and its broadcast activities under Board Chairman Ely A. Landau, in New York.

Under the reorganization, announced last week by Mr. Unger, Berne Tabakin, vice president in charge of west coast activities, becomes vice president in charge of sales for all film product; Peter Rodgers, account executive for six years, is elected vice president in charge of west coast sales, and Leonard Gruenberg, account executive for two years, becomes vice president in charge of sales development. They will work out of Beverly Hills. E. Jonny Graff continues as vice president in charge of eastern sales operations, headquartering in New York, and, along with Mr. Tabakin, has been nominated for election to NTA's board of directors.

Mr. Unger said the change was prompted by the recent separation of NTA from National Theatres & Television. He said he will spend his time largely in Beverly Hills.

Mr. Landau will concentrate a major portion of his time on the broadcast division, which includes WNTA-AM-FM-TV New York, NTA Productions and NTA Telestudios. The corporate responsibilities will be shared by Mr. Landau and Mr. Unger.

Mr. Unger denied reports that NTA's business picture was "gloomy." He said NTA sales for the company's first quarter, which ended Dec. 31, 1960, were "the second best" in its history.

SAG plans upped dues ranging from 20-50%

Screen Actors Guild is asking its members to authorize dues increases varying from 20% or less in the lower brackets to more than 50% for the stars in the over-$100,000-a-year class.

A letter from the SAG board points out that the organization went into the red $40,000 in 1959 and that last year's deficit exceeded $100,000. "It costs the guild $55 per year to service each member, yet 5,711 members pay dues of only $12 per year and 4,951 members pay only $24," the board states, adding, "at this rate, if we continue to provide the services our members deserve and need, the guild cannot long survive."

Rearrangement of membership classifications makes exact comparisons difficult, but at the lower end of scale dues are to be set at $12 semiannually for actors whose annual earnings in motion pictures are up to $2,500, $18 for

Public Service Films Available FREE

"69.3"

1 A capsule history of medicine, narrated by Alistair Cooke, represents the average life expectancy at birth today, achieved by the disease fighters.

"Your Choice in China"

2 Appealing film, of particular interest to women, on the beauties of china.

"Powering America's Progress"

3 The story of coal mining and its importance to our country.

"Beauty in the Making"

4 The art of choosing the right lipstick, its color schemes and proper uses.

"The Wonderful World of Trains"

5 Featuring The Suzari Puppets. A small boy is led through a dream world of adventure in the world of trains.

All films are loaned to you FREE OF CHARGE and shipped from the nearest IVC exchange. Reserve your showings of these free loan 16 mm sound films today. Use the coupon below.

INSTITUTE OF VISUAL COMMUNICATION, INC.
40 East 49th Street, New York 17, N. Y.

Title	Date Desired	Alternate
"69.3"		
"Your Choice in China"		
"Powering America's Progress"		
"Beauty in the Making"		
"The Wonderful World of Trains"		

☐ Send complete TV list of films for our Station.

Name .....

Station ..... Title .....

Street .....

City ..... State .....

those with annual earnings of $2,500-$5,000 and $24 for those in the $5,000-$10,000 bracket.

At present, dues are $12 for those earning up to $2,000 a year, $14 for those earning $2,000-$7,500. At the top, the present dues structure is $80 each six months for actors with motion picture earnings of over $50,000. The proposed dues would be $100 for actors with earnings of $50,000-$100,000 and $125 for those earning more than $100,000 a year.

Schaefer wins director's award for tv 'Macbeth'

George Schaefer won the first tv award of the Directors Guild of America for "outstanding directional achievement" in 1960 with "Macbeth" on *Hallmark Hall of Fame,* (NBC-TV, Nov. 20, 1960, 6-8 p.m. EST, through Foote, Cone & Belding). He defeated four other top-polling nominees in a ballot of 2,000 guild members. Segregated by special interests, they included two assignments for CBS, two for NBC and one for ABC. Four of the five nominated directors, including the winner, work in the East. (The western-oriented Screen Directors Guild and eastern-based Radio-TV Directors Guild merged last year.)

Mr. Schaefer received a mounted gold medallion and all five nominees got silver ones. Runners-up for 1960 tv directorial honors: Franklin J. Schaffner for "The Cruel Day" on *Playhouse 90,* (CBS, Feb. 24, 8-9:30 p.m., sponsored by American Gas Assn. (through Lennen & Newell); Norman Jewison, *Belafonte—New York 19,* (CBS, Nov. 20, 1960, 10-11 p.m., Revlon through Grey Adv.); Vincent J. Donehue, *Peter Pan,* (NBC, Dec. 8, 1960, 7:30-9:30 p.m., Revlon through Grey), and Howard W. Koch, "Unhired Assassin," parts I and II, on *The Untouchables,* (ABC, Feb. 25 and March 3, 1960, 9:30-10:30 p.m., sponsored by Armour [Foote, Cone & Belding], Tums [Mc Cann-Erickson], Carnation [Erwin Wasey, Ruthrauff & Ryan], Luden's [J. M. Mathes], Seven-up [J. Walter Thompson] and Liggett & Myers [Mc Cann-Erickson]). Mr. Koch's direction for Desilu-Langford was the sole West Coast nomination. The Directors Guild cited Sherwood Kohn of *The Louisville* (Ky.) *Times* for "most constructive criticism" of tv.

Banner year for news on CBS is reported

More news programming than ever before on both its tv and radio networks and increased informational programming in prime tv time—that's how CBS News met the challenge of important world events last year, an annual report released by the network's news division revealed.

During 1960, CBS News provided 18.7% of the total schedule of the tv network (an increase of nearly 20% over 1959) and 54% of the radio network schedule. Regularly-scheduled tv news programs produced by the network's news division totaled 56 per week with a total air time of 12 hours, 11 minutes, while 122 radio news programs per week were produced with an air time of 20 hours, 20 minutes. These represent record figures for news programs on both CBS-TV and CBS Radio.

In the fall of last year, a network innovation, *Eyewitness to History,* became a regular weekly nighttime program in a prime time slot. The new program covered a major news story each week, sometimes on the same day of its occurrance. Also expanding the evening schedule of information programs in prime time periods were *Face the Nation, CBS Reports,* and *Presidential Countdown.*

CBS Newsfilm, the report claimed, continued its expansion as the leading news syndication service for tv stations in the world by adding 36 new subscribers during the past year. Distribution of the newsfilm now covers all major markets and 38 cities in 25 foreign countries.

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack **more sales power** into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success . . . 20% sales increase . . . no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable . . . proves So. Calif. listens alertly to KBIG.

Use **KBIG**, Radio Catalina . . . the economical sales force for **all** Southern California . . . 740 kc/10,000 watts.

KBIG

JOHN POOLE BROADCASTING CO., INC.
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HOllywood 3-3205
National Representative: Weed Radio Corp.

GLOBAL GOOD WILL

Dahlman firms offer programs for domestic, overseas pr

The use of radio and television programming as a public relations medium for commercial and governmental organizations, both foreign and domestic, is offered by a little-known broadcasting operation using the corporate names of Broadcast Planning Corp., and Broadcast International Inc., both New York.

The underlying business philosophy urged upon a prospective client is that it underwrite a public service program on radio or tv, in the U. S. or abroad, in which the client gets only brief mention but wins considerable good will and a favorable image through association with such a "high-minded type of programming."

L. Nicholas Dahlman, founder-president of both companies, said last week his organizations complement each other. He explained that he established Broadcast Planning almost two years ago so that foreign governments and commercial organizations in the U. S. and abroad could spread news of "little-known but exciting" developments about their ventures to U. S. viewers and listeners. Transcribed radio programs are furnished to U. S. stations without charge for inclusion on local interview shows; for tv, a script and visual material are supplied to the station and a representative of the government or industrial client appears in person for interviews. Mr. Dahlman registers as a foreign agent for overseas clients and is paid on a fee basis.

As a logical adjunct to Broadcast Planning, Mr. Dahlman said, he saw a need for a company to "export" U. S. business views and philosophy by presenting public service programs on foreign tv and radio stations. This phase of the operation, Broadcasting International, is in the developmental stage, Mr. Dahlman said.

Client Lineup ▪ In the past two years, he added, his operation has produced more than 300 programs on radio and tv. He listed these as among the companies' clients: United States Lines, Eastern Airlines, Quaker Oats International, American Express Co., American Society of Travel Agents, Kraft Foods, British Railways, Northeast Airlines, the Mexican government, the Panama government, the Indian government, Air India, Lufthansa Airlines, the states of Maine and New Hampshire.

Some of the companies which have invested in public service programming said last week they are "highly pleased with the results achieved." They pointed out they usually sign a contract for delivery of a certain number of programs throughout a year.

Filling a Need ▪ Mr. Dahlman be-

lieves there is a scarcity of "interesting public service shows" in local markets, both in the U. S. and abroad, and said his operation is to fill this need.

Both companies, he said, are implementing expansion moves. In radio, Broadcast International beamed its first shortwave program to Austria Jan. 25, marking the first of a weekly series called *The World in New York*, in which nationals of a particular country will appear in New York to present their views on America. In tv, he said, his companies plan to make expanded use of videotape.

The companies last week were in Washington where a special program with Pierre Salinger, White House news secretary, was prepared for export to Austria, Australia and four South American countries.

The headquarters for both companies is at 3 W. 57th St., New York 19, N.Y. Telephone Templeton 8-0370. Quarters occupy two floors of the building and the companies employ about 30 workers, including writers, directors, translators, salesmen and clerical personnel. Before beginning what he calls his "radio-tv public relations business," Mr. Dahlman headed Television Clearing House, which supplied merchandise to stations in return for time.

INTERNATIONAL

Canadians set up police force for ethical code

A five-man committee of veteran broadcasters has been appointed to police and enforce the code of ethics of the Canadian Assn. of Broadcasters. The group has been appointed for a five year term and is representative of all parts of Canada. Members of the CAB code police force are Gordon Love, CFCN-AM-TV Calgary, Alta.; Gerry Gaetz, CFGP Grand Prairie, Alta.; Henri LePage, CHRC Quebec City, Que., CKRS-AM-TV Jonquiere, Que., CFCM-TV, CKMI-TV and CJQC Quebec City; Malcolm Neill, CFNB Fredericton, N.B., and past president of the CAB; and W. T. Cruikshank, CKNX-AM-TV Wingham, Ont.

The code, which became effective Feb. 6, has been endorsed by 75% of all CAB members. It covers programming, community activities, education, news, advertising, and employes. The code calls for enforcement through the five-member police force on complaints from any CAB member. Each station is permitted use of a special CAB ethical code symbol, which it forfeits if complaints are justified on investigation by the committee.

Stations pick new reps

With the demise in mid-January of Allied Broadcast Services, formerly Trans-Ocean Representatives Ltd., at Toronto and Montreal, billing and servicing of radio stations formerly handled by this organization, has been taken over by Radio & Television Sales Inc., Toronto and Montreal.

A number of the stations have intimated they will use Radio & Television Sales Inc. as representatives. These include CFLM La Tuque, Que.; CKTR Three Rivers, Que.; and CKRD Red Deer, Alta. Undecided yet are CJSS-AM-TV Cornwall, Ont.; CJFB-TV Swift Current, Sask., and CJDV Drumheller, Alta. CHQM Vancouver, B. C., will be represented by recently-formed Standard Broadcast Sales, Toronto, which represents CFRB Toronto, and CJAD Montreal.

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WITH 1) Good Practices 2) Good Care 3) Good Insurance.
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New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St

1960 radio, tv set sales down in Canada from '59

Canadian sales of radio and tv sets were down in 1960 from 1959, according to Electronic Industries Assn. of Canada.

Radio set sales totaled 540,844 in 1960 compared with 621,407 in 1959. Television receiver sales were 340,755 against 405,965 in 1959.

Gains were made in battery-powered portable radio sets, from 93,211 units in 1959 to 102,131 last year. Transistorized receivers totaled 120,871 units in 1960 against 112,791 in 1959. Fm set sales were up from 25,606 in 1959 to 38,842 last year.

The best month for tv set sales was September when 46,944 units were delivered to dealers, and for radio in November with 63,925 sets delivered to dealers. Ontario accounted for largest sales with 125,545 tv sets and 251,593 radio receivers.

CFTM-TV starts next week

CFTM-TV Montreal, Que., new ch 10 station, begins operations as Montreal's second French-language tv station on Feb. 19. President of company operating CFTM-TV is J. A. DeSeve. Vice-president and commercial manager is Paul L'Anglais, veteran radio producer in whose name license was applied for. Roland Giguere is station manager, Paul Ladoucer program director, and Jean Marion public relations director. Station is represented in Montreal and Toronto by Paul L'Anglais Inc., by Stovin-Byles Ltd., at Winnipeg and Vancouver, and in the U.S. by Forjoe Inc.

M-E, Hakuhodo merge in Tokyo

McCann-Erickson-Hakuhodo Inc., with headquarters in Tokyo, has been formed by McCann-Erickson Corp. (International) and Hakuhodo Inc. The new agency will offer advertising and marketing services to the clients of each parent company, as well as to others in the international field. Hakuhodo has a total of 14 offices and has approximately 700 Japanese and international clients. McCann-Erickson Corp. (International) directs the company's operation of 40 offices in 19 countries.

WPEN HAS THE STAR PERSONALITIES



★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

WRCV's big band policy gets encouraging results

WRCV Philadelphia, on Jan. 4, 1960, initiated a full-scale "big band" programming policy. Since then, local and national sales have climbed, and the station reports it has been "deluged" with favorable listener response.

Among the evidence of programming approval: The accumulation of letters received during an eight-day period last month in a "big band anniversary" request for listener reaction to its 24-hour big band music policy. With no other incentive than "to write out of interest," the station received 11,624 letters and cards between Jan. 13-19, and "Mail is still coming in at the rate of 150 letters a day." The station reports that when final tabulations have been made, its management will decide what "steps will be taken" to find out if WRCV's position is accurately reflected in the ratings.

Dick Paisley, WRCV station manager, points out that "This mail situation presents a real paradox for us. WRCV sales in 1960 were up (20% overall, 30% nationally, 12% locally) and mail response to the station has increased more than 10 times. Yet the rating services seem at odds with each other . . . neither really is anywhere near the improvement borne out by the listener response." He adds that the station has returned monies sent by some listeners to insure continuance of the "sane music" programs although WRCV already announced the big band policy would continue through the year.

Big local show

Officials at KTTV (TV) Los Angeles are claiming they have lined up the largest array of stage, screen and television stars ever assembled for a television show for this Sunday's (Feb. 19) Stop Arthritis telethon.

Among those scheduled to appear are: Bob Hope, Bob Newhart, Mickey Rooney, Ricardo Montalban, Marie Wilson and many others. Celebrities who will be away from Hollywood during the telecast have taped and filmed their appearances.

Co-chairmen of the event are George Putnam, newscaster, and Johnny Grant, disc jockey, who also serves as talent chairman. Bob Hiestand will produce and direct the show for KTTV.

Superior sound

A new theme for National Radio Month, to be observed during May, has been adopted by NAB: "Radio . . . the Best Sound Around."

This theme was picked, according to John F. Meagher, NAB radio vice president, "because it conveys a feeling of highest quality, both in programming and in engineering. More important, it sets up a standard for stations to follow, since it proclaims that radio is best."

A new series of jingles for station performance during the month will be created and produced by Faillace Productions, according to John M. Couric, NAB public relations manager. Radio month kits and recorded jingles will be sent to NAB member stations without charge.

Woman with 'Bowlegs' wins

They've been playing "Postal Roulette" in Richmond, Va.

WLEE, that city, devised a contest based on postmarks. Clues to the names of unusual post offices throughout the world were broadcast daily on the station. Listeners were urged to send postmarks to the station, with those from "mystery post offices" winning prizes.

Mail from Bowlegs, Okla.; Sparks, Nev.; Blackfoot, Idaho, and American Forks, Utah were among the 87 winners in the game.

Lucky Strike promotion recalls 'good ole days'

American Tobacco Co. has launched a promotion tied in with its Lucky Strike selling theme ("Remember how great cigarettes used to taste") by making a "Remember How Great" long playing album available to the public for $1 plus ten empty Lucky packs. The promotion will be advertised extensively until March on company-sponsored tv programs and in other media. Feature of the tv schedule was a *Remember How Great* special on NBC-TV on Feb. 9 (8:30-9:30 p.m.) starring Jack Benny as master of ceremonies and presenting Connie Francis, Juliet Prowse and Harry James and his band. The Columbia Records album has assembled "collector's item" original recordings by Louis Armstrong, Count Basie, Tommy Dorsey, Harry James, Mary Martin, Dinah Shore and others.

WCHS-AM-TV take on southern accents

From the looks of the sales staff of WCHS-AM-TV Charleston, W.Va., one would think the South was rising again.

Dressed as Confederate soldiers, they're making their rounds selling a special WCHS-TV package called "Confederate Days." The promotion will run for a month. Participating tv sponsors will have their commercials done by announcers dressed in full southern regalia and equipped with West Virginia style southern "aksayents."

Benton & Bowles' safety drive

"You're not in control of your car unless you're in control of yourself." That's the theme Benton & Bowles is using in a volunteer campaign to curb accidents on New York State highways. Sponsored by N. Y. State Citizens Council on Traffic Safety Inc., which is headed by Clifton W. Phalen, president of the N. Y. Telephone Co., the campaign will use sports heroes for tv and radio spot announcements stressing that driving, like big-league sports, demands coolness under pressure and emotional self-control. Advertising will appear in major media through the state starting in the spring.

RAB's co-op book revised

The radio co-op plans of an additional 50 national and regional firms have been included in Radio Advertising Bureau's revised "Dealer Co-Op Data Book," making a total of more than 600 companies whose co-op advertising allowances are reported in the book.

Prepared by RAB's national sales

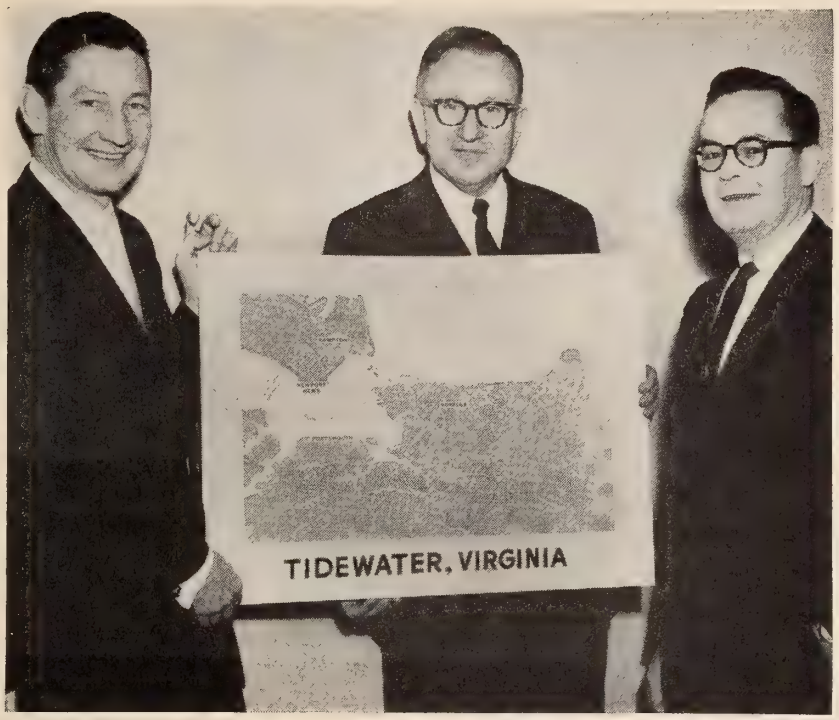
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Where hearts (sometimes) beat as one

The presidents of three Norfolk television stations (l to r)—Robert M. Lambe, WTAR-TV; J. Glen Taylor, WAVY-TV, and Thomas P. Chisman, WVEC-TV — are fierce competitors but they have united for a common project. They met in New York to announce they have launched a year-long cooperative advertising and public relations campaign to sell national advertisers, agencies, industrial leaders and market analysts on the "tremendous growth of the Tidewater area." Their credo is: "increased business in the market will benefit all of us." The advertising phase will be handled by Liller, Neal, Battle & Lindsay Adv., Richmond, Va., and public relations by Phil Dean Assoc., New York.

department as a selling tool for member stations, the data book profiles the companies, reports their products, areas of distribution, and details the ad allowance permitted each dealer. RAB says that many dealers are unaware of the co-op possibilities, and that its book gives stations the facts and the chance to remind dealers of the opportunities provided by these funds. Companies also often supply their dealers with jingles and scripts.

Drumbeats...

Early start ▪ KATZ St. Louis Negro station has started its Brotherhood Week campaign a month early. The effort centers on an essay contest to find "fresh new ideas to improve race relations—new creative thinking in solving America's most urgent domestic problem." Tv and radio sets top the awards list for contest winners.

Heart jabs ▪ By way of warning listeners against holiday traffic hazards, WGLI-AM-FM Babylon, N. Y., is poking "short jabs" at them. A typical announcement, inserted before or after a music selection, goes like this: "This is patrolman Jones of the Suffolk County Investigation Bureau. I don't hand out many summonses; most of the speeders I meet are dead." The station has also found value in running "short jabs" at listeners in the areas of voter registration, fire prevention, Civil Defense and mental health campaigns.

Dog days ▪ Wednesday (Feb. 8) was D-Day for 100 lucky dogs whose names were drawn from a hopper by a celebrated four-legged guest star on WNBC-TV's *Family* show (Mon.-Fri., 9-10 a.m., EST) in the New York station's "Lucky Dog" contest. The aim of the contest, is to have canines take their owners to the dogs to see how the blue-bloods live. The 100 dogs selected—their names were submitted on postal cards by their owners—will each receive a pair of tickets to the annual Westminster Kennel Club show in Madison Square Garden, Feb. 13 and 14.

WAST PUTS YOUR MESSAGE ACROSS



In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

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CBS WHBF RADIO and TELEVISION

BROADCAST ADVERTISING


Mr. Scurlock

Robert L. Scurlock, formerly vp and account supervisor, Dancer - Fitzgerald - Sample, N. Y., joins Ted Bates & Co., that city, as account supervisor on Boyle-Midway Div., American Home Products, N. Y. Mr. Scurlock, who was with DFS for six years, was previously with Benton & Bowles.

David V. Cleary and **Benjamin Maugham,** associate creative directors in copy department of Young & Rubicam, named vps.

Conrad Roth, formerly manager of radio-tv at Lanvin Parfums' Inc., N. Y., named account executive for Lanvin by North Adv.

C. N. Painter, with Armstrong Cork Co., Lancaster, Pa., since 1924, promoted to senior vp and member of president's office.

Edward F. Mues Jr. has been appointed vp of budget control, American Home Foods Div., American Home Products Corp., N. Y. Mr. Mues, who has been associated with American Home Foods since 1946, most recently was administrative manager for Foods Div.

Marion MacDonald and **Wallace J. Gordon** named vps for Grant Adv., N. Y. Miss MacDonald, copy group head of packaged goods, joined Grant last June from Dancer-Fitzgerald-Sample, that city. Mr. Wallace has been with Grant since 1958 in both Chicago and Detroit. He became group copy chief in New York office last year.

Thomas Hicks, formerly copy group head at J. Walter Thompson, Toronto, joins Guild, Bascom & Bonfigli, San Francisco, copy staff.

Dr. Vincent Machi, director of research at J. M. Mathes, N. Y., elected vp.

Gordon Gunn named media director for Los Angeles office of BBDO.

Charles W. Young joins Ogilvy, Benson & Mather, N. Y., as director of personnel. He was previously personnel director of Assoc. Merchandising Corp.

Robert Good, formerly of BBDO, N. Y., joins Smith/Greenland, that city, as traffic manager.


Mr. Anderson

Richard C. Anderson, associate media director in both Chicago and New York offices of Young & Rubicam, promoted to director of department of media relations and planning in Y&R's Chicago office. He has been with agency for eight years.

Les Sterne joins Pittsburgh office of Fuller & Smith & Ross. For past 15 years he has been head of radio-tv for Smith, Taylor & Jenkins, that city. **Renee Modry** named systems and procedure analyst.

Donald A. Perkins, former assistant print buyer in media department of Doherty, Clifford, Steers & Shenfield, N. Y., appointed assistant account executive.

THE MEDIA

Mrs. Nellie Knorr, wife of late Fred Knorr, succeeds her husband as president of Knorr Broadcasting Corp. **Van Patrick,** sports director of WKMH Dearborn, Mich., and Mutual Network, elected Knorr to board of directors.

Maury J. Farrell elected president of WATV Birmingham, Ala.

Larry Buskett, formerly executive vp and general manager of KGMS Sacramento, Calif., to KRAK, that city, as general sales manager.

Warren Nelson appointed vp in charge of tv sales for Chicago office of George P. Hollingbery Co. He has been in charge of Chicago sales activities for past five years. **Phil Corper** named vp in charge of sales development and promotion.

Richard W. Ostrander named national sales manager of WTVN (TV) Columbus, Ohio. He has been manager of WTVN Radio. Mr. Ostrander fills vacancy created by Fred Von Stade who became general manager of WKYT (TV) Lexington, Ky.

Gordon E. (Doc) Hamilton, operations manager of KVOA-TV Tucson, Ariz., since 1958, promoted to assistant station manager.

Tony James, formerly with WGGB Freeport, to WBAB Babylon, both New York, as operations director. **Ernest J. Christie,** chief meteorologist of U. S. Weather Bureau's New York office, resigns to join WBAB as weather consultant and commentator.


Mr. Lincoln

Gibbs Lincoln, vp and general manager of KVI Seattle, owned by Golden West Broadcasters, to general manager of Golden West Features, GWB subsidiary that handles sports packages, with headquarters in Hollywood.

David S. Proctor, formerly account service representative in radio station clearance department of ABC Radio, promoted to manager of radio station clearance for ABC Radio Network.

Bill Alcine appointed executive producer for KNXT (TV) Los Angeles and CBS-TV Pacific Network. He will be responsible for all areas of continuity acceptance, program clearances and standards and practices.

Joseph B. Haigh, chief engineer of WJBK-TV Detroit, promoted to regional chief engineer of WJBK-TV and WJW-TV Cleveland. Both are Storer stations. **Marion J. Stoner,** assistant chief engineer of WJBK-TV, promoted to operational chief engineer.

Allan Kenyon, continuity director and air personality at KOIL Omaha, Neb., named account executive at KOIL-FM.

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city zone state
Send to home address — —

* Occupation Required



Mr. Cookery



Mr. Timberlake

Thomas B. Cookery and **J. W. Timberlake Jr.** appointed general sales manager and regional sales manager, respectively, for WBTV (TV) Charlotte, N. C. Mr. Cookery formerly was national sales manager. Mr. Timberlake has served as Carolinas' sales manager for station since 1957.

Robert Wencel, commercial manager of WBBM-FM Chicago, and **Diane Dace,** formerly with Revlon Inc., join Chicago office of Broadcast Time Sales as account executive and personnel director, respectively.

James T. Miller Jr. joins WPFM (FM) Providence, R. I., as commercial manager.

Stan Losak, former producer-writer in CBS-TV advertising and sales promotion department, named assistant manager of motion picture photography for CBS News.

Phil Smith named publicity manager of WFBM-AM-FM-TV Indianapolis. He has been promotion manager of station's fm and muzak divisions.

Ted Johnson, formerly on announcing staff and co-ordinator of special events at WVNJ Newark, N. J., appointed night manager. Mr. Johnson has been with station for 12 years.

Michael E. Seeber and **Wayne E. Harter** appointed account executives on local sales staff for WKOW-TV Madison, Wis.

Boyd Porter Jr., formerly sales representative at KTEM Temple, to WTAW Bryan-College Station, both Texas.

Gerald Thorsen joins KAYO Seattle, Wash., as account executive.

Pel Schmidt appointed account executive at WBAL-TV Baltimore.

Jack Kabateck appointed account executive in Los Angeles office of Torbet, Allen & Crane, station rep.

Tim Garthwaite named assistant sales promotion manager of KTVU (TV) Oakland-San Francisco.

Claude C. (Bud) Bowlin appointed national sales representative for WCSH-TV Portland, Me.

Roland King, formerly account executive, KMSP-TV Minneapolis, joins Minneapolis tv sales staff of The Katz Agency, station representative.

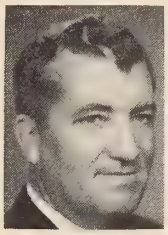
William J. Mathews Jr. joins New York tv sales staff of Edward Petry & Co. He has been account executive in firm's radio division. Before joining Petry, he was in merchandising department of Young & Rubicam, that city.

Richard J. Quaas, formerly account executive at KHJ-TV Los Angeles, joins Adam Young Inc., Chicago, in same capacity.

Phillip Trammel and **R. Joseph Adams** join sales staff of KXOK St. Louis.

Mary Collier, formerly with KAKC Tulsa, Okla., to Watts, Payne Adv., that city, as radio-tv copywriter.

Bob Lyte, formerly promotion director of WLBW-TV Miami, to promotion manager of Century 21 (space age world's fair) slated for Seattle, Wash., April, 1962.



Mr. Hennessy



Mr. Sheridan



Mr. Frohnhoefer

Edward J. Hennessy, general sales manager of WAVY-TV Norfolk - Portsmouth - Newport News, Va., promoted to vp in charge of tv sales. **Ned G. Sheridan,** general manager of WAVY Radio, named vp in charge of radio division. **Clifford A. Frohnhoefer,** assistant secretary-treasurer of Tidewater Teleradio Inc. (parent organization of stations), promoted to treasurer and controller.

Richard C. Hottelet and **Stuart Novins** appointed United Nations correspondents for CBS News.

Mrs. Jean Jenkins joins WFAA Dallas as continuity director.

Don Karnes joins WTTC-AM-FM Towanda, Pa., as announcer-program director.

Ted L. Daniel appointed radio-tv director for Presbyterian Synod of North Carolina.

Al Brown, formerly professional meteorologist and staffer at U. S. Weather Bureau, joins WNBQ (TV) Chicago as weathercaster.

Joe Rico named promotion assistant of WGR-TV Buffalo, N. Y.

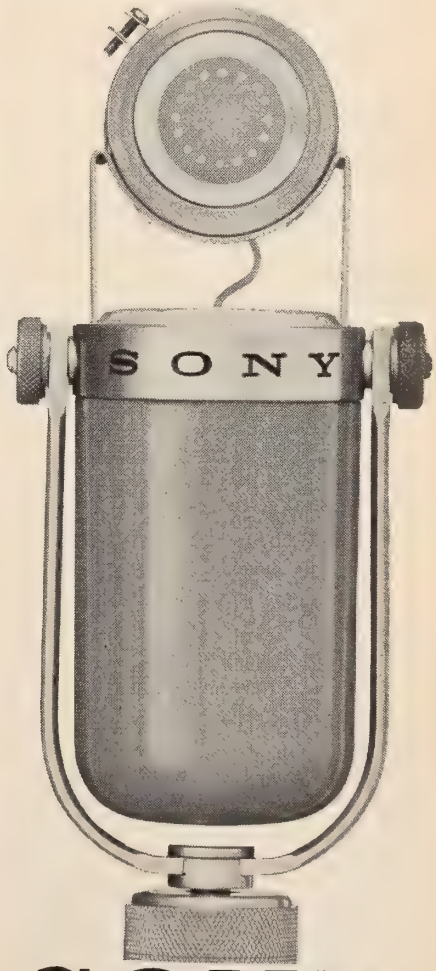
Steve Delaney, staff announcer at

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SONY
SUPERSCOPE® The Tapeway to Stereo

WSOC Radio, Charlotte, N. C., has been promoted to news director.

Ned W. High joins news staff of KLZ Denver.

Michael Powell joins KSFO San Francisco as member of news staff.

David Matson, former tv cameraman at WFIL-TV Philadelphia, named music director at WOL Washington, D. C. Mr. Matson retains his position of weekend staff announcer at WFMD Frederick, Md.

Pat Boisseau appointed editorial director for WKRC-AM-TV Cincinnati, Ohio. Mr. Boisseau, WKRC news director for past four and a half years, will continue in that capacity.

Ted R. Woodard appointed general manager and chief engineer of Fairfield Broadcasting Co.'s new Winnsboro, S. C., station as yet unnamed with no target date. Construction has begun.

William Babcock, formerly with WICU-TV Erie, Pa., joins WLSV Wellsville, N. Y., as station manager.

Walter Broadhurst, formerly station manager-program director of WMOD Moundsville, W. Va., to WWCH Clarion, Pa.

Ralph Hansen, formerly program manager of WJBK-TV Detroit, moves to WJW-TV Cleveland in similar capacity. **Robert J. McBride Jr.** succeeds Mr. Hansen at WJBK-TV.

Robert Eheineck, chief engineer of CBS News, named manager of technical operations. **Egon Pohoryles,** assistant manager of film production, becomes manager of motion picture photography.

Maurice E. McMurray appointed national sales manager of WJBK-TV Detroit. Mr. McMurray returns after a five year leave of absence while serving with Storer Broadcasting's national sales office in New York.

Van Cantfort, director-air personality, named program manager at WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Jack Black, formerly with WTAR Norfolk, and WGH Newport News, both Virginia, appointed sales manager of WBOF Virginia Beach, Va. Other appointments: **Bill Rhyne,** operations manager; **Bob Gheza,** program manger; **Boyd Harrier,** news director; **Roy Marsh,** supervisor of am operations and **Jack Dent,** supervisor of fm operations.

Jim Ramsburg, former national program director of Franklin Broadcasting Co., joins WPTR Albany, N. Y., as promotion and production director. Franklin Broadcasting is licensee of WMIN St. Paul, Minn., and majority stockholder in WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla.



New lineup at Washington's WRC

Congratulations are the order of the day with the appointment of three new executives at NBC's WRC-AM-FM-TV Washington. **Joseph Goodfellow,** NBC vp and general manager of the station (3rd from left) welcomes **Harry A. Karr Jr.** into the fold as station manager of WRC-AM-FM. He had been sales manager. Others in photo are **William L. Callaway** (2nd from left), appointed business manager, and **Wallace R. Fanning Jr.,** news manager, both for WRC-AM-FM-TV.

Joseph Friedman, tv senior account executive at H-R Representatives, San Francisco, named manager of that office. **David McConnaughey,** radio account executive at Headley-Reed, San Francisco, joins H-R, that city, in same capacity. **Douglas Jones,** formerly of Headley-Reed, named senior account executive, radio, H-R, N. Y.

George Finnegan named general sales manager and **Clyde Dutton** named local sales manager, both at WTVH (TV) Peoria, Ill.

William J. McDowell, general sales manager of KHJ Los Angeles, promoted to general manager. He joined station some years ago as account executive.

Emmett A. (Buzz) Hassett Jr., general sales manager of WITI (TV) Milwaukee, to WAGA-TV Atlanta in similar capacity. Both are Storer stations.

Ellis W. Gilbert, general manager of KRBE (FM), elected president of Houston Assn. of Fm Broadcasters.

Robert Mounty, account executive at WIP Philadelphia, named local sales manager. He has been on station's sales staff for four years.

Woody Langley, formerly with WMPT Williamsport, to WATS Sayre, both Pennsylvania, as morning man and production manager.

Claude E. Brimm, formerly general manager of KUDU Ventura, to KDAY Santa Monica, both California, as retail manager.

Tony James, formerly sports director of WGBB Long Island, N.Y., to WBAB, there, as operations director. **Jon Esther** joins station as air personality.

Paul Von Hagel, vp and general manager of WRAP Norfolk, Va., to WEAR-TV Mobile, Ala.-Pensacola, Fla., as general sales manager. Both are Rollins Stations. **William Eure,** formerly with WAVY Norfolk-Portsmouth-Newport News, succeeds Mr. Von Hagel.

Norman Schrader of WDAY Fargo, N. D., elected president of Northwest Radio-TV News Assn., succeeding **Sheldon Peterson** of WTCN Minneapolis.

Robert E. Clark, former White House correspondent for International News Service and reporter for Washington *Evening Star,* joins ABC News as Washington correspondent.

Nita Hutch named women's director at WVKO Columbus, Ohio. She was with WTVN (TV), that city.

John D. Kelly and **George U. Lyons** named eastern and midwestern sales managers, respectively, for Storer Television Sales, New York. Firm is new spot sales arm of Storer Broadcasting Corp.

Maynard E. Dillaber, executive vp and general manager of Martinsville Broadcasting Co. (WMVA-AM-FM Martinsville, Va. resigns. Mr. Dillaber, past president of Virginia AP Broadcasters Assn., joined station in 1949 as news director. He was appointed executive vp and general manager in 1953. He has not announced future plans.

Bill Woods, manager of KVOU Uvalde, to KEPS Eagle Pass, both Texas, in similar capacity. He succeeds **Sidney King** who joins KATI Casper, Wyo. KVOU and KEPS are sister stations.

Samuel F. Jackson, formerly on sales staff of WPIX New York, joins sales staff of Weed Television Corp., that city, station rep.


Mr. Johnson

Broaddus (Speed) Johnson appointed manager of sales for WNBC New York. He has been account executive in NBC participating programs since October, 1959, and before that with NBC Radio Network.

Louis E. Lomax, writer and newsman, joins staff of WNEW-TV New York, as news writer-producer.

Gordon Warnes, formerly with WTAP-TV Parkersburg, W. Va., to WPTA (TV) Fort Wayne, Ind., as announcer.

Jack Rowzie, air personality at WWDC Washington, resigns. **Fred Gale** assumes Mr. Rowzie's position.

Emily Lite joins WLOS-TV Asheville, N. C., as air personality.

Pierre Paulin joins WCAR Detroit as member of news staff. **Bob O'Hara** joins station's program staff from WOOD-TV Grand Rapids, Mich.

Paul Sullivan joins WCAU Philadelphia as air personality.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Jorge Mack, formerly with KNOE Monroe, La., moves to WING Dayton, Ohio, as air personality.

James J. Corbett, athletic director at Louisiana State U., elected chairman of National Collegiate Athletic Assn. tv committee, succeeding **Rix N. Yard,** Denison U.

Frank H. Nowaczek Jr., pr manager of National Community Television Assn. (NCTA), Washington, appointed special assistant in headquarters office.

Robert H. Van Roo, named promotion manager of WITI (TV) Milwaukee. He formerly was with A. C. Nielsen Co., Chicago.

PROGRAMMING

Daniel I. Knight joins Chicago office of M-E Productions as tv account executive and assistant to office manager. He formerly was with Young & Rubicam, that city, as radio-tv broadcast supervisor. M-E Productions is production division of Interpublic Inc. (newly formed parent company of McCann-Erickson).

Edwin E. Holly, secretary-treasurer of Desilu Productions, has been additionally appointed vp in charge of administration and finance. Before joining Desilu in 1954 he had been assistant comptroller of CBS.

Herman Rush, independent tv packager, formerly president of Flamingo Films, joins GAC-TV as vp in charge of development and sale of tv programs. He will headquarter in New York.

Tom Judge appointed general sales manager of Terrytoons, subsidiary of CBS Films. Mr. Judge, who will headquarter at 545 Madison Ave., N. Y., had served as director of production sales, operations department, CBS-TV.

John Robinson, producer-writer, forms Libra Enterprises, Hollywood, to create and produce tv series in cooperation with Ziv-UA. Partners in Libra are **Robert Ginter Sr.** and **Malcolm Stuart.**

Lamartine Le Goullon named art director of Hollywood Animators, Hollywood. **Harrison Wakida** and **Max Hutto** join firm as associate art director and account executive-associate producer, respectively.

Jay Jasin joins Jim Amache Productions, Sepulveda, Calif., as announcer and national promotion director.

W. Bothwell Henderson, long time associate producer with Bill Burrud Productions, Hollywood, promoted to executive producer.

William Asher, producer-director, terminates his NBC-TV contract with end of current *Shirley Temple Show* series to return to Desilu Studios to produce-direct pilot for as yet untitled musical comedy series starring Janis Paige.

James F. Delaney, who was, at one time, eastern division manager of ABC Films, rejoins that company as southern division manager, Houston, after an association with Saf-T-Eey Shelters Co.

GOVERNMENT

Brig. Gen. Frederick C. Weyland appointed deputy chief of Army information, effective April 1. He succeeds **Brig. Gen. Chester V. Clifton,** named military assistant to President Kennedy.

William J. Connell, one-time script editor and producer of radio documentaries for KUOM U. of Minn., named administrative assistant to Sen. Hubert Humphrey (D-Minn.).

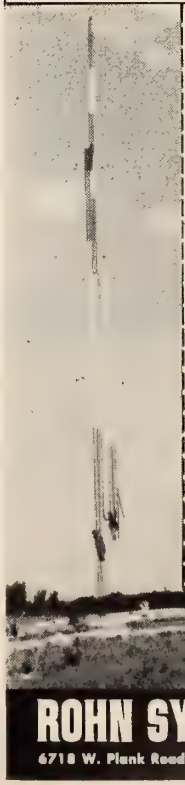
EQUIPMENT & ENGINEERING

John L. Gray named vp and eastern area sales manager of Motorola semiconductor products division, with headquarters in Clifton, N. J.

Kevin J. Joyce, former Sylvania Electric Products sales representative in Cincinnati, appointed supervisor of entertainment equipment sales-midwestern region, for electronic tube division.

Jonathan Eldridge, formerly vp of

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Mackay Radio & Telegraph Co., appointed director of New York sales for American Cable & Radio System.

ALLIED FIELDS


Mr. Searle

Don Searle, owner of KMMJ Grand Island, Neb., and KXXX Colby, Kan., joins Hamilton-Landis, national station broker. He will headquarter in Los Angeles. Mr. Searle, broadcasting veteran since 1925, was ABC western vp from 1943 to 48 and has served on boards of directors of NAB, RAB and was among founders of TvB.

Joseph J. Jacobs, formerly general attorney for Metropolitan Broadcasting Co., resigns to open own practice at 375 Park Ave., New York.

Lauren A. Colby, formerly with Fly, Shuebruk, Blume & Gaguine, communications law firm, resigns to open own office. Mr. Colby also served on legal staff of FCC. New office is located at 945 Pennsylvania Ave., N.W., Washington 4. Telephone: District 7-0236.

INTERNATIONAL

John R. Cann elected president of Raytheon-Canada Ltd. Mr. Cann has served as executive vp and general manager for past two years.

Robert F. Merrick, manager of J. Walter Thompson's Brazilian operation, presented with highest honor of Brazilian Government, "Ordem Do Cruzeiro Do Sul," for his contributions to advertising development in that country.

DEATHS

Samuel C. Gale, 65, retired vp and director of advertising at General Mills Inc., died Feb. 7 at his home in Minneapolis. Mr. Gale pioneered in baseball broadcast sponsorship, first buying the games on radio in Minneapolis several decades ago. The next year General Mills sponsored games on more than 30 stations. He also launched the successful promotion of Wheaties on network radio after the new product had gotten off to a shaky start and some company executives had urged it be abandoned.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 2 through Feb. 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

***Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education.** Uhf ch. 36 (602-608 mc); ERP 29.5 kw visual, 15.8 kw aural; antenna height above average terrain 400 ft., above ground 1,079 ft. Estimated construction cost $8,968. P.O. address 1015 N. 6th St. Studio location 1015 N. 6th St. Transmitter location 3907 N. Sherburn Place, Shorewood, Wis. Geographic coordinates 43° 05' 19" N. Lat., 87° 53' 46" W. Long. Trans. RCA, antenna Alford. Legal counsel John Fleming, Milwaukee. Land, building and tower are to be provided by WITI-TV Milwaukee.

Existing tv stations

ACTIONS BY FCC

KTVT (TV) Fort Worth, Tex.—Granted waiver of Sec. 3.652(a) of rules to permit station to identify itself as Fort Worth-Dallas station. Commr. Bartley dissented. Ann. Feb. 3.

KBTX-TV Bryan, Tex.—By letter, denied request for waiver of Sec. 3.610 and 3.611(b)(2) of rules and dismissed application to increase vis. ERP from 60.3 to 100 kw and aur. ERP from 30.2 to 50 kw, increase ant. height from 410 to 1,270 ft., and move trans. site from near Bryan to near Deanville, in direction of Corpus Christi, as patently not in accordance with Commission's rules, pursuant to Sec. 1.307(a). Commr. Cross dissented. Ann. Feb. 3.

New am stations

ACTIONS BY FCC

Grand Junction, Colo.—G&P Enterprises. Granted 1340 kc, 250 w. P.O. address 2425 Marshall St., Denver, Colo. Estimated construction cost $23,112, first year operating cost $36,000, revenue $48,000. Equal partners are **Wallace R. Geiger** and **Horace T. Puckett.** Mr. Geiger is employe KDEN Denver. Mr. Puckett owns retail service station. Ann. Feb. 2.

Troy, N. C.—Montgomery County Bcstg. Co. Granted 1390 kc, 500 w-D. P.O. address Box 35. Ann. Feb. 2.

Valdese, N. C.—Central Bcstg. Co. Granted 1490 kc, 250 w. P.O. address Box 629, Belmont, N. C. Ann. Feb. 8.

Wharton, Tex.—V. M. Preston. Granted 1500 kc, 500 w, DA-1. P.O. address 118 S. Houston, Wharton. Estimated construction cost $23,939, first year operating cost $36,000, revenue $42,000. Mr. Preston owns and operates Wharton Pub. Co. Ann. Feb. 8.

APPLICATIONS

Glasgow, Ky.—John M. Barrick. 1440 kc, 1 kw D. P.O. address 310 Seay St. Estimated construction cost $12,720, first year operating cost $35,000, revenue $40,000. Mr. Barrick, sole owner, is radio salesman and half-owner of construction firm. Ann. Feb. 7.

Shenandoah, Pa.—Schuykill Trans-Audio Corp. 1530 kc, 250w D. P.O. address Oppenheimer Bldg. Estimated construction cost $29,845, first year operating cost $45,000, revenue $60,000. Principals are **Naysh C. Brennan** (20%), **Frank J. Toole** (20%), **Louis H. Murray** (15.6%), **John L. Miller** (15.6%), **Martin F. Malarkey Jr.** (15.6%) and **David R. Wolf** (13.2%). Mr. Brennan is dentist with lumber and plumbing interests. Mr. Toole is attorney. Mr. Miller has textile and oil and gas distributing interests. Mr. Murray is general manager of WPAM Pottsville, Pa. Mr. Wolf is senior staff announcer of WJAC-TV Johnstown, Pa. Mr. Malarkey has catv and chemical interests. Ann. Feb. 8.

Rhinelander, Wis.—Rhinelander Television Cable Corp. 1300 kc, 5 kw D. P.O. address Box 179. Estimated construction cost $28,703, first year operating cost $40,000, revenue $48,000. **Clarence W. Gilley,** sole owner, also owns catv system. Ann. Feb. 8.

Existing am stations

ACTIONS BY FCC

KPOL Los Angeles, Calif.—Granted increased daytime power from 10 kw to 50 kw, change from DA-N to DA-2, continued operation on 1540 kc, 10 kw-N; engineering conditions. Ann. Feb. 8.

WRFB Tallahassee, Fla.—Granted mod. of cp to change from 1580 kc to 1410 kc, continuing operation with 5 kw, D. Ann. Feb. 2.

WMFG Hibbing, Minn.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Feb. 2.

WKLK Cloquet, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 2.

WHLB Virginia, Minn.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Feb. 2.

WSNY Schenectady, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 8.

KOZI Chelan, Wash.—Granted change of

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facilities from 1220 kc, 1 kw, D, to 1230 kc, 250 w-N, 1 kw-LS; remote control permitted; engineering condition. Ann. Feb. 2.

KREW Sunnyside, Wash. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Feb. 2.

WAUX Waukesha, Wis.—Granted increase of power from 250 w to 10 kw with DA, continued operation on 1510 kc, D; engineering conditions. Ann. Feb. 2.

APPLICATIONS

KDAY Santa Monica, Calif.—Cp to change hours of operation from daytime to unlimited using power of 10 kw, 50 kw-LS, employing directional antenna night & day. (1580kc) Ann. Feb. 8.

KWBW Hutchinson, Kan.—Cp to increase daytime power from 250 w to 1 kw, and make changes in transmitting equipment. (1450kc) Ann. Feb. 7.

WFFF Columbia, Miss.—Mod. of cp (for new station) to change frequency from 1600 kc to 1360 kc; increase power from 500 w to 1 kw, change type trans., and make changes in ground system. Ann. Feb. 8.

WREL Lexington, Va.—Cp to increase daytime power from 250 w to 1 kw, install new trans. (1450kc) Ann. Feb. 8.

WNAM Neenah, Wis.—Cp to increase daytime power from 1 kw to 5 kw, change from DA-N to DA-1, install new trans. Request waiver of Sec. 3.24(g) of commission rules. (1280kc) Ann. Feb. 8.

KOVE Lander, Wyo.—Cp to increase daytime power from 1 kw to 5 kw, and install new trans. (1330kc) Ann. Feb. 7.

New fm stations

ACTIONS BY FCC

Naples, Fla.—Radio Naples Inc. Granted 94.5 mc, 5.4 kw. Ant. height above average terrain 115 ft. P.O. address Box 1026. Estimated construction cost $11,821, first year operating cost $10,000, revenue $12,500. FM will duplicate WNOG Naples, Fla. Ann. Feb. 8.

Midland, Mich.—Midland-Mid-State Bcstg. Corp. Granted 99.7 mc, 40 kw. P.O. address P.O. Box 289, East Lansing, Mich. Estimated construction cost $52,100, first year operating cost $40,000, revenue $44,500. Applicants are **Mid-State Bcstg. Corp.**, 51%, and **Delta College** 49%. **Mid-State Bcstg. Corp.**, licensee of WSWM East Lansing, Mich., is group headed by John P. McGoff, president. Ann. Feb. 8.

Buffalo, N. Y. — Donald B. Crawford. Granted 99.5 mc, 110 kw. Ant. height above average terrain 640 ft. P.O. address 1230 E. Mermaid Lane, Philadelphia, Pa. Estimated construction cost $56,488, first year operating cost $35,000, revenue $40,000. Mr. Crawford is employe of WPCA-TV Philadelphia. Ann. Feb. 2.

Beaumont, Tex. — Woodland Bcstg. Co. Granted 95.1 mc, 2.4 kw. Ant. height above average terrain 430 ft. P.O. address Box 2953, Houston, Tex. Estimated construction cost $10,990, first year operating cost $9,000, revenue $12,000. **Gerald R. Proctor**, sole owner, is construction accountant. Ann. Feb. 2.

Sinton, Tex. — Southern Bcstg. Corp. Granted 101.3 mc, 9.2 kw. P.O. address P.O. Box 1581, Corpus Christi, Tex. Estimated construction cost $29,000, first year operating cost $12,000, revenue $6,000. Permittee's fm will duplicate KTOD Sinton, Tex. Ann. Feb. 2.

Tyler, Tex.—Old Center Bcstg. Co. Granted 93.1 mc, 4.2 kw. Ant. height above average terrain 380 ft. P.O. address 440 Petroleum Bldg. Estimated construction cost $20,700, first year operating cost $15,000, revenue $10,000. Principals include **L. S. Torrans** and **Bryan L. Scott**, 49% each, **Margaret H. Torrans** (wife of L. S. Torrans), and **Lois V. Scott** (wife of Bryan Scott) 1% each. Oil Center Bcstg. Co. owns KGKB Tyler, Tex. Ann. Feb. 2.

Norfolk, Va. — WTAR Radio-Tv Corp. Granted 95.7 mc, 15 kw. Ant. height above average terrain 880 ft. P.O. address 720 Boush St. Estimated construction cost $30,000. Permittee also is licensee of WTAR-AM-TV Norfolk. Ann. Feb. 2.

APPLICATIONS

Hemet, Calif.—Ramona Bcstg. Co. 105.5 mc, 660 w. U. Ant. height above average terrain —263 ft. P.O. address P.O. Box 1076. Estimated construction cost $8,050, first year operating cost $1,000, revenue $1,000. Principals are **Robert B. Griffin** (52%), **Paul O. Sprague** (32%) and **Robert T. Griffin** (16%). They hold similar interests in KHSJ Hemet. Messrs. Griffin are father and son. Ann. Feb. 7.

Ridgecrest, Calif.—Ridgecrest Bcstg. Co. 105.5 mc, 432 w. Ant. height above average terrain —264 ft. P.O. address P.O Box 696 Estimated construction cost $5,681, first year operating cost $2,000, revenue $3,200. **Israel Sinofsky**, sole owner, is manager, owner and chief engineer of KRKS Ridgecrest. Ann. Feb. 7.

Santa Clara, Calif.—Robert E. and Marcella Podesta. 103.3 mc, 1 kw U. Ant. height above average terrain 568 ft. P.O. address 2775 Park Ave. Estimated contstruction cost $14,-100, first year operating cost $18,000, revenue $25,000 Mr. & Mrs. Podesta are joint tenants. He owns public relations firm and telephone answering service. She is housewife. Ann. Feb. 7.

Cheyenne, Wyo.—The Great West Co. 106.3 mc, 250 w. U. Ant. height above average terrain 203 ft. P.O. address P.O. Box 926. Estimated construction cost $12,058, first year operating cost $6,450, revenue $16,000. Principals are **W. P. Wright, A. C. Etter, O. D. Dillingham, E. L. Thornton** and **N. E. Jorgensen** (20% each). Applicants each have 20% interest in KVWO Cheyenne and interests in KWKC Abilene, Tex., except Mr. Jorgensen, Washington attorney, who has no interets in latter. Ann. Feb. 1.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted Subsidiary Communications Authorizations to engage in multiplex operations: KLAC-FM Los Angeles, Calif., and WERI-FM Westerly, R. I., and mod. of SCA of WKOP-FM Binghamton, N. Y., conditions. Ann. Feb. 8

Ownership changes

ACTIONS BY FCC

KPOI-AM-FM Honolulu, Hawaii—Granted acquisition of positive control by **Colgreene Bcstg. Inc.**, now 26% owner, through purchase of additional 25% of stock from **Thomas F. Hollinger**; consideration $83,750. Colgreene is licensee of WHUC Hudson, N. Y. Ann. Feb. 8.

KGIN-TV Grand Island, Neb. — Granted (1) assignment of cp to Cornhusker Television Corp. (KOLN-TV Lincoln; owned 97.8% by John E. Fetzer who has controlling interest in WKZO-AM-TV Kalamazoo, WWTV (TV), Cadillac, and WJEF-AM-FM Grand Rapids, Mich.); consideration $2,500 for out-of-the pocket expense, and (2) extended completion date to June 13. It is proposed that KGIN-TV will be operated as a satellite to KOLN-TV. Commissioner Bartley dissented. Ann. Feb. 8.

WWPA Williamsport, Pa.—Granted assignment of licenses to **Summit Enterprises Inc.** (**Woodrow W. Ott**, president); consideration $207,000 less certain deductions. Ann. Feb. 8.

KTHT Houston, Tex.—Granted assignment of license to **Winston-Salem Bcstg. Inc.** (WSGN Birmingham, Ala., WTOB-AM-TV Winston-Salem, N. C., and interests in WBMG (TV) Birmingham, and WAPA-TV San Juan, P. R.); consideration $1,500,000. Ann. Feb. 8.

APPLICATIONS

KARK-AM-TV Little Rock, Ark.—Seeks involuntary transfer of control of stock of late **T. H. Barton**, 80% owner, to **Madeline M., Clark N.** and **T. K. Barton**, co-executors of his estate. Ann. Feb. 7.

KSDA Redding, Calif.—Seeks transfer of control of Radio Redding Inc. through sale of 100% of stock by **Wilford B. Moench** to **J. L. Carpenter, J. R. Short** and **R. E. Welch** for $59,500. After transfer Mr. Welch will hold 51%, Mr. Short 10% and Mr. Carpenter 39%. Mr. Welch is in concrete and gravel business; Messrs. Carpenter and Short are general manager and chief engineer, respectively, of KHOF-FM Los Angeles. Ann. Feb. 8.

WMDF Mount Dora, Fla.—Seeks assignment of license from **Hellmut E.** and **Dorothy C. Lippmann** to **WMDF Inc.** Change to corporate form of business; no consideration involved. Ann. Feb. 7.

WAUC Wauchula, Fla.—Seeks transfer of control of Hardee Bcstg. Co. by sale of 50 shares of common stock from **Edmund D.** and **Laura F. Covington** to **Robert S., Virginia L.** and **Thomas B .Taylor** for $10,786. Taylor family will then own all stock in company. Ann. Feb. 7.

Casey Bcstg. Assoc., Honolulu, Hawaii—Seeks assignment of cp to **Robert Sherman** for $8,000. Purchaser has half interests in KHOE Truckee, Calif. and KSVN Ogden, Utah. Ann. Feb. 7.

WASK Lafayette, Ind.—Seeks transfer of control to **Henry Rosenthal** through sale of 300 shares of capital stock to him from **D&B Equipment Co.** and 100 shares from **Alvin H. Huth** for $40,500. This would give Mr. Rosenthal 400 of 420 shares outstanding. Ann. Feb. 8.

KASI Ames, Iowa—Seeks assignment of license from **Story County Bcstg. Co.** to **Wapello County Bcstg. Co.** for $107,500. Purchaser operates KBIZ Ottumwa, Iowa. Ann. Feb. 7.

WREB Holyoke, Mass.—Seeks assignment of license from **Valley Bcstg. Corp.** to **Donald T. Hancock** for $150,000. Purchaser is radio-tv announcer. Ann. Feb. 1.

WBEC Pittsfield, Mass.—Seeks assignment of license from **Western Massachusetts Bcstg. Co.** to **WBEC Inc.** for $189,400. WBEC Inc. is owned by **Richard S. Jackson**, independent radio-tv producer. Ann. Feb. 7.

WFME (FM) Detroit—Seeks assignment of cp from **Jacob Wilson Henock** to **Robert M. Parr** for out-of-pocket expenses of $2,550. Mr. Parr is Baptist minister and owner of WRMP (FM) Allen Park, Mich. Ann. Feb. 7.

KMOS-TV Sedalia, Mo., KMBC-AM-TV and **KFRM (FM) Kansas City, Mo.**—Seeks assignment of license from **Cook Bcstg. Co.** to **Metropolitan Bcstg. Co.** for $10,250,000. ($200,000 for KMOS-TV; $9,650,000 for KMBC-AM-TV. Rest is for KFRM.) Metropolitan stations are WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; KOVR (TV) Stockton, Calif.; WIP-AM-FM Philadelphia; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill., and WRUL Scituate, Mass. Ann. Feb. 8.

KSYX Santa Rosa, N. M.—Seeks assignment of license from **Jim H. Speck** to **W. I. Driggers** for $20,000. Purchaser operates cattle ranch. Ann. Feb. 7.

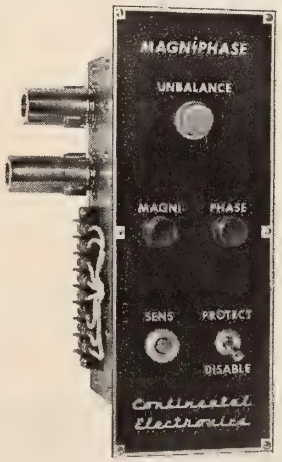
WSSB Durham, N. C.—James S. Beattie, owner, seeks joint tenancy with his wife **Betty L. Beattie**. No financial considerations involved. Ann. Feb. 8.

KFLW Klamath Falls, Ore.—Seeks assignment of cp from **Calortex Corp.** to **David F. Snow**. Ann. Feb. 7.

WARC Milton, Pa.—Seeks assignment of cp from **Williamsport Radio Bcstg. Assoc. Inc.** to **WMLP Inc.** for $7,250. Purchaser operates other station in Milton. Ann. Feb. 1.

WKST-TV Youngstown, Ohio; WKST Newcastle, Pa.—Seeks transfer of control by

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sale of 81.2% of stock from **S. W. and Wanda E. Townsend** to **WKST-TV Inc.** for $975,000. **Edwin E. Estabrook Jr.** is president and 100% stockholder of WKST-TV Inc. He also owns 50% of WCUE Akron, Ohio. Ann. Feb. 8.

WCIV (TV) Charleston, S. C.—Seeks assignment of cp from **Atlantic Coast Bcstg. Corp.** to **First Charleston Corp.** for $12,500 and ⅓ stock ownership. Other major stockholders will be **Edwin H. Cooper**, lawyer; **Margaret W. Cooper**, housewife, **Geddings H. Crawford**, banker; **Richard deG. Keenan**, oilman, and **Phil E. Pearce**, broker, 10% each. Ann. Jan. 30.

KIHO Sioux Falls, S. D.—Seeks assignment of license from **Sioux Empire Bcstg. Co.** to **Northwestern College**, Minneapolis for $100,000. College also owns KTIS-AM-FM Minneapolis, KNWS Waterloo, Iowa, and KFNW Fargo, N. D. It will operate KIHO as non-commercial station, as are others. Ann. Feb. 7.

WMAK Nashville, Tenn.—Seeks transfer of control of **WCMI Radio Inc.** to **John R. Ozier** for $25,000 for 50% interest. Mr. Ozier has outdoor advertising and soft-drink bottling interests. Ann. Feb. 7.

KIZZ El Paso, Tex.—Seeks assignment of license from **Corando Bcstrs.** to **Sunland Bcstg. Co.** for $85,500. Purchasers are **I. T. Cohen, Anne H. Cohen, Norman L. Posen** and **Miriam W. Posen** (25% each). Mr. Cohen owns advertising agency and is employe of WEEL Fairfax, Va. Mrs. Cohen is housewife. Mr. Posen is employe of WCAW Charleston, W. Va. Mrs. Posen is housewife. Ann. Feb. 7.

WBNB (TV) Charlotte Amalie, V I.—Seeks transfer of 9⅓% of stock of **Island Television Service Inc.** from **Robert Moss** and similar amount from **Robert E. Noble Jr.**, presently holding 50% each. 10% interest is being sold to **Kenneth E. Granger** and 6⅔% **Mrs. Faye R. Russell.** Ann. Feb. 8.

WPDR Town of Pacific, Wis.—Seeks assignment of license from **Portage Bcstg. Co.** to **Comstock Publishing Co.** Both companies have same officers and seek consolidation. No consideration involved. Ann. Feb. 7.

KBBS Buffalo, Wyo.—Seeks transfer of majority control by sale of stock by **Malcolm D. Wyman** to **Edward H. Weinberg.** Mr. Wyman held 51% interest, now holds 29% interest; with purchase of 20 shares from Mr. Wyman for $10,000 and 5 shares from **Jack Rosenthal** for $2,500, Mr. Weinberg holds 28%, as does Mr. Rosenthal. Ann. Feb. 8.

KASL Newcastle, Wyo.—Seeks transfer of control through sale of 10,500 shares of common stock, 60% of total, by **Stella Sue Parrott** to **Northern Wyoming Bcstg. Corp. Malcolm D. Wyman** (29%), **Jack Rosenthal** (28%) and **Edward H. Weinberg** (28%) will hold majority of stock in station. **William L. Fisher** sold 7,000 shares. Aggregate price: $40,000. Ann. Feb. 8.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Dec. 16, 1960 initial decision which looked toward granting application of Bay Video Inc., for new tv station to operate on ch. 13 in Panama City, Fla., became effective Feb. 6 pursuant to sec. 1.153 of rules. Ann. Feb. 6.

■ By memorandum opinion and order, Commission granted petition by Marion Radio Corp., removed from consolidated proceeding in Dockets 13694 et al., and granted its application to increase daytime power of WBAT Marion, Ind., from 250 w to 500 w, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 8.

■ By memorandum opinion and order, commission granted petition by Franklin Bcstg. Co., severed from consolidated proceeding in Dockets 13741 et al., and granted its application to increase daytime power of WMIN St. Paul, Minn., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 8.

STAFF INSTRUCTIONS

■ Commission on Feb. 3 directed preparation of document looking toward granting application of KDEF Bcstg. Co. to change operation of KDEF Albuquerque, N. M., on 1150 kc from 1 kw, D, to unl. time with 1 kw-D, 500 w-N, DA-N. July 29, 1960 initial decision looked toward this action. Ann. Feb. 6.

■ Commission on Feb. 3 directed preparation of document looking toward granting application of Kingsport Bcstg. Inc., to change facilities of WKPT Kingsport, Tenn., from 1400 kc, 250 w, unl., to 1550 kc, 10 kw, D, and denying application of John K. Rogers for new station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn. July 5, 1960 initial decision looked toward this action. Ann. Feb. 6.

■ Commission on Feb. 3 directed preparation of document looking toward granting application of Star of the Plains Bcstg. Co. for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and denying application of Plainview Radio for new station to operate on same frequency with 1 kw, D, DA, in Plainview, Tex. April 20, 1960 supplemental initial decision looked toward this action. Ann. Feb. 6.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Altamaha Bcstg. Corp. to increase power of station WBGR Jesup, Ga., from 1 kw to 5 kw, continued operation on 1370 kc, D. Ann. Feb. 8.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Alexandria Bcstg. Corp. to change facilities of KXRA, Alexandria, Minn., from 1490 kc, 250 w, unl., to 1230 kc, 1 kw-LS, 250 w-N, and KISD Inc., to increase daytime power of KISD Sioux Falls, S. D., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, adn denying application of Western Minnesota Bcstg. Co. to change facilities of KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl. Ann. Feb. 7.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Floyd Bell for new am station to operate on 940 kc, 1 kw, D, in Texarkana, Tex., and Belton Bcstrs. Inc., for new station on 940 kc, 1 kw, D, DA, in Belton, Tex. Ann. Feb. 7.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Finley Bcstg. Co. to increase power of KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, unl., to 5 kw, DA-N, unl.; Western States Radio (KIST), Santa Barbara; KATY, Sweetheart of San Luis Obispo, Inc. (KATY), San Luis Obispo; KOMY Inc. (KOMY), Watsonville, and McMahan Bcstg. Co. (KMAK), Fresno, to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; with KIST, KATY, KOMY and KMAK subject to condition that permittee shall accept such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Ann. Feb. 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Atlantic City Bcstg. Co. (WLDB, 1490 kc, 250 w, unl.), Atlantic City, N. J., for special reconsideration, reinstatement of application to increase daytime power to 1 kw, and for acceptance of amendment; returned amendment tendered for filing Jan. 3. Application was dismissed Nov. 30 for failure to file engineering data required by revised sec. V-A of FCC Form 301 by Nov. 3 cut-off date. Ann. Feb. 2.

■ By memorandum opinion and order, commission denied petition by WWNS Inc. (WWNS, 1240 kc, 250 w, unl.), Statesboro, Ga., for reinstatement of its application to increase daytime power from 250 w to 1 kw. Application was dismissed Nov. 30 for failure to file engineering data required by revised sec. V-A of Form 301 by Oct. 3 cut-off date. Ann. Feb. 2.

■ By memorandum opinion and order, commission dismissed protests and petitions for reconsideration by Rodio Radio and Marymac Bcstrs., applicants for new am stations to operate on 1320 kc, 500 w, DA, D, Hammonton, N. J., and 1570 kc, 1 kw, DA, D, Ventnor-Margate, N. J., respectively, directed against Dec. 7 grant of cp to Hammonton Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Hammonton, N. J. Comr. Bartley not participating. Ann. Feb. 2.

Burlington Bcstg. Co., Burlington, N. J.; Burlington County Bcstg. Co., Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J.—Designated for consolidated hearing applications for new am stations to operate on 1460 kc, 5 kw, DA-2, unl., made WFPG Atlantic City, N. J., party to proceeding. Comr. Cross dissented. Action Feb. 8.

WAMD Aberdeen, Md.—Designated for hearing application to change operation on 970 kc, 500 w, from daytime only DA to unl. time with DA-2. Comr. King not participating. Ann. Feb. 8.

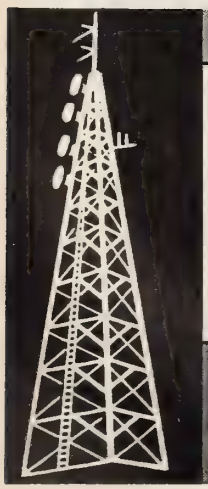
■ By memorandum opinion and order, commission denied petition by Edward L. Waterman to sever from consolidated proceeding in Dockets 12604 et al., and grant his application for new class A fm station to operate on 105.5 mc in Park Forest, Ill. Comr. King not participating. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by WMAX Inc., for rehearing on Sept. 7, 1960 decision which denied its application to increase power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continued operation on 1480 kc, D. Comr. King not participating. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by Metropolitan Bcstg. Corp., for reconsideration of Nov. 22 action which enlarged issues in Wilmington, Del., tv ch. 12 comparative proceeding; and, on commission's own motion, modified issue 7(d) relative to programming service proposed in each of applications as considered in light of the following factors: (1) whether there are particular types or classes of programs for which there is unfulfilled need in area proposed to be served; (2) extent to which program proposal of each applicant would meet such needs. Comr. Cross concurred and issued statement; Comr. King dissented and issued statement.

Saul M. Miller, Reading, Pa.; Arthur W. Arundel, Charleston, W. Va.; Suburban Bcstg. Corp., Elkton, Md.; Lancaster County Bcstrs., Lancaster, Pa.; Elias and Robinson, Glen Burnie, Md.; North Penn Bcstg. Co., Quakertown, Pa—Designated for consolidated hearing applications for new am stations to operate on 1550 kc; Miller with 1 kw, D, Arundel with 5 kw, D, Suburban with 250 w, DA, D, Lancaster with 1 kw, DA, D, Elias and Robinson with 250 w, DA-2, unl., and North Penn with 250 w, D; made WBOF Virginia Beach, Va., WBUX Doylestown, Pa., and WJMJ Philadelphia, Pa., parties to proceeding. Ann. Feb. 2.

Edward Walter Piszczek & Jerome K. Westerfield, Des Plaines, Ill.—Designated for hearing application for new class A fm station to operate on 96.7 mc with 1 kw; ant. height 246 ft., made WBBM-FM, WNIB both Chicago, WJOL-FM Joliet, Ill., and Federal


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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 9

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,524	32	127	801
FM	772	67	191	116
TV	478	21	81	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 9

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

Aviation Agency parties to proceeding. Ann. Feb. 2.

■ Commission scheduled following proceedings for oral argument on March 10: Biscayne Television Corp. (WCKT [TV]), East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp.—Miami tv ch. 7 reopened proceeding in Dockets 10854 et al.;

Suburban Bcstrs. application for new fm station in Elizabeth, N. J. and

South Florida Amusement Inc., Publix Television Corp., and Coral Television Corp., applicants for ch. 6 in Perrine and South Miami, Fla. Ann. Feb. 8.

South Texas Telecasting Co., Tropical Telecasting Corp., Nueces Telecasting Corp. Corpus Christi, Tex.—Designated for consolidated hearing applications for new tv stations to operate on ch. 3. Comr. Cross dissented. Ann. Feb. 3.

WMUR-TV Manchester, N. H.—Designated for hearing application for mod. of cp to change trans. location from about 6.5 miles west of city to site approximately 17 miles southeast in direction of Boston, make changes in ant. system and reduce ant. height from 1,030 ft. to 520 ft.; made WJAR-TV Providence, R. I., party to proceeding. Ann. Feb. 3.

Jefferson County Bcstg. Co. Jefferson City, Tenn.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, D; made WMSJ Sylva, N. C., party to proceeding. Ann. Feb. 8.

Santa Fe Bcstg. Co. Santa Fe, N. M.; Valley Bcstrs. Espanola, N. M.—Designated for consolidated hearing applications for new am stations to operate on 970 kc, 1 kw, D; made KMIN Grants, N. M., party to proceeding. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition for reconsideration by WBVA-FM Woodbridge, Va., directed against Dec. 21, 1960, grant to U. S. Transdynamics Corp., Arlington, Va., to change call letters of its stations WARL-AM-FM to WAVA-AM-FM. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by WSTV Inc. (WSTV-TV) Steubenville, Ohio, requesting "particulars and time to reply" to proposal by West Virginia-Ohio Bcstg. Co. to add third vhf tv channel to the Wheeling-Steubenville area which was filed in proceeding on proposed interim policy on vhf tv channel assignments and amendment of Part 3 of rules concerning tv engineering standards. Ann. Feb. 8.

■ By memorandum opinion and order, commission, on its own motion, amended Oct. 12 grant of cp to James E. McKahan to increase daytime power of KSUE Susanville, Calif., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, to include condition that permittee accept such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 2.

Routine roundup

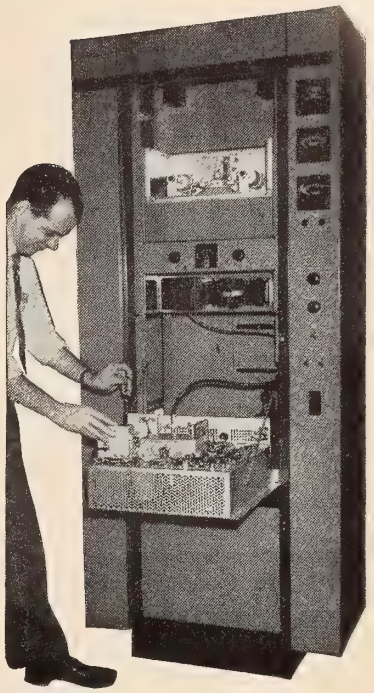
■ Commission granted authority to Triangle Publications Inc. to commence operation of KFRE-TV Fresno, Calif., on ch. 30 and, at same time, granted it temporary authority to continue its present operation on ch. 12 until April 15, for purpose of providing continuity of service to public, to permit orderly transition from vhf-uhf to all uhf area, and to determine precise locations where uhf boosters or translators might be required to provide satisfactory uhf service. Grants are without prejudice to whatever measures commission may find appropriate to take, if any, in connection with its pending inquiry into compliance by Triangle with sec. 317 of Communications Act and commission rules. Comr. Craven not participating. (By report and order of July 7, 1960, commission deintermixed Fresno by deleting ch. 12 and substituting ch. 30, and modified KFRE-TV license accordingly.) Ann. Feb. 8.

■ By memorandum opinion and order, commission took following actions in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KZOW and KWJB-FM Globe, all Arizona: (1) denied Gila's petition for reconsideration and grant of renewals without hearing; (2) granted motion by Broadcast Bureau to strike "response" of Earl Perrin Co. (proposed assignee); (3) granted Broadcast Bureau petition in part to add certain issues, and (4) made Earl Perrin Co. party respondent. Chmn. Ford concurred but would have granted that part of Broadcast Bureau petition which would have added issue to determine whether Gila had failed to maintain broadcast service without commission authorization and if so whether it is qualified to be licensee. Ann. Feb. 3.

■ By separate action, commission authorized Gila stations to remain silent for 90 days from Feb. 2. Chmn. Ford and Comr. Bartley dissented. Ann. Feb. 3.

■ Commission invites comments by March 2 to notice of proposed rulemaking looking toward amending tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., and ch. 44 for ch. 52 in Princeton, Ind. It would involve substituting ch. 76 for ch. 60 in Washington, Ind., since site intended by Vincennes U., which petitioned for ch.

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52 in Vincennes, would result in short mileage separation to ch. 60 reference point in Washington. Vincennes U. stated that it desires to operate partly educational and partly commercial on ch. 52, using equipment of Southern Indiana Telecasting Inc., which recently surrendered its permit for WRAY-TV on ch. 52 in Princeton. Ann. Feb. 3.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 3

WMFP (FM) Fort Lauderdale, Fla. — Granted license for fm station.

KDMI (FM) Des Moines, Iowa—Granted license for fm station.

WRBL-FM Columbus, Ga.—Granted license covering decrease in ERP, change frequency, trans. location, changes in ant. system, increase ant. height, installation new trans. and ant.

WFBR Baltimore, Md.—Granted mod. of license to operate main trans. by remote control; conditions.

WTHE Spartanburg, S. C.—Granted cp to install a new trans. and change studio location (trans. location); remote control authority deleted.

WFBR Baltimore, Md.—Granted cp to install new trans. (main trans. location) as auxiliary trans.; remote control permitted while employing DA-1.

WNOR Norfolk, Va.—Granted cp to change ant.-trans. location and studio location; remote control permitted; condition.

WBET Brockton, Mass.—Granted mod. of cp to change type trans.

WAAS Ashburn, Ga.—Granted mod. of cp to change ant.-trans. and studio location; conditions.

WSTV-TV Steubenville, Ohio—Granted mod. of cp to change type transmitters and make other equipment changes.

Actions of Feb. 2

WHAN Haines City, Fla.—Granted license for am station.

■ Granted licenses for the following fm stations: WSAB (FM) Mt. Carmel, Ill., and KARO (FM) Houston, Tex.

■ Granted licenses for the following noncommercial educational fm stations: *WFCI (FM) Franklin, Ind.; *KTSR (FM) Kansas City, Mo.; *WGTB-FM, Washington, D. C.

***WGTS-FM Takoma Park, Md.**—Granted license covering change in ERP, ant. height and installation of new trans. and ant.

WTVB-FM Coldwater, Mich.—Granted license covering change in frequency, increase in ERP, decrease in ant. height and installation of new trans.

WCOW Sparta, Wis.—Granted license covering increase in power and installation of new trans.

WETZ New Martinsville, W. Va.—Granted cp to replace expired permit which authorized installation of a new trans. and change in trans. location.

KYRO Potosi, Mo.—Granted cp to change ant.-trans. and studio location.

WZST Tampa, Fla.—Granted mod. of cp to change ant.-trans. location (same description).

KOL-FM Seattle, Wash.—Granted mod. of cp to change trans. and ant.

WARN Fort Pierce, Fla.—Granted mod. of cp to make changes in DA pattern.

KHOQ Hoquiam, Wash.—Granted extension of completion date to March 27.

Actions of Feb. 1

KGST Fresno, Calif.—Granted involuntary assignment of license to **J. J. Nagel**, Executor of the Estate of **Juan Mercado**, deceased.

WSTP AM-FM Salisbury, N. C.—Granted acquisition of positive control by **Thomas D. Harrell Jr.**, through sale of stock by **John J. Ikner Jr.**, **Theodore W.** and **Margaret T. Austin** to **WSTP, Inc.**

WRPB Warner Robins, Ga.—Granted acquisition of positive control by **Edgar M. Nobles** through purchase of stock from **Henry P. Hancock.**

KVIL, unassigned fm—Highland Park and Dallas, Tex.—Granted acquisition of positive control by **John J. Coyle** through purchase of unissued stock from **University Advertising Co.**

KWTV (TV) Oklahoma City, Okla. — Granted acquisition of negative control by **Central South Sales Co.** through corporate reorganization (main trans. & ant. and aux. ant.).

KATV (TV) Little Rock, Ark.—Granted acquisition of positive control by **John T. Griffin** through corporate reorganization.

■ Granted licenses for following fm stations: WBAY-FM, Green Bay, Wis.; WVTS (FM) Terre Haute, Ind.; KCHV-FM, Coachella, Calif.; KHQ-FM, Spokane, Wash.; WFMG (FM) Gallatin, Tenn.; WIBF (FM) Jenkintown, Pa.; WRLB (FM) Long Branch, N. J.; WDTM (FM) Detroit, Mich.

KACE-FM Riverside, Calif—Granted license covering increase in ERP and installation of new trans.

WFMQ (FM) Chicago, Ill.—Granted license covering increase in ERP and installation of new trans.; ERP 36 kw.

WBKV-FM West Bend, Wis.—Granted license covering changes in transmitting equipment.

KRES St. Joseph, Mo.—Granted license covering installation of aux. trans. with remote control operation of trans. while using non-DA.

WRLX (FM) Hopkinsville, Ky.—Granted license covering increase in ERP and changes in transmitting equipment.

WHIO Dayton, Ohio—Granted license covering installation of new alternate main trans.

■ Granted renewal of licenses of Wometco Enterprises Inc., WTVJ (TV) and auxiliaries, Miami, Fla., with Comrs. Hyde and Lee concurring; also Radio Station WRHC Inc., for am station WRHC Jacksonville, Fla., Comrs. Craven and King not participating. Ann. Feb. 2.

WBIE-FM Marietta, Ga.—Granted license covering increase in ERP, decrease in ant. height and installation of new ant.

WSYR-FM Syracuse, N. Y.—Granted license covering increase in ERP and ant. height, installation of new trans. and ant. and changes in ant. system.

WCTW-FM New Castle, Ind.—Granted license covering move of ant.-trans. and studio location; increase in ERP, decrease of ant. height and installation of new ant.; ant. height 240 ft.

WBRC-FM Birmingham, Ala.—Granted license covering decrease in ERP, increase of ant. height and changes in ant. system.

WPAT Paterson, N. J.—Granted license covering installation of alternate main trans.

WICY Malone, N. Y.—Granted license covering increase in daytime power and installation of new trans.

WRWH Cleveland, Ga.—Granted license covering increased power and change of type trans.

KHOG Fayetteville, Ark.—Granted license covering change of frequency; increase power; change hours of operation and installation of new trans.

WOW Omaha, Neb.—Granted license covering installation of aux. trans. with remote control operation.

WBRB Mt. Clemens, Mich.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Mt. Clemens, Mich.

WINB Red Lion, Pa.—Granted extension of completion date to Sept. 18.

Actions of Jan. 31

■ Waived sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: Town of Grand Lake, ch. 11, Grand Lake area, Colo. (KTVR (TV) ch. 2, Denver, Colo.).

KMET Paradise, Calif.—Granted license for am station.

■ Granted licenses for following fm stations: KQUE (FM) Houston, Texas, and WRBS (FM) Baltimore, Md.

KSTN Stockton, Calif.—Granted license covering installation of alternate main trans. employing DA.

WRIV Riverhead, N. Y.—Granted license covering installation of old main trans. as aux. trans. daytime.

WFRX West Frankfort, Ill.—Granted license covering changes in ant. system.

KTXL San Angelo, Tex.—Granted license covering installation of new trans.

WJHO Opelika, Ala.—Granted license covering installation of new trans.

WGTM Wilson, N. C.—Granted mod. of license to operate trans. remote control using DA, conditions.

WKJG Fort Wayne, Ind.—Granted mod. of license to operate trans. by remote control during daytime hours; conditions.

WWVA-FM Wheeling, W. Va.—Granted cp to increase ERP to 23 kw, change frequency from 98.7 mc to 101.9 mc, and install new trans.

WNEM-FM Bay City, Mich.—Granted mod. of cp to install new trans. and increase ERP to 86 kw.

■ The following stations were granted extensions of completion dates as shown: WISE Asheville, N. C., to July 1; WFMD-FM Frederick, Md., to March 13; KMBY Monterey, Calif., to March 26; WFNC Fayetteville, N. C., to April 30; KBRB Arvada, Colo., to July 18; WITA-FM San Juan, P. R., to March 31; KDES Palm Springs, Calif., to April 29; WIAC-FM San Juan, P. R., to March 15.

KCSR Chadron, Neb.—Granted extension of authority to May 1 to sign-off at 6 p.m.,

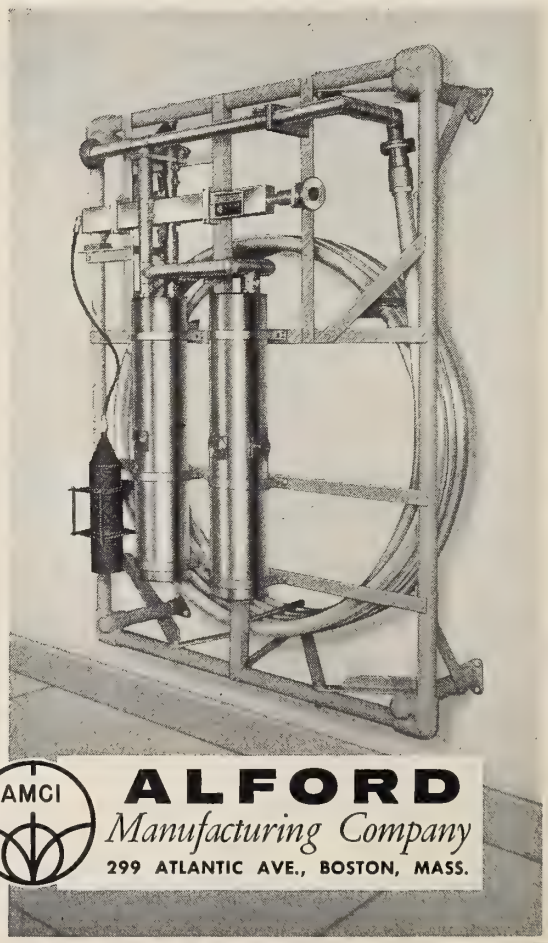
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MST, except for special events.

Actions of Jan. 30

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: Adel T. V. Inc., ch. 4, Adel, Lake County, Ore.; Bison Commercial Club, chs. 7, 10 and 12, Town of Bison, S. D.; Clifton Chamber of Commerce, chs. 2 and 6, Clifton Community, Kan.; City of O'Neill, chs. 2 and 13, City of O'Neill, Neb.; Costilla County Tv Booster Assn., chs. 2 and 6, San Luis, Colo.; Lusk Tv Club, ch. 8, Lusk, Wyo.; Newcastle Tv Assn. Inc., ch. 13, Newcastle, Wyo.; Roy McLeod, ch. 2, Philipsburg, Mont.; Telluride Tv Assn., ch. 10, Telluride, Colo.; Toketee Falls Improvement Club, ch. 7, Toketee Falls, Ore.

WADK Newport, R. I.—Granted assignment of license to **Arnold Lerner** and **Joseph Mufson.**

WLBA Gainesville, Ga.—Granted assignment of license to **Ernest H. Reynolds, Jr.**

WTOK-TV Meridian, Miss.—Granted transfer of control through change in class of stock.

WEAD College Park, Ga.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of College Park, Ga.

WGAN Portland, Me.—Granted mod. of license to operate main trans. by remote control (DA-1); conditions.

WNEX Macon, Ga.—Granted cp to install new trans.

KRIG Odessa, Tex.—Granted cp to install new trans.

KBMS (FM) Los Angeles, Calif.—Granted cp to install trans. at the main trans. site as an aux. trans.

KSAL Salina, Kan.—Granted cp to install old main trans. (main trans. location) as alternate main trans.; remote control permitted while using non-DA.

***WDTR (FM) Detroit, Mich.**—Granted cp to install new trans., new ant.; increase ERP to 17 kw; ant. height to 175 ft.

KVOG Ogden, Utah—Granted cp to replace expired permit to increase daytime power and install new trans.

WLAN-FM Lancaster, Pa.—Granted cp to install new trans.

WAMV E. St. Louis, Ill.—Granted cp to install new trans. (main trans. location) as aux. trans.

WSBC-FM Chicago, Ill.—Granted cp to change trans. and increase ERP to 55 kw.

***WTJU (FM) Charlottesville, Va.**—Granted cp to install new trans.

WJDX-FM Jackson, Miss.—Granted cp to install trans. and ant. at main trans. site as aux. trans. and ant.

WOMC (FM) Detroit, Mich.—Granted cp to install new trans.; new ant.; increase ERP to 215 kw; decrease ant. height to 370 ft.; condition.

WTVL Waterville, Me.—Granted cp to install new trans.

WAFM (FM) Anderson, Ind. — Granted mod. of cp to increase ERP to 115 kw; ant. height to 470 ft.; change type ant. and make changes in ant. system.

WLDM (FM) Detroit, Mich.—Granted mod. of cps to change ant.; increase ERP to 165 ft.; decrease ant. height to 340 ft.; install old main ant. as aux. transmitter's ant.; decrease ERP to 99 kw; increase ant. height to 430 ft.

WMSA-FM Massena, N. Y.—Granted extension of authority to July 1 to remain silent.

WLSB Copper Hill, Tenn.—Granted authority to change operating hours from sign-on at 6 a.m. and sign-off at 10 p.m. to sign-on at 6 a.m. and sign-off at 7 p.m., except for special events for period ending June 1.

WGST Atlanta, Ga.—Granted request for cancellation of license for aux. trans.

KLER Orofino, Idaho—Remote control permitted.

■ The following stations were granted extensions of completion dates as shown: KBCA(FM) Los Angeles, Calif., to Aug. 15; WAFM(FM) Anderson, Ind., to May 15; KUTA Blanding, Utah, to July 31.

Action of Jan. 27

KUTE (FM) Glendale, Calif.—Granted extension of completion date to March 27.

Action of Jan. 16

KDAL-TV Duluth, Minn.—Granted mod. of license to change name to KDAL Inc.

ACTIONS ON MOTIONS

■ Commission granted petition by Transcontinent Television Corp. (WROC-TV), Rochester, N. Y., to extent of extending from Feb. 15 to March 31 and from Feb. 27 to April 11 time to file comments and replies in Syracuse and Rochester, N. Y., tv rulemaking proceedings. Action Feb. 3.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Feb. 10 time to respond to petition by Friendly Bcstg. Co. (WJMO), Cleveland Heights, Ohio, for reconsideration and grant without hearing of its am application which is consolidated for hearing with Dockets 13014 et al. Action Feb. 2.

■ Granted petition by Broadcast Bureau and extended to Feb. 2 time to reply to joint petition for reconsideration, severance and grant of applications filed by Robert F. Neathery, Fredericktown, Mo., and Paducah Bcstg. Co., (WPAD) Paducah, Ky., in consolidated am proceeding in dockets 13010 et al. Action Feb. 1.

By Chief Hearing Examiner James D. Cunningham, Presiding Officer

■ Scheduled public sessions to reconvene March 8, in courtroom of the United States Court of Appeals for Ninth Circuit, United States Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles, Calif., such sessions to continue from day to day thereafter as ordered by presiding officer, and commanded Dick Fishell, Betty Langley, Dick Fishell & Assoc., Mary Rothschild and Promotions Unlimited, MCA Inc., and Taft B. Schreiber to appear and testify in proceeding in accordance with Jan. 27 order of commission and orders and directions of presiding officer and to produce all of information and data required by subpoenas heretofore duly served upon them and each of them in matter of Study of Radio and Television Network Broadcasting. Action Feb. 3.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on April 5: Am applications of Value Radio Corp. (WOSH), Oshkosh, and Howard Miller Enterprises and Consultants, Inc. (WGEZ), Beloit, Wis. Action Feb. 2.

■ Granted request by Laurel Bcstg. Co., for authority to file petition of more than 15 pages seeking review of chief hearing examiner's Jan. 24 order which denied joint petition by Laurel and Interurban Bcstg. Corp., applicants for new am stations in Laurel, Md., for approval of agreement whereby Laurel application would be dismissed and dismissed application with prejudice. Action Feb. 2.

■ Granted joint petitions by Cumberland Valley Bcstg. Corp., and Windber Community Bcstg. System and by Gosco Bcstrs. and Windber, applicants for new am stations to operate on 1350 kc, 1 kw, D, in Westernport, Md., and Windber, Pa., approved agreements whereby Windber would pay Cumberland $1,000, in partial reimbursement of its expenses and $3,175 to Gosco for expenses incurred in connection with their applications, in return for their withdrawal; and dismissed without prejudice Cumberland's application and Gosco's application. Applications are consolidated for hearing with dockets 13717 et al. Action Feb. 1.

■ Held in abeyance action on joint petition by Tot Industries Inc., Radio Medford Inc., and Medford Telecasting Corp., applicants for cp for tv ch. 10 in Medford, Ore., for approval of agreement and for dismissal of applications of Tot Industries Inc., and Medford Telecasting Corp., pending furnishing of additional factual data in support of petitioner's claim that expenditures made by them in connection with preparation, filing and advocating granting of their applications were legitimate and prudent; additional data to be filed with office of secretary of commission on or before February 15. Action Feb. 1.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by W. R. Frier (WBHF), Cartersville, Ga., insofar as he seeks 60-day continuance of hearing in proceeding on his am application; continued Feb. 3 hearing to April 3. Action Feb. 2.

By Hearing Examiner Walther W. Guenther

■ Granted petition by the Broadcast Bureau and extended from Feb. 2 to Feb. 6 time to file proposed findings in proceeding on applications of Washington State U. for renewal and mod. of license of KWSC Pullman, Wash., and The First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle. Action Feb. 2.

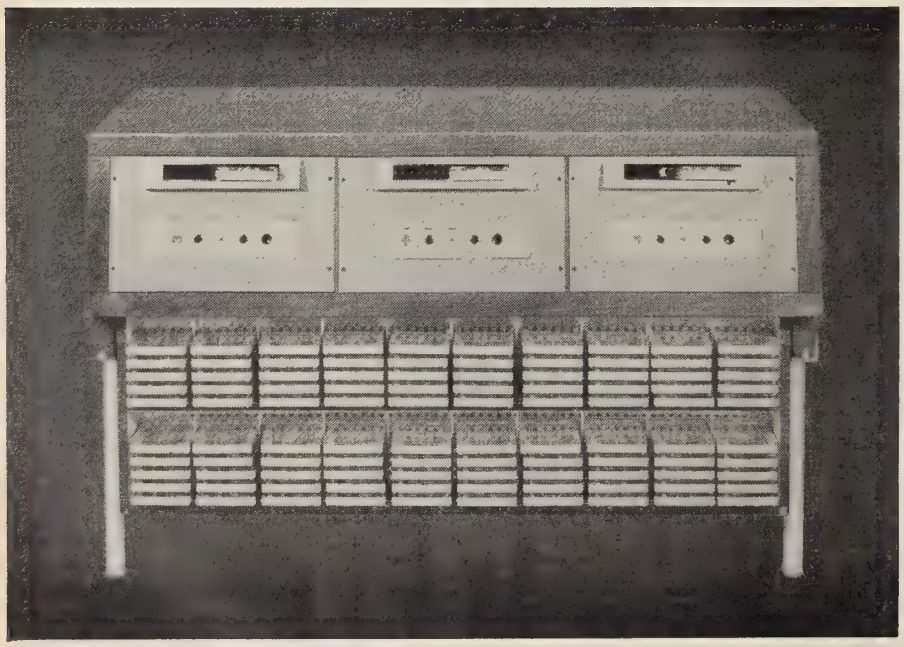
■ Granted petition by Dixie Bcstg. Co. (WCCP), Savannah, Ga., for leave to amend

Continued on page 95

Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance. More than 500 radio stations own the network-approved, internationally-used Collins Automatic Tape Control.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



syllable-separating start and stop time of less than 0.1 second • 7.5 inch/second tape speed • frequency response ±2 db, 50-12,000 cps • less than 0.2% rms wow and flutter • programming segments from 40 seconds to 31 minutes • remote control available. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager—Man we want is now manager or sales manager of small medium market station. He is use to working hard, he is primarily a salesman, but is interested in growing market with future partial ownership. Market has best potential in middle south area. Box 905D, BROADCASTING.

Assistant station manager wanted. Must be thoroughly experienced in all phases of AM operation. Know sales, take responsibility. Chance of promotion. 1000 watt fulltime. Reference, experience, 1st letter. West Texas. Box 938D, BROADCASTING.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 576D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Vicinity Cleveland. Opportunity for professional salesman, with 3 years full-time radio sales experience, to attain above average earnings on 15-percent commission. Guarantee $500 per month until commissions average more. Five-figure potential. 25-45. Include complete resume and photo. All replies confidential. Write Box 867D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write: Box 872D, BROADCASTING.

Salesman-business manager. Age 30-40 for large metropolitan California fulltimer. Strength in selling and leadership essential. Generous earnings with outstanding opportunity for alert, aggressive man to demonstrate he is worth more. Write description of experience, background, references to Box 873D, BROADCASTING.

Radio time salesman, must be experienced, for southeastern station. Must be hustler to handle established and new accounts. $100.00 weekly salary plus incentives. Send complete details of experience, education, age, photo, etc. Box 875D, BROADCASTING.

Experienced salesman-assistant manager. Man we're seeking may have partical income, be semi-retired or just want pressure escape to small Colorado community life. Write all, including work references. Box 952D, BROADCASTING.

Salesman for suburban station in mushrooming major northeast market. $100 weekly. Producer will become sales manager within six months with increase and override. Resume to Box 958D, BROADCASTING.

East Tennessee. Small one-station market needs experienced young sales manager. Liberal salary, commission. Multiple station ownership. Box 103E, BROADCASTING.

Salesman-announcer, growing station in Kansas' fastest growing city! Commission against guarantee. Send tape, photo, resume: Bill Dahlsten, KAFM, Salina, Kansas.

Have good opportunity for hustling salesman. KWRT, Boonville, Missouri.

1000 watt daytime station in most solid market in Hudson Valley has opening for experienced salesman at 13-week guarantee of minimum of $100. Write WGHQ, Box 427, Uptown Post Office, Kingston, N. Y.

Experienced salesman familiar with small market operations for commercial manager. Send full information to M. Wirth, WHMI, Howell, Michigan.

Wonderful W-RIP, Chattanooga, Tennessee. Wonderful opportunity! Salary, commission.

I need a man right now in sales and announcing for independent, South-Central Florida station. Plenty of opportunity for the right man. The man I want must be a good announcer and have desire to sell. No "Snow-birds" and no beginners. Chance to buy in. Prefer album background. WSUG, Clewiston, Florida.

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Experienced, professional c&w personality who can show record of sales drive and audience. Complete resume, tape, picture. $520 plus commission. Chicagoland. Box 859D, BROADCASTING.

Announcer-engineer combo for job on nice little station in southeast. Good working conditions and good pay for man who can announce and do maintenance. Must have first class license. Send audition and details. Box 876D, BROADCASTING.

Announcer—from Iowa, Illinois or Missouri, for mid-west medium market. Station format sweet, soft and standards. Married, good credit. Start $475 per month. Send photo and details including present air schedule. Box 892D, BROADCASTING.

Northern Ohio daytimer in small market needs staff announcer. Able to do dj work and news. Some experience necessary but ability more important. Send tape photo and resume with references to Box 896D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Announcer, experienced adult programming. First class license (no maintenance). Good starting salary and benefits. New England. Box 120E, BROADCASTING.

Wanted immediately: Top morning man, must be experienced pro and family man. 40 hours, $600 month. You're off at 12:30 p.m. to hunt, fish or ski in Oregon vacationland. Personal interview required. KGRL, Bend, Oregon. EV 2-5611.

Wanted, announcer-engineer. Can also sell. KLIC Radio Station, Monroe, La.

Adult music daytimer in growing town of 6500 needs experienced announcer with good voice, sales experience desired. Good salary. KMAQ, Maquoketa, Iowa.

Wanted: Staff announcer for music-news operation. Vacation and insurance benefits. Send tape and particulars to Paul Rahders, KSDN, Aberdeen, South Dakota.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Announcer needed by regional station. Must have quality voice. Good salary. Send letter to KTOE, Mankato, Minn.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

Maryland independent has immediate opening for experienced staff announcer. Tape, resume, references, WASA, Havre de Grace, Maryland.

Help Wanted—(Cont'd)

Announcers

Radio announcer who can assist in news variety programming. Send tape, photo, background and salary requirements to Charles Wright, Manager, WBYS Radio, Canton, Illinois. Good opportunity for permanent position for professional man.

Announcer, minimum 3 years experience. Attractive opening for news, good music, solid production specialist. Combo operation. Every benefit including company paid retirement. Send tape, complete resume, Program Director, WENY, Elmira, N. Y.

DJ, will take beginner, some experience preferred but will accept natural talent. Contact Manager, WHAP, Hopewell, Virginia.

First phone announcers needed immediately. Beginners considered. Phone Manager, WIOS, Tawas, Michigan.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced midwest announcer for early opening at adult format daytimer. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Immediate opening for mature, versatile announcer with bright sound. Send tape, resume, salary requirements to WMNS, Olean, N. Y.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

Well established central Illinois AM-FM station will need chief engineer plus regular engineer soon. Maintenance, particularly FM and multiplexing important. All benefits. Replies confidential. Reply Box 838D, BROADCASTING.

Engineer with first phone. Experience preferred but not necessary. Car essential. Reply Box 984D, BROADCASTING.

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Engineer-announcer. Do news, install background music receivers; fastest growing city in Kansas. Send tape; resume. Bill Dahlsten, KAFM, Suite 1012, United Bldg., Salinas, Kansas.

Help Wanted—(Cont'd)

Technical

Chief engineer wanted for KNCM, Moberly, Missouri. Requirements, a mature, reliable, experienced man who has had chief's responsibilities for a minimum of three years. Average age to be considered will be 35 or over, dependable. We are a 250 watt fulltime loaded with equipment and operate a station which you will be proud to be associated with. A personal interview is necessary and a full background examination will be conducted. Salary is open but is in excess of $100.00 per week. Contact KNCM, General Manager, Moberly, Missouri.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Combo engineer-announcer for 1 kw, DA-D station, central Michigan, experienced man only—good salary and working conditions. Send resume to: WJUD, Box 276, St. Johns, Michigan.

Experienced engineer to handle 5 kw daytime AM and 3 kw day and night FM operation. Position open around February 20th. Give full particulars as to education, experience, availability, references, family, salary requirements, etc., in first letter. Mountain Broadcasting Service, Inc., Box 239, Hazard, Kentucky.

Production—Programming, Others

Production-public affairs director. Established 1 kw daytimer, excellent frequency with fulltime FM in major mid-Atlantic market. Adult music format, strong regional news. Rush full details including salary requirement. Box 855D, BROADCASTING.

P.D.-announcer thoroughly grounded in small station operations. Please furnish complete details of qualification, family status, tape and photo. Midwest medium market. Box 860D, BROADCASTING.

Top rated major market independent needs experienced, young newsman to gather, write, and deliver on midnight shift. Send tape, and resume to Box 934D, BROADCASTING.

New Jersey. Experienced newsman-announcer with mature voice. Emphasis on local news. Salary commensurate with ability. Send tape, resume. Box 960D, BROADCASTING.

News director for major eastern radio station. No air work but need alert, aggressive highly experienced newsman who can direct top caliber operation. Send resume and photo. Box 116E, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Newsman. Experienced. Gathering, editing and delivering local news for network affiliate in market of 13,000. Mobile units, city and highway patrol receivers and stringers to assist. Minimum $100.00 to start with increase. Give full information. KNCM, Moberly, Missouri.

Help Wanted—(Cont'd)

Production-Programming, Others

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

WIRL, Peoria, Illinois has immediate opening for production man. Must be creative and have good commercial voice. Call Howard Frederick.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

RADIO

Situations Wanted—Management

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $10,000 minimum. Box 835D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management-sales background. Twelve years management. Want complete responsibility. Know all phases. Active in community and media organizations. Highest personal, credit and radio references. Now selling successful 3-year business. Write Box 913D, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration. Production. Capable. Box 921D, BROADCASTING.

Southeastern area position desired by young chief engineer-announcer seeking chance at management. Outstanding programming ability. Sales only secondary. Box 931D, BROADCASTING.

General manager. Five years experience in radio and tv. In present position as manager almost four years. Spend most time selling. Well versed in money-making promotions. Have made station in highly competitive market into profitable property. Early 30's, college grad, fine family. Know all phases. Box 939D, BROADCASTING.

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

Calling Tucson and southern Arizona! Experienced manager/sales manager desires to relocate. Excellent record and references. Box 948D, BROADCASTING.

Midsouth, southwest: Prefer small market. 1st phone. Family. Young. Box 965D, BROADCASTING.

Management — Sales management — family man in late twenties. Knowledge of all phases of radio. 6 years sales experience in major market. Average income for the last 5 years $13,000.00. Box 967D, BROADCASTING.

Small market station manager, engineer, family, experienced—want better market. Box 971D, BROADCASTING.

Willing to trade: Ability and hard work for good future. General manager (33) of small community station ready to move up to larger area, income and responsibility. Ten year veteran in business with good background in all phases. Doesn't drink, doesn't smoke. Best references. Interested only in good solid operation (chains included), not top forty screamers or shoe stringers. Available in sixty days. Personal interview can be arranged. Box 977D, BROADCASTING.

Interested: Profitable operation record two years present job; but interested in relocating. Personal sales 50% of gross. Ten year managerial quality reputation backed by established industry acceptance and references. Interested in having your proposal. Box 980D, BROADCASTING.

WHO SAYS THERE ARE NO HORIZONS IN RADIO?

We want a Community Affairs Producer-Director to produce, develop and co-ordinate over 25 hours of programming a week. Our station is a 50,000 watt, major market, top-rated independent with all the advantages of multiple ownership.

This area of broadcasting is considered to be on equal footing with our music and news departments. The man we desire must have imagination, a flair for the unusual and the drive to see the job through. He must be capable of supervising a complete staff of performers and engineers, together with the ability to communicate with community leaders and influentials. There are few jobs in the country as dynamic or challenging as this rare opportunity. Rush resume to:

Bud Wendell
Program Manager
KYW Radio
Cleveland 14, Ohio

Situations Wanted—(Cont'd)

Management

Manager/sales manager, small or medium market; 15 years experience selling direct, retail and regional. Highly successful sales record. Thorough knowledge all phases station operation. Excellent financial and top references from the industry. Box 985D, BROADCASTING.

Your station plus my 14 years experience all phases including management and sales management. Imaginative, hard selling all levels. Excellent personal, trade references. Let's get together, confidentially. Box 993D, BROADCASTING.

Sales

Sales manager for small to medium market or salesman for large. 12 years experience. Excellent sales record and references. Civic leader. Prefer southeast. Box 836D, BROADCASTING.

Morning show, adult prestige station. Professional showman-salesman. Majors only. Box 976D, BROADCASTING.

Jack-of-one-trade. Master salesman. Good men are hard to find. We have one. Young man available for commercial or general managerial task force. Multi-talented, radio-tv background. Box 990D, BROADCASTING.

Announcers

Single, veteran, beginner school trainees, will relocate. Tape, resume available. Box 844D, BROADCASTING.

I need your help! Negro. Announcing school grad. Modern touch. Please rescue. Box 852D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 920D, BROADCASTING.

Beginner seeks announcing position. Slight radio experience, speech training and broadcasting school. Some college, third phone. Box 924D, BROADCASTING.

Metropolitan area. If the "bread" is right—you've got yourself a "for real" hip jock for the night people—No rock-dig? Knowledge and thus impeccable taste in pop and jazz—college educated-married, steady, etc. 11 years experience plus first phone. Chess anyone? Box 930D, BROADCASTING.

Experienced announcer, tight production and genuine enthusiasm. Young familyman, car, first phone. Possibly major all-night. Box 950D, BROADCASTING.

Young dj, announcer, 1½ years experience, married. Presently employed. Very strong commercial, news. Sharp boardwork. Desire midwest, south, east. Box 942D, BROADCASTING.

D.J., employed at 5000W major market station, two years experience, wants bigger and better station. Box 945D, BROADCASTING.

South southwest. Fast paced announcer. Presently employed as P.D. Vet. College. 24. Four years experience. Box 946D, BROADCASTING.

Staff announcer—2 years experience. Single, 29, will travel anywhere. Florida preferred. UN 5-3528, New Haven, Conn. Box 949D, BROADCASTING.

Announcer, D.J.—Bright, versatile personality. 26, veteran, married. Year and half experience. Prefer southwest. Box 951D, BROADCASTING.

Top flight announcer-deejay. Excellent radio and television background. 50 kilowatt and network staff. Prefer California. Box 957D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Proven record as top good music personality at top stations in major markets. 11 years experience. Personable approach, good voice, smooth delivery, excellent knowledge of music. Can serve as P.D. Married, 33. Want major market and freedom in programming show. Box 956D, BROADCASTING.

8 years experience sports and P.D., play-by-play, staff. College graduate, 27, family, excellent character and references. Employed. Box 959D, BROADCASTING.

Announcer—Mature, experienced, presently employed family man looking for move up and chance to settle down. Write Box 964D, BROADCASTING.

Experienced, mature, professional attitude, mature radio-tv. Anywhere U.S., medium or larger market. Married, veteran, college graduate. Box 970D, BROADCASTING.

Young personality disc jockey, fast board, two years in major market desires permanent position somewhere in Dixie. Box 972D, BROADCASTING.

Florida stations. Successful, thoroughly informed newscaster-analyst seeks dynamic, prestige operation. Box 973D, BROADCASTING.

5 years sports and sales success. Midwest's toughest major market. Seeking better, happier opportunity. Excellent billing, play-by-play. Best references. Box 975D, BROADCASTING.

Announcer-dj, experienced, versatile, not a floater. Can operate own board. Available immediately. Box 978D, BROADCASTING.

Sports play-by-play now working major market, top references. Box 982D, BROADCASTING.

Solid references, nine years experience. Formula and standard radio. Veteran with college. Best of background. $105 weekly minimum. Coast or southland. Box 983D, BROADCASTING.

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Announcer, will travel, handles news, commercials, dj and own board. Audition tape available. Box 989D, BROADCASTING.

Young announcer anxious to join progressive operation. Handles own news, commercials, strong on deejay work. Good board experience, production minded. Tape, resume, picture available. Box 991D, BROADCASTING.

Alabama, Georgia, Florida area. Looking for permanence with good station. Box 994D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

First phone morning man. Experienced all phases. Willing to learn sales your way. Box 998D, BROADCASTING.

Dependable air personality with adult approach. Twelve years experience. Interested in competitive market. Box 999D, BROADCASTING.

Top forty dj, employed 5000w major market station, wishes to move up. Box 100E, BROADCASTING.

Announcer. First phone. Handle any format. Excellent references. Midwest preferred. Box 101E, BROADCASTING.

Quality announcer desires quality station. Box 104E, BROADCASTING.

Excellent straight announcer desires FM or slow-paced AM. Box 105E, BROADCASTING.

Mature announcing only. Music, news; FM, AM, TV. California, Arizona. Box 110E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

Live sound announcer-dj. Tight format, combo, experienced. Married, will travel. Box 113E, BROADCASTING.

Please! Need start! Announcing! Anywhere! School trained! Money? Enough for three and me. Box 115E, BROADCASTING.

Single—22. Wish to start in radio willing to start at bottom. Tape and resume available upon request. Box 117E, BROADCASTING.

12 years radio—college, married, mid-30's. Present location 5 years. Heavy news-production. Seek radio-tv opportunity. Desire midwest or south. Box 118E, BROADCASTING.

DJ—trained—relocate. Contact Terry Bogan, 108 N. Cavender, Hobart, Indiana.

Wanted: Position as announcer. Two years study at Michigan State University along with actual experience in radio and television. Location no object. Tape, picture and resume available upon request. Conrad Conti, 7730 Detroit Blvd., Walled Lake, Michigan, phone—Empire 3-3917.

5 years experience, married, 27. No sports, no rock. $85 min. Good dj and news. Gather local news. Bob Prescott, 652 West Washington, Shelbyville, Indiana.

Technical

First phone, 15 years experience, like position in west farm and big game country. Prefer early shift, may help on farm programming or sales. Box 929D, BROADCASTING.

Engineer, married, experienced directional, non-directional arrays; FM-AM experience on air and engineering; eleven years experience AM, FM, radar covering military and civilian. Ft. Monmouth signal school certificates, trade school certificate, first phone, and ham technical ticket. Available now. Box 981D, BROADCASTING.

Chief engineer fully qualified all phases high or low power, over 20 years experience. If you want mature ability and knowledge, contact Farrelle, 7605 E. Parkway, Sacramento, California, telephone Garden 1-2026.

Have first ticket-Will travel. No experience-Will learn. Ted Grossman, 620 N. Eola, Orlando, Florida.

First phone beginner desires immediate employment. Florida or south. Anxious to learn. John T. Prince, General Delivery, Ocoee, Florida.

Graduate 1st phone desires studio transmitter maintenance. H. Wyatt, 709 Cherry Street, Jackson 4, Mississippi.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Gal—affiliation with radio-tv station within commuting distance New York City; versatile promotional background; announcing experience; secretarial skills. Write Box 932D, BROADCASTING.

Copywriter . . . male copywriter, midwest trained and employed. Wants new home north or south, February 27. Traditional and modern samples on request. Exceptional references. Box 933D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Recording studios 10 years. Mixing, editing, mastering, thorough knowledge studio operation. Production, directing, customer relations. Box 940D, BROADCASTING.

Ticket, 5 years announcing, news and sales ability. Southwest. Box 966D, BROADCASTING.

My copy sells and will get renewals. My sales promotion will bring in new accounts. Capable client contact and follow-through for busy salesman. Expert taped spots, audition formats. 17 years 250 watt to 50 thousand. Prefer pops or concert music operation. Box 995D, BROADCASTING.

Larger market—rebuilding program? Energetic professional will deliver quality-modern. Box 111E, BROADCASTING.

New station just opening? Old station losing listeners? I feel I can make your station "sound" good. Looking for program director job. I will do air work, library work and copy work. I will begin as a staff announcer if preferred. Outstanding qualifications and fine references. Dick Richy, 214 Blue Ridge Ave., Front Royal, Virginia or call collect: Melrose 5-4803.

Copywriter-announcer news. Agency and station experience. Copy-tape available. All replies considered. Excellent references. Barry Ritenour, 66 Fougeron, Buffalo.

Available immediately—I offer you four years experience in all phases of radio, specialty; news. Call me tonight: Jim Street, El Paso, Tex. LOgan 5-4198.

TELEVISION

Help Wanted—Sales

Major midwest market. Unusual opportunity for alert, capable, experienced salesman interested in building for the future. Salary plus commission and car allowance. Leading station in market with solid management and ownership. Excellent working conditions and benefits. Send complete background, picture, references. Box 114E, BROADCASTING.

Announcers

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter with picture, resume, film and/or video tape. Personal interview will be required. Contact Program Director, WHTN-TV, Huntington, West Virginia.

Technical

Transmitter supervisor. Immediate opening. UHF network station California. Send resume experience and qualifications to Box 851D, BROADCASTING.

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Production-Programming, Others

Wanted: Manager of tv news and special projects. One of the nation's leading eastern major tv stations seeks aggressive, experienced news executive. Successful applicant must be capable of supervising experienced news staff, actively participate in news coverage, be competent writer and tv producer and take active charge of all station's news-oriented special program projects. A thorough knowledge and understanding of live tv and film techniques is essential. This position offers an unusual challenge and opportunity to a creative news executive with a thorough understanding of a tv station's community responsibilities. Related radio, newspaper, magazine experience should be shown in initial resume. Salary open. Don't answer this ad unless you have plenty of experience and proven executive potential. Box 112E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Television director. Experienced television director for educational station. College background with production ability in commercial and educational television desired Immediate opportunity. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

Newsman—Young, aggressive, personable, for South Carolina vhf. Small, well equipped department, require some radio or newspaper, news gathering experience. Prefer photography background but will train outstanding applicant in use of still and motion picture cameras. Multiple station group. Fringe benefits. Send resume, photo to Program Manager, WBTW, Florence, S. C.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Top promotion man looking to leave number one station in top 10 market. Box 847D, BROADCASTING.

Station manager available soon to Canadian or South American outlet as program consultant or coordinator. Box 925D, BROADCASTING.

Desire station manager position small, medium market or sales manager medium. large market. Experienced local, national sales. Now PD medium midwest. Invite challenge. Box 947D, BROADCASTING.

General manager. Will improve sales and operation for aggressive owners. Experience in every phase tv-radio for 20 successful years. I get the job done inside and outside the station. Top national, network contacts. Creative, well-liked personality. College degree; family; 38. Now managing tv. Need greater challenge; $17,500 minimum. Box 996D, BROADCASTING.

Sales

Executive-type salesman with six years television and ten years radio experience in major and medium-sized markets now available. Commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 986D, BROADCASTING.

Announcers

13 years announcing, 5 on tv, mature family man. BA degree, talent shows, special events, effective salesman, news, staff, some directing experience. Steady, dependable, seek permanent location. Can arrange personal interview. Box 119E, BROADCASTING.

Technical

Technical supervisor, maintenance and operations engineer, 15 years experience, seeks position in west. Box 941D, BROADCASTING.

I have experience in station installations, UHF, remotes, operations. microwave, and much, much more. Complete resume upon request. Change reason? Looking for advancement with progressive new station. Have first phone—will travel. May I build your station. Box 968D, BROADCASTING.

Young married vet. Experienced. 1st phone. Available immediately. Box 979D, BROADCASTING.

Production-Programming, Others

Position in radio or tv news or position in educational tv. BA and MA degrees. Good newspaper, radio, tv background. Sober. Single. Want to relocate by June 1. Box 863D. BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Would you like a top rated, singing cowboy personality kids show, for your station? I have been doing such a show for 12 years, with many national sponsors. Have horse, guitar, puppet, and a saddle bag of songs and games that apeal to all the family. I am ready to move. Are you interested? Box 843D, BROADCASTING.

Newsman, 34, single, ten years experience network broadcasting, various phases, desires to return to newswork with livewire tv news operation. Will relocate. Film, direct, write, edit, on-camera delivery. Box 923D, BROADCASTING.

Program director with twelve years programming and film buying experience available soon. West coast preferred. Box 926D, BROADCASTING.

Chief producer-director, medium market, seeks advancement. Available immediately. Five years commercial and educational television and radio experience. Married, son, military obligation completed. B.S. degree in radio-television. Creative and industrious with amiable disposition. Top references. Program service organizations and educational television also considered. Salary second to opportunity. Box 992D, BROADCASTING.

Program director-producer-announcer. Strong on cost-control, sales orientated programming, personnel training. Seeks position leading to station management. Box 107E, BROADCASTING.

15 years radio-television. Solid knowledge all phases of news; airing, reporting, compiling and editing. Background includes on-the-air feature, documentary, panel and participation shows. Presently doing both radio and tv daily newscasts in one of the top markets. Will re-locate. Audio and video tapes available. Write Box 108E, BROADCASTING.

TV production assistant combo-newsman. Would like to work with 1st rate newscaster, or news minded station. Write: J. Howard, 605 W. Hyde Park, Inglewood, California, OR 2-6373.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

PT 6 AH Magnecord tape deck $200.00. CB 11 turntable $100.00. 120 ft. 7/8 in. Heliax $115.00—All excellent. Box 987D, BROADCASTING.

One PT-6-J Magnecord recorder complete. One year old, like new. Buying cartridge equipment. First $450 buys. KBRI, Brinkley, Arkansas, phone 308. W. H. Mayo.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA, Batesville, Arkansas.

Harkins multiplex equipment: FME-50 exciter with full frequency output. SCT-2 dual-subchannel generator for 49 kc and 67 kc. In good operating condition. Sub-channel generators have modulation and frequency monitors with each. $1500 FOB. Charles Balthrope, KEEZ, Tower Life Building, San Antonio, Texas.

2-Ampex VR-1010 color conversion kits mounted in short racks. 1-Ampex color standard. All in excellent condition. Will sell for ½ of original price. Contact Al Hillstrom, KOOL Radio-Television, Inc., 511 West Adams St., Phoenix, Arizona.

FOR SALE

Equipment—(Cont'd)

FM antenna. Four-bay, GE type. Also isocoupler, 1⅝" Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

One 170 foot guyed Dura 20 inch tower with A2 lights. 2 years old. Excellent condition. Available here at station. Contact R. Jones, C.E., WABQ, 2323 Chester Avenue, Cleveland 14, Ohio.

Two used Eicor tape recorders in operating condition. $75.00 for both plus transportation charges. WASA, Harve de Grace, Maryland.

Isoformer—Andrew type 2015 16 kw list price $350. Will sacrifice at $230. Never uncrated. Call collect Charles Blohm, WDOE, Dunkirk, New York.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turntables $100.00 each—7' Collins audio rack $25.00. WENN, Birmingham, Alabama.

Model Y-4 Presto disc recorder. New price, $775.00 for best cash offer. WMIK, Middlesboro, Kentucky.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketcham, WOI, Ames, Iowa.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100' to 360'. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Full or daytimer in Kansas, Texas, Oklahoma. Former station owner. Experienced, substantial financing. Not a broker. Ready to deal. Confidential. Box 877D, BROADCASTING.

Career broadcaster, seeking to upgrade, will pay fair market price for metropolitan radio station billing $300,000.00 upward. Also wanted: medium VHF-TV station. Replies treated strictly confidential. Box 955D, BROADCASTING.

Wanted to buy single market station. Reasonable down payment. Box 963D, BROADCASTING.

Responsible party wishes to lease small market radio station in the south or upper midwest. Contact Box 106E, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted, FM transmitter up to 1 kw and modulation and frequency monitor. Write Box 858D, BROADCASTING.

Used 16 mm laboratory and sound equipment. Give full particulars in first letter. Not a dealer. Box 866D, BROADCASTING.

Want used GE one-KW uhf tv transmitter in good condition. Please state lowest price and availability first reply. Box 935D, BROADCASTING.

Want used GE 100-watt uhf transmitter-driver. Must be reasonably priced. Box 936D, BROADCASTING.

Want old usable TG-1 RCA sync generator with or without power supply. State lowest price acceptable. Box 937D, BROADCASTING.

Complete equipment for new FM station—antenna to turntables. 1 to 5 kw transmitter. Box 969D, BROADCASTING.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

Microwave 2000mc system. Also sound diplexer. WTHS-TV, 1410 NE 2nd Ave., Miami, Florida.

Wanted: Frequency deviation meter, modulation monitor, and crystal oven. Prefer non-operative for use as demonstration mock-ups. Reply Jim Craddock, Elkins Institute of Radio, 2603 Inwood Road, Dallas 35, Texas.

Federal 101-C field intensity meter. Vir N. James, Consulting Radio Engineers, 232 S. Jasmine, Denver 22, Colorado.

Remote control van, without equipment, for three RCA or General Electric cameras. Miguel Pereyra, Paseo De Las Palmas, 1960, Mexico, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operation Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.'

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Engineers—executives—announcers, NYC to Alaska, carry the radio-tv wallet card! Press identification everywhere; your name, station. Heavy plastic encasement! $2.95 to Pat Adams, Box 927D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

RADIO

Situations Wanted—Management

TOP MANAGEMENT
CAPITAL TO INVEST
ABILITY TO PRODUCE

Small station national chain, experience management, accounting, sales promotion and production. Unlimited references. Phone Parkway 1-4768. Write, wire 3503-33 Avenue, South, Minneapolis, Minnesota.

Announcers

RADIO & TV PRO

Major market disc jockey available immediately for personality spot with big potential. Versatile performer. Can double on news. Tight, fast production. Mid 30's. College. Family. 13 years experience. Tape, resume, picture, on request. Desire personal interview. Write immediately.

Box 922D, BROADCASTING

PLAY-BY-PLAY

Desire hook-up with sports minded operation. Presently employed as General Manager of radio station. 8 years experience . . . basketball, baseball, football, hockey. Excellent references. Salary open.

Box 944D, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Situations Wanted—(Cont'd)

Production—Programming, Others

PRESIDENTIAL NEWS CONFERENCES

Radio tape dubs of complete unedited news conferences and congressional hearings from Washington, D. C. Write for details, or phone 201-393-1246 (direct dial number) and ask for Mr. Behre.

Capitol Transcriptions, Inc.

620 Eleventh St., N.W.
Washington 1, D. C.

"Your Eyes & Ears in the Nation's Capitol"

TELEVISION

Help Wanted—Technical

TV TECHNICIANS

Large midwest station in major market needs qualified, experienced technicians, capable of operating and maintaining latest black and white and color equipment. Permanent positions. Send detailed experience record and references to:

Box 121E, BROADCASTING

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Help Wanted—(Cont'd)

Technical

TELEVISION AND BROADCAST EQUIPMENT MARKETING

Career opportunity with International Division of a major electronics company located in northern New Jersey.

Marketing and sales experience including preparation of technical proposals, determination of product requirements and coordination with distributor and field personnel plus strong technical background essential.

For a confidential interview submit resume to

Box 954D, BROADCASTING

SUPERVISORY ENGINEER

Immediate opening in large Gulf Coast market for qualified person. Position offers excellent pay and future opportunities. Apply with resume to Chief Engineer.

KHOU-TV
P. O. Box 11
Houston, Texas

TELEVISION

Situations Wanted—Announcers

TV ANNOUNCER

Wishes to relocate in metromarket. 8 years experience broadcasting-telecasting. Good presentation of on camera commercials, news and interviews. Can furnish the best of references.

Box 974D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

STATIONS FOR SALE

Premium Radio Property For Sale!

One of the finest FM radio properties that has to be seen to be appreciated never a losing month in a single radio station market of over 100,000 people with retail sales of 150 million. Priced to sell quick. Illness of operating partner. No brokers and only qualified buyers considered. Write:

Box 953D, BROADCASTING

VA. 1 KW DAY...$100,000

Exclusive choice small market, attractively located. Ideal for owner-operator or chain. 29% down, payout negotiated. Be sure present financial ability. P. O. Drawer 3-A, Richmond 6, Va.

FOR SALE

Stations

Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

CALIFORNIA. Southern market 1000 watts daytimer. *$150,000* with land. 29% down.

TEXAS. Dallas and Houston. Two FM stations each *$75,000* with 29% down. Easy terms.

PACIFIC NORTH. 250 watt fulltime earner 10 year payout. Asking *$27,500* down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.

Licensed Brokers Financial Consultants

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

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HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas semi-major regional $200,000 29% —Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.— Texas single fulltime $100,000 29%— Texas single regional $47,500 25%— Texas fulltime single $160,000 29%— Arkansas fulltime single $65,000 for 80% —Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down— Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%— Florida single day $35,000 cash—Louisiana major day $97,500 29% down— Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 a year. Cash flow $60,000 annually. Asking $300,000 with 29% down.

SOUTHWEST. Top facility, well established and profitable. Averages $16,000-$17,000 a month. Asking $300,000 with 29% down. Full time.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 88

its am application to reflect change in licensee-applicant from Carter C. Peterson, tr/as Dixie Bcstg. Co. (WCCP) to Space Bcstg. Inc., which assignment of license of WBYG (formerly WCCP) was granted Dec. 27, 1960. Application is consolidated for hearing with Dockets 13356 et al. Action Feb. 6.

By Hearing Examiner Isadore A. Honig

■ Granted motion by applicants and corrected in various respects transcript of further prehearing conference held Jan. 5, and, on own motion, ordered further corrections and afforded 5 days for objections in proceeding on am applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ Upon agreement of parties at Jan. 31 prehearing conference, continued hearing from Feb. 16 to April 18 in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., for new am stations in Del Rio, Tex. Action Jan. 31.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended from Feb. 3 to Feb. 21 date to file proposed findings in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Feb. 2.

■ Granted petition by Hennepin Bcstg. Associates, Minneapolis, Minn., and extended hearing from Feb. 13 to March 15 in proceeding on its am application and that of Robert E. Smith, River Falls, Wis. Action Feb. 1.

■ On own motion, reopened record in proceeding on am applications of Triangle Publications Inc. (WNHC) New Haven, Conn., et al, to receive evidence with respect to financial qualifications of applicant Rodio Radio, Hammonton, N. J., scheduled prehearing conference for Feb. 9 at which time parties concerned in further hearing are to be prepared to discuss stipulations designed to shorten hearing, and ordered that proposed findings on all issues except new issue added by commission shall be filed by deadline date prescribed at Jan. 13 hearing. Action Feb. 1.

■ On own motion and on request of permittees, continued prehearing conference from Feb. 7 to Feb. 9 in proceeding on applications of American Colonial Bcstg. Corp., WKBM-TV Caguas, and WSUR-TV Ponce, both Puerto Rico. Action Feb. 1.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled prehearing conference for Feb. 6 in proceeding on application of WACO Bcstg. Corp. (WACO-FM), Waco, Tex. Action Feb. 2.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for Feb. 8 in matter of complaint by WSAZ Inc. (WSAZ-TV), Huntington, W. Va., alleging that AT&T has charged greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, than is specified in applicable tariffs. Action Feb. 2.

■ Upon request by applicants Knorr Bcstg. Corp. (WSAM), Saginaw, and Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., and without objection by other partners, extended from Feb. 1 to Feb. 8 time for counsel's furnishing of additional material and order closing record will be issued five days after distribution of such material in proceeding on their am applications which are in Group II of consolidated am proceeding. Action Feb. 2.

■ Scheduled conference of counsel for Feb. 2 to discuss, among other things, matter of proposed findings of fact and conclusions in proceeding on application of WDUL Tv Corp., Duluth, Minn., for mod. of cp of station WHYZ-TV. Action Feb. 1.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Brennan Broadcasting Co. (WAPE), Jacksonville, Fla., and substituted Brennan Bcstg. Co., a corporation, for partnership doing business under same name, as applicant in am proceeding. Action Feb. 1.

■ Granted petition by Miami Valley Christian Bcstg. Assn. Inc., for leave to amend its application for am facilities in Miamisburg, Ohio, to reflect changes in its financial status. Application is consolidated for hearing with Dockets 13222 et al. Action Feb. 2.

■ Scheduled oral argument for Feb. 6 on petition by Abilene Radio and Tv Co. to add Evansville issue regarding application of E. C. Gunter, and related pleadings and other matters, in San Angelo, Tex., tv ch. 3 proceeding. Action Feb. 2.

Rulemakings

■ By further notice of proposed rulemaking in Docket 13860 on proposal by Bi-States Co. (KHOL-TV, ch. 13, Kearney, Neb.) to add ch. 4 to Superior, commission invites comments by March 13 to somewhat conflicting proposals by (1) Bi-States to also add ch. 8 to Albion, and (2) Nebraska Council for Educational Tv to add chs. *4, *3, and *8 to Kearney, Basset and Albion, respectively, for educational use in those cities, and to reserve for educational use ch. 13 in Alliance and ch. 9 in North Platte, now commercial in those cities. Ann. Feb. 8.

■ By report and order, commission finalized rulemaking in Docket 13905 and amended tv table of assignments by deleting ch. 31 from Lancaster, S. C., and substituting ch. 67 instead, adding ch. *31 to Columbia, S. C., for educational use and making ch. 19 (now educational) available for commercial use in that city, effective March 17. At same time, it modified authorization of Palmetto Radio Corp. to specify operation of WNOK-TV on ch. 19 instead of ch. 67 in Columbia; conditions. Ann. Feb. 8.

Kentuckiana Television Inc. Louisville, Ky. (1-19-61)—Petition to amend petition for rulemaking filed Dec. 27, 1960; requests amendment of petition to specify ch. 32, rather than ch. 31 as shown. Ann. Feb. 7.

KRBC-TV Abilene, Tex. (1-27-61)—Requests amendment of rules so as to allocate ch. 6 to San Angelo, Tex., and that commission, through State Dept., complete negotiations with Government of Mexico, if necessary, to secure Mexican consent to this allocation. Ann. Feb. 7.

WCTV (TV) Thomasville, Ga. (9-22-60)—Denied request for reallocation of ch. 6 from Thomasville, Ga. to Tallahassee, Fla. Ann. Feb. 7.

License renewals

■ The following stations were granted renewal of license: KIHN Hugo, Okla.; WTRA Latrobe, Pa.; WNAV Annapolis, Md.; WBSR Pensacola, Fla.; WNJR Newark, N. J.; KUMA Pendleton, Ore.; WAIM, WCAC-FM Anderson, S. C.; WOHS-AM-FM Shelby, N. C.; WFGN Gaffney, S. C.; WAMS Wilmington, Del.; WRAP Norfolk, Va.; WSTU Stuart, Fla.; WSAZ-AM-TV Huntington, W. Va.; KREM-AM-FM-TV Spokane, Wash.; WAGS Bishopville, S. C.; WSIC, WFMX(FM) Statesville, N. C.; KVRC Arkadelphia, Ark.; WPAR Parkersburg, W. Va.; WYAL Scotland Neck, N. C.; WJPA Washington, Pa.; WGUS North Augusta, S. C.; WOOW Greenville, N. C.; WPAT-AM-FM, Paterson, N. J.; WSHE Raleigh, N. C.; WBUT-AM-FM, Butler, Pa.; KLO Ogden, Utah.

NARBA Notification

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcast Agreement engineering meeting.

610 kc

CKTB St. Catharines, Ont.—10kwD/DA-1 5kwN unl. (now in operation with increased daytime power).

680 kc

CKGB Timmins, Ont.—10kw DA-2 unl. (now in operation with increased power).

1140 kc

CKXL Calgary, Alberta—10kw DA-N unl. (now in operation with increased power).

1280 kc

CHIQ Hamilton, Ont.—5kwD/2.5 kwN DA-1 unl. (now in operation with new station).

1290 kc

CFAM Altona, Manitoba—10kwD/5kwN DA-2 unl. (now in operation with increased daytime power).

1320 kc

CKKW Kitchener-Waterloo, Ont.—1kw DA-2 unl. (now in operation with new station).

1340 kc

CFYK Yellowknife, N.W.T.—0.25kw ND unl. (now in operation at new site).

1420 kc

CKPT Peterborough, Ont.—1kwD/0.5kwN DA-2 unl. (now in operation with new station).

1480 kc

New Westminster, B. C.—5kw DA-1 unl.

1570 kc

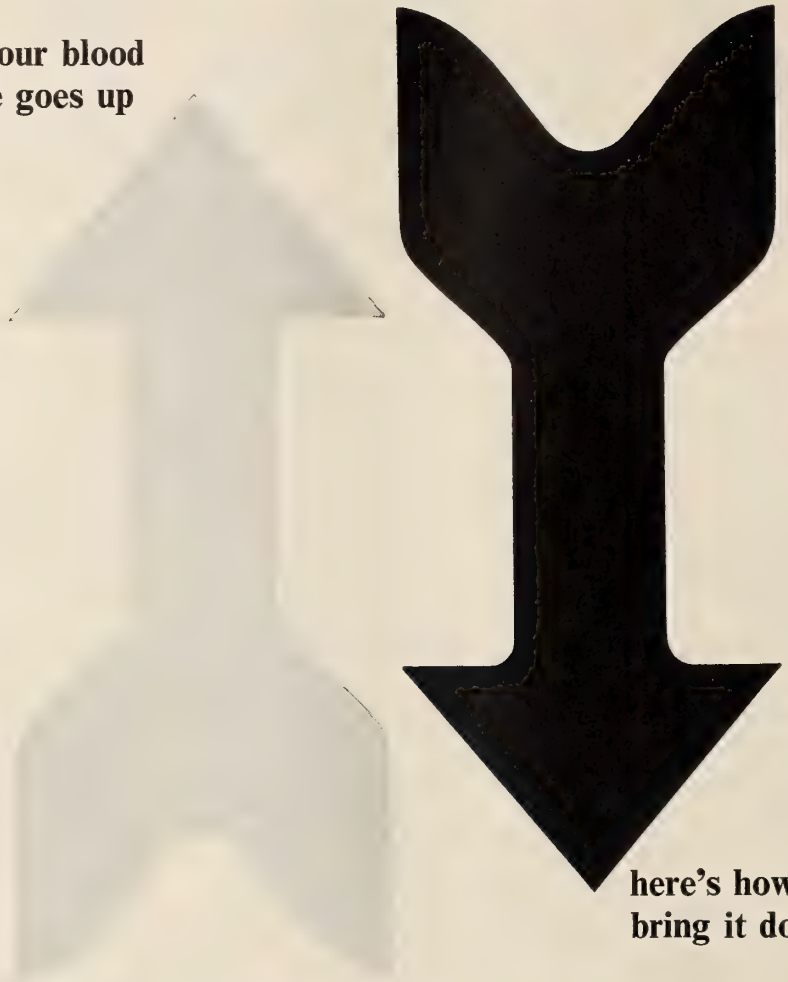
New Halifax, N.S.—5kw DA-1 unl.

1600 kc

CHVC Niagara Falls, Ont.—10kw DA-2 unl. (now in operation with increased power).

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

When your blood pressure goes up



here's how to help bring it down

ONLY a few years ago, doctors could do little more than say to their patients: "You must learn to live with high blood pressure."

That advice still holds good. But nowadays there are specific treatments by which this condition can often be controlled when not complicated by some underlying disorder. Your doctor will decide if such treatment is indicated in your case.

Many new drugs are largely responsible for helping to reduce the risks of this condition. These drugs, which must be prescribed, can lower blood pressure and may reduce the possibility of damage to the heart and blood vessels.

Since high blood pressure affects an estimated 6 million people in our country, you should know these facts:

1. Hypertension can develop without any warning symptoms whatever—a good reason why everyone, especially those middle-aged or older, should have periodic medical check-ups. The earlier it is detected, the easier it is to control.

2. Hypertension occurs more than twice as often among overweight people as among others. A combination of overweight and high blood pressure is a serious matter.

3. Anyone can develop high blood pressure. It is more common, however, among people who are subject to a great deal of tension and anxiety. Heredity is an important factor, too.

Many people with high blood pressure or hypertension live long, useful lives through moderation in living habits, weight control and faithful observance of their doctors' instructions.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY
1 Madison Avenue, New York 10, N. Y.

THE LIGHT
THAT
NEVER FAILS



OUR RESPECTS to Douglas Lewis Manship, WJBO-WBRZ (TV) Baton Rouge

His broadcast editorials go to the heart of any issue

The frustration in Baton Rouge, La., spread far out into the bayous shortly after World War II when the FCC came up with its allocation of tv channels to metropolitan markets.

More frustrated than anyone was a slim young redhead, fresh out of the Air Force. He just couldn't figure how the sliderule bureaucrats in Washington had left Baton Rouge, the state capital, off the tv allocation lists.

Census Anomaly ▪ Behind the governmental neglect of this industrial and commercial metropolis was a close-in municipal boundary that gave Baton Rouge a population of only 35,000 in the 1940 census. This figure failed to take into account the far-reaching, built-up areas beyond the narrow city limits nor the residents of West Baton Rouge Parish across the Mississippi River. And it failed to note the city's fantastic growth during the early and mid-'40s. At last count (1960 Census), Baton Rouge had 151,000 in the city itself plus 77,000 outside the central city.

Douglas Manship was elected president of the family radio properties (WJBO-AM-FM) in 1947, moving over from the family's newspapers, *State-Times* and *Morning Advocate*. He liked the newspaper business, but also served as announcer during his college days at Louisiana State U. He liked, too, the clean signal put out by the postwar fm outlet.

The frustration of Baton Rouge's chilly treatment in the FCC's allocation got worse during the commission's tv freeze. By the time of the Sixth Report and Order, which ladled out channels to every community of any size, WJBO found itself in competition with another applicant for the coveted channel that had been assigned to Baton Rouge. A familiar solution was found. The two applicants merged into Louisiana Tv Broadcasting Corp. (WBRZ [TV]), with Doug Manship as president. He's now general manager as well.

A Baton Rouge native (born Nov. 3, 1918), he has spent all his years, except for the war, in his home town. At 17 he was doing a sort of disc jockey chore at WJBO during vacations from Sewanee (Tenn.) Military Academy. Sen. Russell Long (D-La.) is his lifelong friend. But the senator's father, the late Huey Long, and the elder Manship were open enemies, a breach that constantly widened as the family newspapers fought the governor and later senator for his specialized political policies during the stormy 30s.

Facing Issues ▪ His father's long fight against any form of censorship or restrictions on freedom is reflected in the recent editorializing policy of WBRZ. For many years the station has taken editorial stands on public issues when events justified, though Doug has contended editorializing should be timely rather than based on a strict schedule: "We don't editorialize just to fill the space. That newspaper tradition tends to deaden editorial pages."

A recent WBRZ series on the delicate racial question followed a station feature titled *The Month of Decision*, broadcast last September. Here WBRZ took an honest look at the status of school segregation in Louisiana. "It's an inescapable fact that no one has ever won a fight against desegregation of schools," he said. "You could close schools or integrate. If you close them, you kill Louisiana." The series was carried before desegregation was ordered in New Orleans schools.

Then Doug started a series of tv editorials that went right to the heart of the issue, a daring policy in this southern region. "We were glad to have one ally, WDSU-TV New Orleans, in the lonesome campaign," he said.

He voiced a ringing protest against the "star-chamber" tactics of Gov. Davis in calling a special session of the legislature. He pointed to flaws in the two proposals to be considered—interposition and closing of schools. He stated plainly that the crisis had grown out of the state's refusal to accept a U. S. Supreme Court decision.

When the legislature refused to adopt interposition or school closure he quickly voiced his congratulations and added a warning that the state payroll was being padded. And he pointed out what he felt were deceptive steps in procedure to adopt a state sales tax as well as regretting public apathy toward political stratagems.



Doug Manship
Knows Louisiana politics

Like Father ▪ Doug Manship knows his state politics. He inherited his father's crusading spirit and particular political methods. He has stayed in his WJBO presidency and is secretary-treasurer of Capital City Press (*State-Times* and *Morning Advocate*).

Shortly before entering the Air Force in April 1942, he married Jane French, of Effingham, Ill., whom he had met at LSU. They have four children—Douglas Jr., 18; Richard French, 14; David C, 12, and Dina, 5.

He had three active years in the service, doing photo reconnaissance for the 3rd Army and 9th Air Force. He was mustered out as a captain.

In 1951 he was chosen "Outstanding Young Man" in Baton Rouge by the Jaycees. The same year he was appointed state director of civil defense, serving without pay.

Some Annoyances ▪ He has some pet broadcasting peeves, particularly a resentment toward artificial bans on advertising. He questions, for example, the wisdom of banning a Preparation H from the tv code (WBRZ never had a single complaint) while permitting "unadorned pornography on both radio and television." He says some of the tv film trailers have practically naked women and dirty dialogue lifted out of context from films. Some of the radio copy for films is in "indescribably bad taste," he charges.

At WBRZ he likes to talk about the station's video tape truck, owned by an affiliated corporation and subleased to those desiring to use it. The truck is a familiar object at local events.

His list of civic connections is much too long to chronicle but ranges from the Rotary Club to the Salvation Army.

Doug turns reminiscent frequently, recalling the days "when broadcasting was fun instead of an efficient business." He recalled recently that WJBO used to leave all the windows open in the days before air-conditioning, unconcerned about the noise from passing traffic; and the availability of a microphone when someone walked into the studio, saying "I'm pretty good with a guitar."

As to the future, he's especially concerned lest Congress abridge freedom of speech under "one guise or another such as censorship of newspapers and broadcasting through the postal and taxing powers."

Sitting on their hands

THE $12 billion advertising industry, shot at with fierce and organized intensity from all sides, is shooting back with popguns.

At the Advertising Federation of America's winter meeting in Washington two weeks ago this top-level organization based its image-building program on two devices: (1) National Advertising Week Feb. 5-12 and (2) a year-long campaign based on a kit of "public relations materials."

This is the best the AFA can offer right now to combat a rising barrage of books, speeches, magazine articles and well-heeled lobbying designed to destroy or at least slow down the growth of advertising.

As far as it goes the drive is good. Unfortunately it lacks the money and industry support needed to do the job that must be done if advertising is to maintain its place in the economy. Serious crises call for serious action. If AFA as a loose all-industry federation lacks the machinery and desire to start serious action, then some other means must be devised. McCann-Erickson and Daniel J. Edelman & Assoc. have performed professionally as task agency and public relations counsel in the 1961 week-year campaign. But if AFA is to achieve its announced objective "to upgrade the public image of the advertising industry by telling of advertising's vital role as a dynamic force in the U. S. economy," it needs real money and muscle. Surely these can be scraped together from the components of a $12 billion industry.

Muscle-builder at the FCC

IT IS now clear that the FCC's new chairman intends to propel the agency into active surveillance of radio and television programming. He said so last week during his confirmation hearing before the Senate Commerce Committee.

Newton N. Minow told the senators he felt the government has the obligation to encourage an improvement in program quality, and "I intend to do something about it."

He also said that program ratings were "a proper area for concern" and that the FCC's monitoring of station programming ought to be expanded.

In the present climate, Mr. Minow may be able to get his way. Ever since the agency held its programming hearings a year ago it has been evident that the trend was heading toward government intrusion into programming decisions. Monitoring has already been in operation, as some broadcasters are painfully aware. Last July, in a policy statement, the commission announced its intention to require broadcasters to provide programming to meet the needs and interests of the communities they served. In this way the commission assumed the ultimate responsibility of program judgement, for to deny or grant a license on the basis of program performance implies a prior decision whether the programming is good or bad.

Mr. Minow's statements on programming surveillance were touched off last week by observations by Sen. John O. Pastore, chairman of the Communications Subcommittee, about violence on television. In that context Mr. Minow's comments would seem to suggest that he thinks the FCC is in a position to influence the number and nature of westerns, mysteries and adventure shows in which violence occurs.

His statements on ratings were prompted by Sen. A. S. Mike Monroney, a longtime critic of ratings services. Mr. Minow did not take exception to Sen. Monroney's view that ratings are depressing the quality of television programs.

If Mr. Minow thinks the FCC can properly guide the programming of radio and television and sit in judgement on the methods by which audiences are measured, broadcasting is in for tougher regulation than it has ever faced.

We take comfort in knowing that Mr. Minow has a keen mind and an expert lawyer's ability to weigh arguments intelligently. It is quite possible that after he has had time to study his new job and the industry he regulates he will modify his views.

That condition will not come about, however, unless broadcasters present him with the argument for their side at every appropriate opportunity.

Somebody could get hurt

IT IS none of the FCC's business to say how many action shows are on the networks, as we have observed above, but it is the networks' business. As plans now stand, there will be plenty of action on the networks next season—more action, perhaps, than is urgently needed.

As this publication reported Feb. 6, the pencilling-in of next fall's schedules is well along. Many changes will be made between now and air time, but unless the changes are more radical than present thinking portends, programming will feature an increase in gunplay.

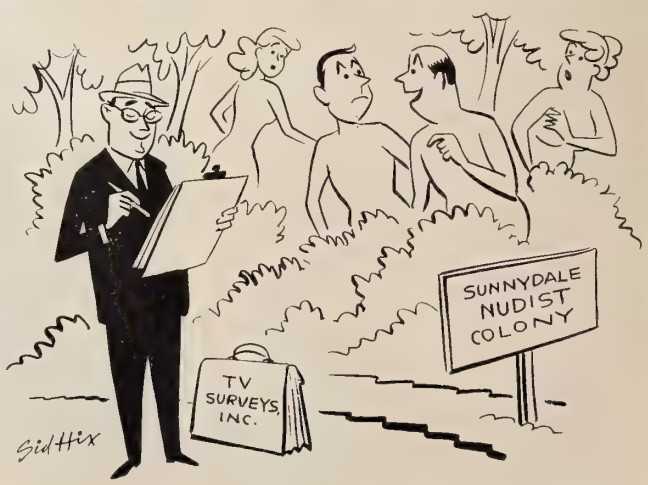
Among the three networks competition for audiences is undeniably intense, and action has equally undeniable audience appeal. We just hope that the networks will find other ways to conduct their struggle in addition to the knife, the garrote and the gun.

Proper tribute

SELECTION of Judge Justin Miller, former NAB board chairman and president, for the NAB's Distinguished Service Award is a highly deserved recognition of his achievements on behalf of freedom of speech and industry slandards. The association's selection committee took notice of his contributions over a period of more than a decade of service at NAB.

Judge Miller assumed the NAB presidency in late 1945. The postwar period found radio a favorite target for professional critics. During his regime he pressed the point that broadcasters are professional men and broadcasting is a dignified calling. An authority on constitutional law, Judge Miller fought to bring to broadcasting the basic safeguards of the Bill of Rights.

All these achievements, and more, will be recognized with the award at the Washington convention next May.



Drawn for BROADCASTING by Sid Hix

"I told him our favorites were Rawhide *and* Naked City!"

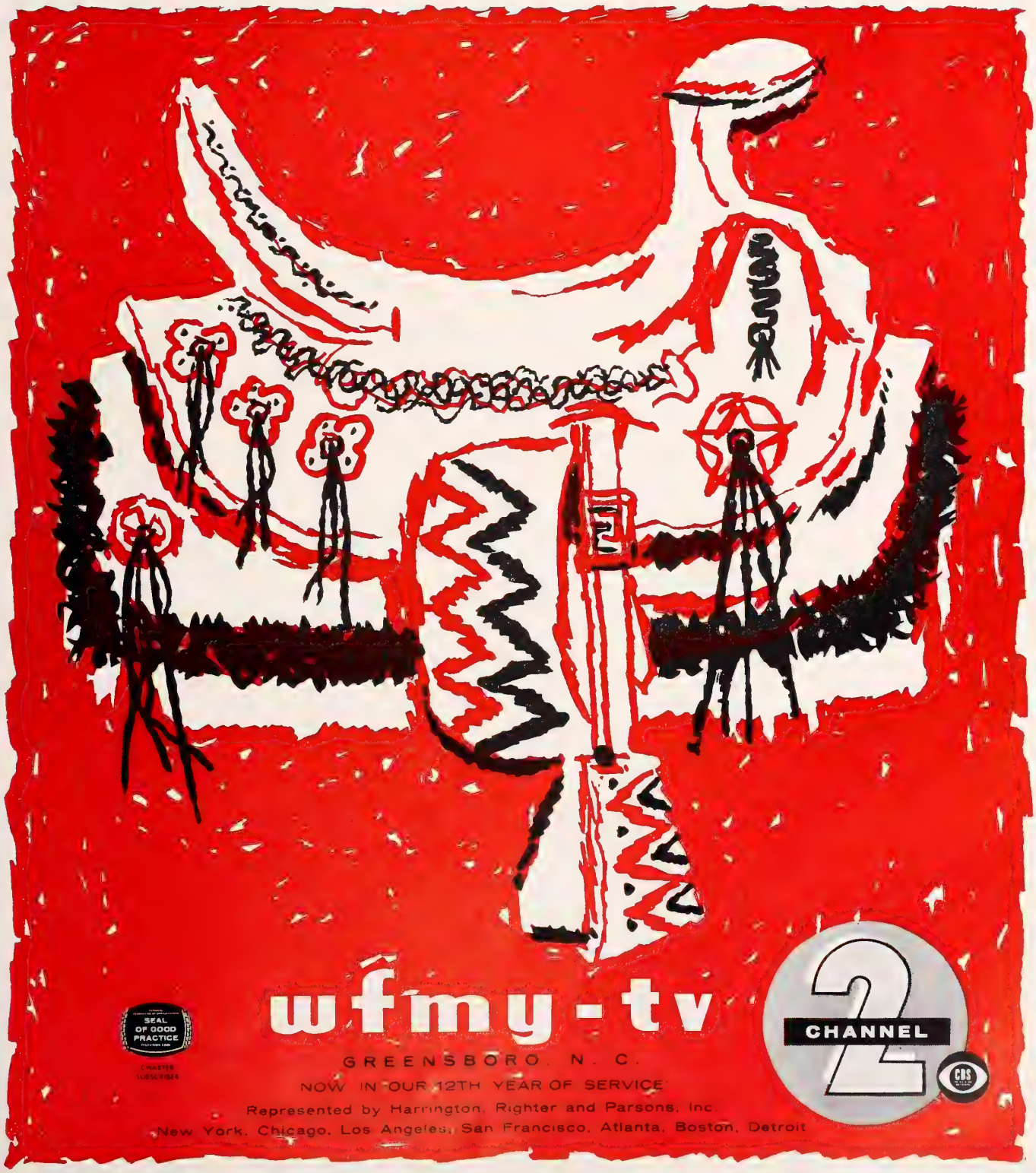
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle.

Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont.*

Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book





It's much more than one side of a nickel!

It's the nation's 14th largest market — over 2,000,000* people with nearly four billion dollars to spend.** (Plus another half million homes in the Canadian audience.) For best results in this Niagara Frontier look to the station that puts service in broadcasting in the Buffalo Market — **WGR-TV**

*Total of U.S. Counties as listed in Television Magazine.

**Sales Management Magazine, Survey of Buying Power

WGR-TV ■ CHANNEL 2 ■ NBC ■ BUFFALO, N. Y. ■ A TRANSCONTINENT STATION

SYMBOL OF SERVICE

TTC

WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

35 Cents

30 YEARS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 20, 1961

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What media buyers look for in your station before making a choice 27

Collins lays it on the line: a talk that shook the directors 50

Sunny Florida making a strong bid for share of tv film production 135

COMPLETE INDEX PAGE 7



Who else reaches the heart of America with this rich, joyful, throbbing beat? Who else sells with such a solid, swinging sound on a million Main Streets, a million times a day? Only Radio creates this rhythmic *impact* and only Spot Radio lets you choose time and place to match it.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

CREATIVE DEPARTMENT

(SITE OF THE PROPAGATION EXPLOSION)



#2 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets. Tops in Sales . . . Service . . . Results! Better Buy . . . WTRF-TV Wheeling!

wtrf-tv 7

316,000 watts NBC network color

CHANNEL

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS LISTEN TO WCBM

RADIO IN BALTIMORE!

DECISIONS! DECISIONS! DECISIONS! Homemakers must make many decisions every day . . . what to buy—where to buy—how to get the most mileage out of the family budget!

The DECISION MAKERS—the folks with the money to spend—want to know about *your* products or services. Make sure they make the *right* decisions! Reach the DECISION MAKERS all day—every day—on the station that programs for the adult-level audience . . . WCBM Radio in Baltimore!



WCBM

A CBS RADIO AFFILIATE

10,000 Watts
680 KC & 106.5 FM
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



you can't miss...
.....with channel 4

The December 18, 1960 NSI shows that KRLD-TV reaches more homes in the Dallas - Ft. Worth market than any other station. Channel 4 leads in all six summarized time periods.

Simple arithmetic shows that KRLD-TV's average number of homes reached in these six periods is 57.6% greater than Station B, 77.8% greater than Station C and 159.1% greater than Station D.

Reach the Dallas-Ft. Worth market
EFFECTIVELY with channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Changing NAB scene

One of first "reforms" at NAB under stem-to-stern reorganization planned by President LeRoy Collins will be elimination of certain staff functions filled by house executives and retention of outside consultants. For example, vacancy created by resignation of A. Prose Walker as engineering manager may not be filled and an outside engineering firm retained. Another probable move will be elimination of NAB's present research organization, now headed by Richard Allerton, with a consulting firm to be retained.

Executive suites

With new chairman coming into FCC, game of who gets the biggest offices again is going full blast in commission's cramped quarters. Deposed Chairman Frederick W. Ford exercised his prerogative as commissioner to commandeer suite (7347-55) formerly occupied by Dee Pencock's regulatory division of general counsel's office. Legal minds were shifted to "temporary quarters" in second floor offices occupied by Conelrad staff, which has found new location on same floor. New Chairman Newton N. Minow will move into executive suite in 7100 corridor. Disposition of offices occupied by outgoing Commissioner Charles H. King (on both sides of 7200 corridor) has not been determined.

Hagerty picks Scali

ABC's news-special events chief, James C. Hagerty, currently in process of putting into operation gradual build-up of news experts who will "participate" in areas they cover (see story, page 45), has made his choice for State Dept. He's John Scali, Associated Press' top-rung State Dept. correspondent. For ABC, Mr. Scali becomes network's expert in diplomatic area, starts on job within week or two.

No show?

When FCC Chief Hearing Examiner James D. Cunningham gets to Los Angeles next month to get testimony from MCA's Taft Schreiber and executives of Dick Fishell and Assoc. and Promotions Unlimited, firms that place merchandise on shows in exchange for air credits, he may find himself on the road without a show. Last week attorneys Allen Susman, of MCA, and Oliver Schwab, for the merchandisers, said decisions had not yet been made whether their clients would testify. Last fall, when FCC began L.A. part of its investigation into tv programming and who controls it, these witnesses refused to testify on advice of counsel (BROADCASTING, Oct. 31, 1960).

Solving fm shortage

While it's still staff-level talk, new idea to solve shortage of fm frequencies in big markets is getting attention at FCC. This proposal would take away fm assignments from stations that merely duplicate their am programs and give them to applicants who will do special programming job on medium (see fm roundup story page 78.

Shell game

Possibility Shell might return to television in near future opened up Friday (Feb. 17) when advertiser denied deciding to continue present newspaper-only ad philosophy through budget year. Agency, Ogilvy, Benson & Mather refused comment on report it was preparing to line up spot tv campaign for Shell to start before midsummer.

Network for special

Medium-sized advertiser currently is engaged in "delicate" negotiations to line up *live* lineup of tv stations to "network" weeknight telecast of documentary one-hour special. Program would be fed via cable facilities. Target is this spring with as many as 25 markets involved.

Spring training tapes

With baseball edging into sports picture, Sports Network Inc., New York, hopes to give coverage on tv added excitement during early spring by producing half-hour taped programs on each major league team from training camps. Sports Network Inc. now dickering with stations carrying major league schedules. Taped programs would concentrate on how team is shaping up—providing information on new players and status of veterans.

Delinquency hearings

Look for Senate hearings on impact of television and movies on juvenile delinquency. This is one of four main fields currently being researched by Senate Subcommittee on Juvenile Delinquency, headed by Sen. Thomas Dodd (D-Conn.).

Although subcommittee members have not yet met to organize and detail plans for session, expectation is that unit will hold two days of hearings on tv and movies, with witnesses drawn from those industries and their trade associations.

Color set count

American Research Bureau can be expected to release soon sample survey made for December national report showing some 600,000 homes in U.S. with color tv sets. In percentages, it breaks down to 2.08 per cent of total tv homes in country able to receive color. ARB also found 600,000 color tv home count checks off closely to that of RCA's sales figures.

Food show recipe

ABZ Assoc. (see story, page 32) reportedly has taped pilot of new show that apparently could introduce "new concept" in food programming. Targeted for daytime network slot, program, *Love to Cook,* disdains standard recipe-giving format and emphasizes sophisticated entertainment and foods instead. Starring radio personality Jack Sterling and actress Jan Minor, program is said to have created interest among all three networks as possible vehicle for big national food advertiser.

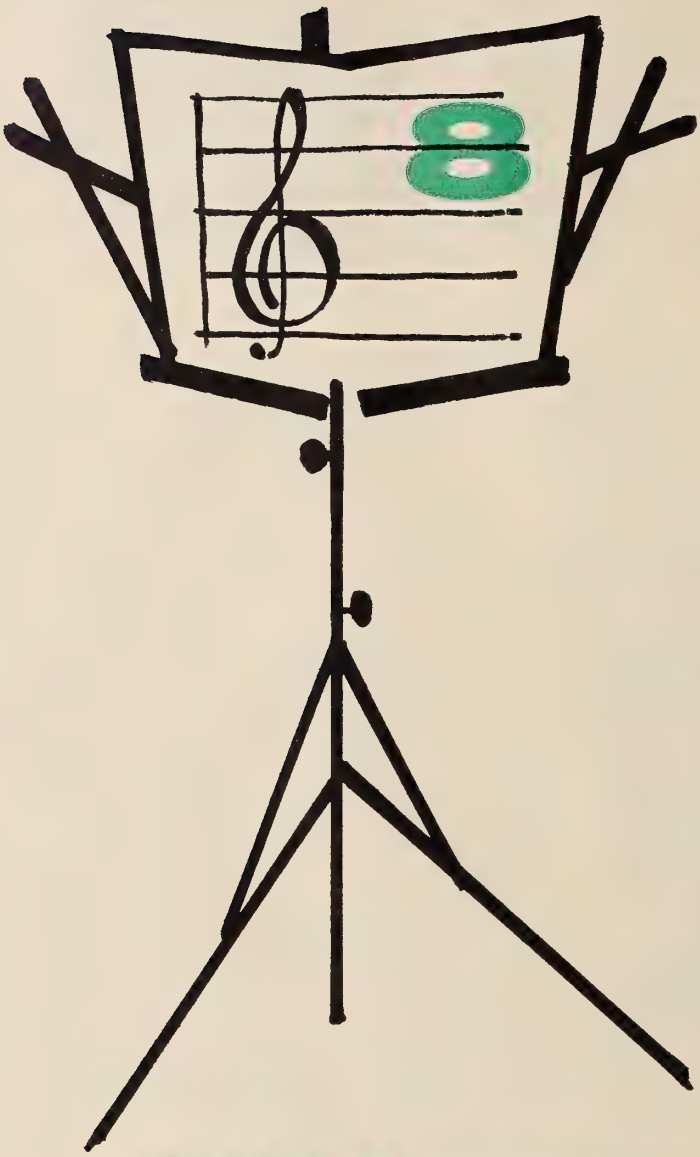
DeGray consultant

New "total advisory service" for both television and radio broadcasters reportedly in process of development by Edward J. DeGray, former president of ABC Radio (1958-60) and before that with CBS and ABC in station relations, national and local management and other executive posts for some 20 years. If plans work out along lines now developing, consultant service may also include New York sales representation for stations on basis of non-conflict with their regular reps. After leaving ABC Mr. DeGray was radio-tv director of Citizens for Lyndon Johnson National Committee in pre-nomination drive last spring and subsequently worked on behalf of Kennedy-Johnson ticket.

Are brothers related?

Formation of Tedesco Inc., Minnesota public company, which has bought WMIN St. Paul (see CHANGING HANDS, page 45), raises interesting question. Brothers Victor and Nicholas Tedesco are principals of Tedesco, Inc., but brother Albert and wife are applicants for 690 kc (500 w daytime only) in Minneapolis. Legal positions of brothers was at one time resolved by FCC (they have no business relationship and are not considered related for purposes of duopoly) but intriguing question is whether this covers situation where they will be in same market (provided Albert Tedesco wins grant for Minneapolis).

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KEY OF Cleveland:

WJW-TV is in tune with Cleveland and Northern Ohio, and Cleveland and Northern Ohio tune in to WJW-TV. With diversified local and CBS programming, award-winning news shows, sponsored public service programs and top movies, WJW has built a large and devoted audience. It's an audience that responds by putting your sales on a bigger scale in Cleveland.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

WEEK IN BRIEF

More than bare numbers must be considered when agencies place spot business, though the circulation, cost-per-1,000 figures are extremely important. Actually the "image" projected by stations is becoming important in buying decisions. See Lead story . . .

HOW IMPORTANT IS IMAGE? . . . 27

Who's boss of a network's programming? Douglas L. Smith, S. C. Johnson & Son, feels networks have become dictatorial. He feels advertiser needs more voice in programming. Growing cost of programs cited in Chicago panel. See . . .

SHOULD NETS CONTROL SHOWS? . . . 138

Hollywood and New York have dominated the film production world for decades. Now a new area is making its influence felt—sunny Florida. It has year-round outdoor shooting, talent and facilities. See . . .

FLORIDA FILM INDUSTRY GROWS . . . 135

He's tough, this man LeRoy Collins, new NAB president. And he showed how tough he can be at NAB's Palm Springs, Calif., meeting when he called for upgraded programming and a strong association. Here are his own words. See . . .

COLLINS SHOOK UP DIRECTORS . . . 50

The new FCC chairman, Newton N. Minow, with a unanimous Senate confirmation behind him, is likely to take over the office during the first week in March. See . . .

IT'LL BE CHAIRMAN MINOW SOON . . . 54

The turmoil over CBS-TV's cancellation and later revision of "The Spy Next Door," has aroused Rep. Pelly, who wants the network to explain its position under oath. CBS-TV, however, said that its action was strictly an internal matter. See . . .

CBS EXPLAINS 'SPY' RULING . . . 56

SPECIAL FEATURE: PERSPECTIVE '61

An annual inspection of the major trends in advertising, commerce and government with emphasis on the developments that will guide broadcasting's destiny. Perspective '61 takes a deep look into what's happening at this critical point in history as the New Frontier takes over. See . . .

TIME FOR CAUTIOUS OPTIMISM . . . 71

One of the tougher sales promotion jobs of the year is that now facing fm broadcasting, a superior service with lagging advertiser response. A national look at what's happening in this branch of broadcasting. See . . .

SO WHAT'S NEW IN FM? . . . 78

Slowly the long predicted "breakthrough" in color tv is starting to appear. Other manufacturers are starting to join RCA in putting color sets on market. A status report on this exciting type of tv broadcasting. See . . .

COLOR ADDS ZEST TO TV . . . 97

Those who keep a close watch on the President's New Frontier believe FCC Chairman Minow will do something about broadcast programming when he takes office. A thoughtful scanning of the new regulatory scene. See . . .

NEWT MINOW WILL DO IT . . . 112

Is the western slipping? Spring crop of new pilot films shows only 10 series as new action-adventure, drama, comedy and even animated cartoon series are projected. Agencies and advertisers look over new pilots. See . . .

COWBOYS PUT TO PASTURE . . . 123

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

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Dragon Wins

No fairy tales. KMTV's story is realistic. Although beset by St. Georges, KMTV's dragon . . . experience, size, and power . . . has been winning for years. The most recent jousts (December Nielsens and November ARBs for Omaha and Lincoln) proved: In Omaha, KMTV reaches more castles . . . homes, too . . . in nearly twice as many quarter hours as any other Omaha station. In Lincoln, KMTV leads in almost three times as many quarter hours as the other Omaha stations combined. In either city, KMTV's "Jack Paar" devours its clanking competition (anciente fylmes). Don't let a St. George do it. Let Petry breathe fire into your campaign. You'll get two realms . . . Omaha and Lincoln . . . for the one-realm price.

Kmtv Omaha



Program criteria proposed by FCC

After several months of kicking around (CLOSED CIRCUIT, Jan. 16), FCC released Friday for rulemaking its plans to see that broadcasters determined programming needs of their public and take steps to meet them.

Biggest cropper in document, added at special Friday meeting, would require station to cite methods of reviewing network and syndicated programming prior to airing. This provision was included at suggestion of Network Study Staff.

If rules are adopted, applicant would be required to detail measures he has taken to determine tastes, needs and desires of locality served and manner in which they will be met. Among ingredients to be detailed: Total broadcast time devoted to commercials, including breakdown by time periods; specialized programming; how controversial matters are treated; programming types, including religion, public affairs, news, sports, agricultural and entertainment.

Also, opportunities for local expression; whether applicant adheres to industry code; description of various minority groups in area being served. All applicants for new stations, renewals and sale approvals would be required to submit information in new form.

Present percentage breakdown of programming would be deleted but composite week would be retained for purposes of future checks. New forms propose to ask for specific total hours of religion, education, news, etc. broadcast per week. Also, a breakdown of and number of spots and time aired.

New requirements differ substantially from those proposed in November 1958. That rulemaking was terminated. Also, they are less stringent and demanding as set forth for rulemaking than earlier proposals under study in January and December.

Rules implement FCC program policy statement issued last summer (BROADCASTING, Aug. 1, 1960) and follow 19 days of public hearing in December 1959-January 1960. Comments are due April 3.

Too many plugs

Never underestimate power of woman—especially 10-year-old girl who's only allowed to watch tv from 5 to 7 p.m. and who thinks there are too many commercials during that time. She found 30 during one two-hour period.

Girl is Carol E. Quinlan of Mountain Lakes, N. J. She wrote complaint to Sens. Clifford P. Case and Peter Frelinghuysen, both New Jersey Republicans. Sen. Case forwarded letter to FCC Chairman Frederick W. Ford who wrote girl he had informed tv stations (in New York) that she was displeased with number of commercials being carried. Mr. Ford said FCC cannot act as censor over radio-tv programs.

FCC seeks control of community tv

FCC Friday sent Congress bill designed to put community antenna tv systems under commission jurisdiction. Express purpose of bill, FCC said, is to ease hardships of cases where local tv stations have to compete with catv.

FCC said it did not wish to be burdened with administrative details of licensing each of some 500-700 catv systems but desires authority to deal with catv in certain instances at its discretion.

Bill specifies what constitutes catv system that would fall under FCC jurisdiction, exempts those with less than 50 subscribers, as well as pay-tv or other closed-circuit programs.

CBS-TV acts to revive merchandise programs

In move pointing to revival of "prizes and merchandise" programs over CBS-TV, Lawrence White, newly-elected vice president, daytime programs, CBS-TV (see WEEKS HEADLINER), is announcing today (Feb. 20) that three such shows are being added to network's daytime schedule March 13, on Monday-through-Friday basis.

Programs and their time periods are *Double Exposure* (11-11:30 a.m.); *Surprise Package* (11:30 a.m.-12 noon) and *Face the Facts* (2-2:30 p.m.). CBS-TV cut back sharply on prize shows after tv quiz scandals in fall of 1959, but network spokesman said new programs will spotlight "fun" and present "modest prizes only." Programs to be dropped to make room for new shows are *The Clear Horizon* and *Full Circle*, both daytime serials, and reruns of *December Bride*.

What Hagerty said

James C. Hagerty, ABC's vice president in charge of news, special events and public affairs, denied Friday (Feb. 17) that he was "attacking" quality of broadcasters' news coverage as implied by some newspaper handling of his Oberlin, Ohio, talk made night previous (see story, page 45). He said criticisms of current limitations in broadcasting news handling was not meant as "a slap at what broadcasters are doing" but as a reminder that "they can do better." Mr. Hagerty feels built-in limitations in news broadcasting removes "expert" from reality of news events themselves, but thinks individuals themselves and in most instances companies are blameless. "Rather the system itself is wrong," he said.

Joint vhf-uhf service by Fresno station opposed

Charging that KFRE-TV Fresno, Calif., "is attempting to squeeze the last full measure of its vhf advantage in Fresno and combine it with its uhf switchover," ch. 47 KJEO (TV) there asked FCC Friday to vacate authority for KFRE-TV's simultaneous operation on chs. 12 and 30.

KFRE-TV was scheduled to begin operation on both channels Friday in final phase of commission move to make Fresno all-uhf market (earlier story page 44). Station on Feb. 8 was granted authority to broadcast on both channels between Feb. 15 and April 15.

In its complaint KJEO said two national ratings services—ARB and Nielsen—will make Fresno surveys during period of KFRE-TV dual operation. "Through the combined operation . . . KFRE-TV will realize a significant competitive advantage in the months ahead," KJEO said, with diversion of its national business estimated at $100,000.

Ch. 47 outlet also charged that FCC granted dual operation only 10 days after application was filed; that no public notice was given of acceptance of application; that KFRE-TV did not publish its intentions as required by Sec. 311 of Communications Act, and that KJEO was not afforded opportunity to make pre-grant protest.

KJEO asked that its petition "receive at least as prompt action as the KFRE-TV request."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Palma

Michael A. Palma, executive vp of Transfilm-Caravel Inc., New York, named to additional duties of vp and chief financial officer of T. F. P. Inc., (entertainment division of The Buckeye Corp.). This division consists of Transfilm-Caravel, producer of tv film commercials and industrial films; Flamingo Films, distributor of tv film programs and Pyramid Productions, producer of tv film programs. Mr. Palma joined Transfilm-Caravel 15 years ago as a chief accountant and held various administrative posts until 1957 when he was appointed executive vp.

Everett E. Revercomb, secretary-treasurer of NAB, was re-elected for one year by NAB board of directors at Palm Springs, Calif., meeting. Mr. Revercomb served as acting administrator of NAB following death of President Harold E. Fellows. He held this post until current president, Gov. LeRoy Collins, took office at first of year. He joined NAB quarter-century ago, becoming secretary-treasurer in 1956.


Mr. White

Lawrence White, director of N. Y. daytime programs, CBS-TV since 1959, appointed vp, daytime programs of network. Mr. White was formerly supervisor of programs at Benton & Bowles. He also was executive producer of agency's two half-hour daytime serials on CBS-TV: *Edge of Night* and *As the World Turns.* It also was announced that **Bruce Lansbury** has been made director of daytime programs, Hollywood, CBS-TV. Mr. Lansbury has been assistant director of program development, CBS-TV Hollywood since 1959 and was previously assistant program director and writer-producer at KABC-TV Los Angeles.


Mr. Hayes

John S. Hayes, president of Washington Post Broadcast Div. (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.), promoted to executive vp of Washington Post Co., parent organization. He continues as president of broadcast division. Mr. Hayes began his broadcasting career at WIP Philadelphia in mid-1930s, coming to Washington in 1948 as executive vp of WINX (Post station at that time, now located in Rockville, Md.). He moved to WTOP next year when it was purchased by *Washington Post.* He is treasurer and board member of RAB, board member of CBS Radio Affiliates, board member of Assn. of Maximum Service Telecasters and chairman of CBS-TV Affiliates Committee. Mr. Hayes also is member of Freedom of Information Committee of NAB. Appointment was made by Philip L. Graham, president of Washington Post Co.

For other personnel changes of the week see FATES & FORTUNES

FCC would reopen St. Louis ch. 2 case

FCC Friday recommended to U. S. Appellate Court that St. Louis ch. 2 case be reopened for further consideration—but refused to disqualify any applicants for off-record representations.

Order found only three of seven commissioners in favor as written; Commissioner T. A. M. Craven did not participate, Chairman Frederick W. Ford concurring with statement, Commissioners John S. Cross and Charles A. King dissenting and issuing statements.

Charges that Harry Tenenbaum, principal of KTVI (TV) St. Louis, had seen and talked to commissioners on St. Louis-Springfield, Ill., deintermixture rulemaking caused U. S. Court of Appeals in Washington to send back case for examination. Hearing on allegations was held before Special Examiner Horace Stern. On March 11 last year, Judge Stern issued initial decision finding that activities of Mr. Tenenbaum rendered 1957 grant voidable, that no member of commission should have disqualified himself from voting or participating further in case, that activities of any party did not disqualify, and that such activities should not reflect adversely in further consideration. Although FCC accepted initial decision generally, it reserved for later decision whether actions of Mr. Tenenbaum should be considered adverse to KTVI in new proceedings being initiated.

Noting that it was general understanding that *ex parte* representations were not forbidden in rule-making proceedings, FCC nevertheless expressed criticism at action of Mr. Tenenbaum in leaving memorandum and engineering study with commissioners in October 1956.

In asking court to remand case for additional proceedings (to permit parties to respond to prior extra legal pleadings), commission made point that it was not interested in matters occurring subsequent to March 1, 1957.

Network ordered to bargain

ABC network division of American Broadcasting-Paramount Theatres ordered by trial examiner of National Labor Relations Board to cease refusal to bargain with Musicians Guild of America in connection with musicians working on tv films in Los Angeles.

Official films earns profit

Official Films Inc., New York, announced Friday unaudited figures for period July 1 to Dec. 31, 1960, show company had net profit of $92,000 (before taxes), as compared to pre-tax loss of almost $1.5 million in corresponding period of 1959. Because of available tax loss carry-forward, this year's net profit will require no federal income tax payment, according to Seymour Reed, Official president.

Survey shows tv impact

Great capacity of television to change viewer attitudes—whether about consumer products or intangible concept such as safety—is emphasized in report to be made public this week by National Safety Council concerning its in-depth research study of viewer opinions before and after Dec. 26 *CBS Reports'* telecast of "The Great Holiday Massacre" by Edward R. Murrow.

'Vegas' goes to prime time

NBC-TV announced Friday Goodson-Todman Productions' new full-hour adventure series, *Las Vegas Beat,* will be presented in prime time next season. Formerly titled *Las Vegas,* new film show, one of several non-game show projects of Goodson-Todman (BROADCASTING, Jan. 30), will be filmed in black-and-white at Paramount studios and on location in Las Vegas. Peter Graves will star in role of Bill Ballen, public relations man.



The girl in the foreground could probably recite the nation's top 98 records with her eyes closed. Her mother is one of the nation's adults who receives and controls 98% of the U. S. income.* Which customer are you after? WBT, Charlotte's over-all top audience radio station for 20 years, also has a higher percentage of grown-up listeners than any other Charlotte station. Adults turn to WBT because of responsible programming, outstanding service, and the South's finest radio talent. If you want to make sales for your clients, it makes sense to order the nation's 24th largest radio market. There's $2,690,786,000 worth of spending money in the WBT 48-county basic area,** most of it controlled by adults . . . and WBT has more of the adult listeners.

WBT RADIO
CHARLOTTE
Jefferson Standard Broadcasting Company

Source: *U. S. Dept. of Commerce. **Nielsen Coverage Service, Number Two and Sales Management's Survey of Buying Power, 1960.

ACCEPTANCE

...greatest ever!

Now more than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations combined! A record-shattering 62.1% share of audience in the latest Nielsen Station Index. This is the greatest share ever recorded since Nielsen began measuring the market. Dramatic proof that WCCO Radio's acceptance is now the greatest ever!

Capturing the loyalty of 1,022,610 radio families in a 114-county basic service area, WCCO Radio also delivers the lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a solid mark of solid acceptance . . . the powerful way to dominate this major market in 1961.

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!



WCCO Radio	**62.1%**
Station B	**10.1%**
Station C	**7.6%**
Station D	**5.4%**
Station E	**3.9%**
Five other stations	**10.9%**

Source: Nielsen Station Index, November-December, 1960 / 6 AM-Midnight, 7-day week.

62.1%



SHARE OF AUDIENCE

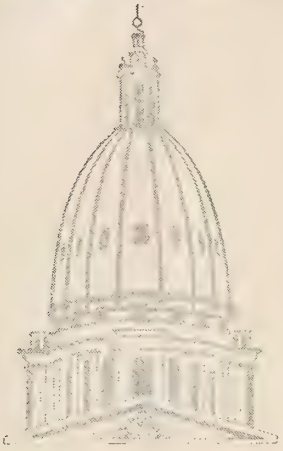
WCCO RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by **CBS RADIO SPOT SALES**

IN

LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,846,000.00 market composed of industry, education and state government

(S M - July 10, 1960 - E. B. I.)

BUY

WILS Lansing

. . . the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 20 — **Hollywood Ad Club**, luncheon "The P.O.P. Story," a presentation of a new advertising approach which drastically increased attendance at Pacific Ocean Park. 12 noon, Hollywood Roosevelt Hotel, Hollywood.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

*Feb. 22 — **Voice of Democracy**, awards luncheon. Statler-Hilton Hotel, Washington, D.C.

*Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** NBC newsman David Brinkley will speak informally. LeRoy Collins, NAB president will address Feb. 23 luncheon. Shoreham Hotel, Washington, D.C.

Feb. 22-24—**Western Assn. of Broadcasters**, engineering section. Palliser Hotel, Calgary, Alta., Canada.

Feb. 24-26—Annual meeting, New England Chapter, **American Women in Radio and Television**. Somerset Hotel, Boston.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. **WLW Cincinnati to be honored. 5** p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

Feb. 28—**Radio & Television Executives Society**, timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich, director of NAB tv code board, New York office.

Feb. 28—**American Marketing Assn.**, New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 1—**San Francisco Advertising Club**, luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—**Vhf** translator conference sponsored by *DXing Horizons*. Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

March 7—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters**, convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

March 17-18—**Arkansas Broadcasters Assn.**, spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.**'s schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

*March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn.**, New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society**, West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials**, symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.**, spring convention. Buena Vista Hotel, Biloxi.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Manage-



"Well, we decided <u>one</u> thing, anyhow: we include Huntington-Charleston and WSAZ-TV."

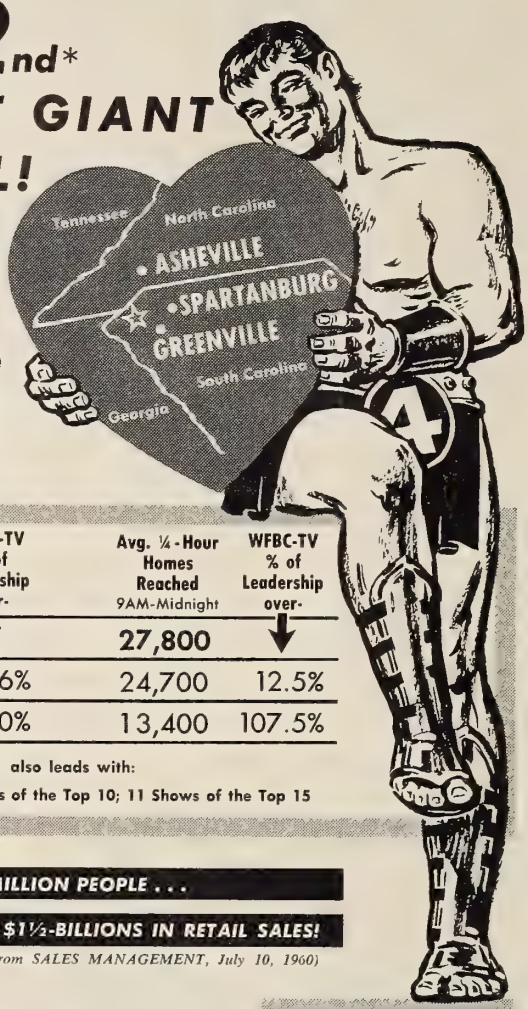
THE HUNTINGTON-CHARLESTON MARKET means two million people with $4 billion dollars to spend annually. It's a *Dynamic Circle* that encompasses 72 counties in 4 states—an area of tremendous industrial might in the heart of this "American Ruhr" region of the great Ohio Valley. The nearly half-a-million TV homes here can be reached by only one *single* medium: WSAZ-TV. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man can show you in a hurry why putting Huntington-Charleston and WSAZ-TV on the list is such an easy and logical decision.

WSAZ-TV
HUNTINGTON • CHARLESTON



CHANNEL 3 NBC

THE 42nd* LOVES THAT GIANT BEST OF ALL!



*THE NOVEMBER 1960 A.R.B. shows that WFBC-TV leads in its 4-state market in nearly every important category. Ranked 42nd in the U.S. by TELEVISION MAGAZINE for Dec. 1960 "The Giant's Market" includes the metropolitan area of. . . .

Greenville-Spartanburg-Asheville

. . . the hub of a region which has America's greatest concentration of textile manufacturing, and has also the fabulous Smoky Mountains—Blue Ridge resort and tourist mecca for millions. Here are the figures from A.R.B., November 1960:

	Metro Share of Audience	WFBC-TV % of Leadership over-	Avg. ¼-Hour Homes Reached 9AM-Midnight	WFBC-TV % of Leadership over-
WFBC-TV	38.0	↓	27,800	↓
STATION "B"	31.0	22.6%	24,700	12.5%
STATION "C"	21.1	80.0%	13,400	107.5%

WFBC-TV also leads with:

4 Shows of the Top 5; 7 Shows of the Top 10; 11 Shows of the Top 15

THE GIANT'S MARKET HAS 2 MILLION PEOPLE . . .

$2-BILLIONS IN INCOMES . . . $1½-BILLIONS IN RETAIL SALES!

(Population, Incomes & Retail Sales data from SALES MANAGEMENT, July 10, 1960)

For complete details of the latest A.R.B., for information about "The Giant's Market," for rates and availabilities, contact the Station or our National Representatives.

sold by AVERY-KNODEL

NBC CHANNEL 4 WFBC-TV GREENVILLE, S. C.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

ment use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the **1961 Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

*May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—**American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

*May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

*May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

DRAG YOUR DRACHMS / In ancient Greece a drachm delivered many things... a seat at a Sophocles play, a ride in a two horse chariot, a ticket to the Olympic games! Drachms, of course, aren't what they used to be... even the name has changed! But drachms, drachmas or dollars, they still go a long way in Baltimore at WBAL-Radio. WBAL-Radio takes the Greek out of station buying by translating these facts into sales: WBAL-Radio is powerful – dominating the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states. WBAL-Radio is progressive – providing its listeners with a distinctive format of full range programming and music for mature minds. WBAL-Radio is productive – reaching more homes in a given week than any other Baltimore radio station, providing more unduplicated coverage in this market than any other station. If you want your advertising to deliver sales in Baltimore and Beyond, drag your drachmas to WBAL-Radio today... or call our reps and let them do your heavy work!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavern Co., Inc.



There is nothing harder to stop than a trend



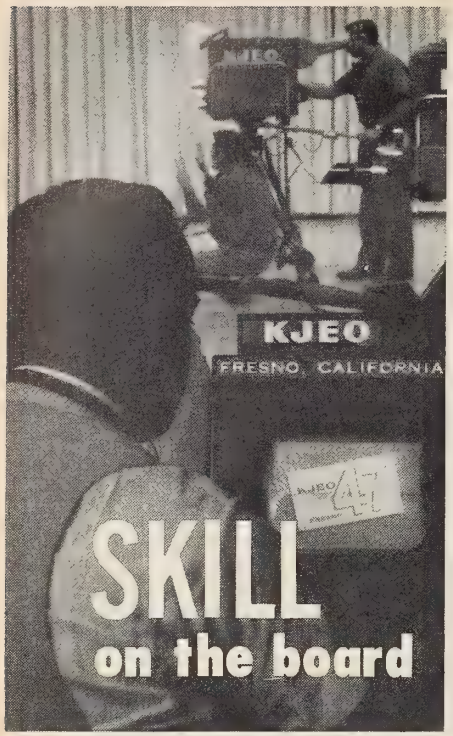
NETWORK	MONDAY THRU FRIDAY	MONDAY THRU SUNDAY
ABC-TV	21.0	20.4
NET Y	16.7	18.2
NET Z	16.7	15.9

*Source: Program Appraisal Supplement to National NTI Report for 4 weeks ending January 22, 1961. Nielsen 24 Market TV Report, Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

ABC is off and winging again. *Every Nielsen rating thus far this year** continues to show ABC-TV the strong network on week nights and the leader all week.

It figures when you check program performance. The current Nielsen TV Report* gives ABC-TV five out of the ten top shows. And the only two brand new shows to make it in the top ten are My Three Sons and The Flintstones. ABC shows, that is.

The trend in '61 is to ABC-TV



Skill on the board keeps "sell" in the message. Expert handling of commercial material can and does put your product ahead. When you've got the extras that count — smooth production of live or filmed commercial material, crisp delivery of local-live tags — your KJEO time-buy shows you know.

Throughout Central California KJEO-TV is famed for board men. And talent. Top announcers, top engineers, top film technicians are at work right now, to give you the "Air Time Product Image" you want.

Be confident. If KJEO-TV is your buy in the BILLION DOLLAR MARKET it's the best engineered by far.

our ratings? We've got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47 Fresno, California

J. E. O'Neill, *President*

Joe Drilling, *Vice Pres. - Gen. Mgr.*

W. O. Edholm, *Commercial Mgr.*

OPEN MIKE ®

Fellow fighter

EDITOR: We've joined Maxwell Dane's fight for good creativity in production (OUR RESPECTS, Feb. 6).

It will be no surprise to Mr. Dane that a medium specifically dedicated to creative expression of the proper image for a client is fm radio.—*David Green, KXTR (FM) Kansas City, Mo.*

Accurate portrayal

EDITOR: . . . It is hard to be objective about a biographical article (OUR RESPECTS, Feb. 6), but I think it was well written and accurately represents my views. . . . —*Maxwell Dane, Vice President, General Manager & Secretary-Treasurer, Doyle Dane Bernbach Inc., New York.*

A suburb called Minneapolis

EDITOR: Whatever happened to the old basic rule of good reporting, called "checking out the facts"? Your Jan. 23 issue (BROADCAST ADVERTISING) lists our agency as located in St. Paul, Minn. We happen to be doing business in a suburb of that wonderful city, called Minneapolis. — *Charles E. Anderson, Media Research and Analysis Supervisor, Campbell-Mithun Inc., Minneapolis.*

All month long

EDITOR: . . . Initial returns on the Broadcasters' Campaign for Radio Free Europe (THE MEDIA, Feb. 6) indicate a high degree of public acceptance, coupled with a letter of strong endorsement from President Kennedy and one from NAB President LeRoy Collins.

It has been recommended that we extend the appeal, which began Feb. 1, through the end of February. I think this is a meritorious suggestion and am, therefore, urging your support for two additional weeks.—*Donald H. McGannon, President, Westinghouse Broadcasting Co., New York.*

Right owners

EDITOR: Your attention is called to an error in your issue of BROADCASTING for Feb. 6, page 60, wherein you state that Robert Nelson is the owner of the Windber Community Broadcasting System, which is seeking severance.

Robert Nelson has no connection with the Windber Community Broadcasting System.—*E. Z. Eperjessy, M.D., Windber Hospital, Windber, Pa.*

[Mr. Nelson was 90% owner of Windber Broadcasting Co., which dropped its application for the Windber station Nov. 14, 1960. Dr. Eperjessy is one-third owner of Windber Community Broadcasting System; other one-third owners are William H. Myers, electric line crew supervisor, and Louis J. Popp, who owns a welding service.]

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.
Copyright 1961: Broadcasting Publications Inc



TIME OUT FOR LOGIC

The combined ages of Mary and Ann are forty-four years, and Mary is twice as old as Ann was when Mary was half as old as Ann will be when Ann is three times as old as Mary was when Mary was three times as old as Ann. How old is Mary? *

Drop us a line before Mary gets much older and if you've solved this ageless intricacy we'll provide a copy of Dudeney's "Amusements in Mathematics" (Dover Publications, Inc., N.Y.) forthwith. If you have a copy, say so and we'll provide a different prize.

** Station break: We missed that last cue too, but WMAL-TV's audience probably includes Mary and Ann; it's the biggest in the Washington market 6 P.M. to midnight, all week, (ARB Dec. '60, and NSI Jan. '61.)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MONDAY MEMO

from HARRY SPITZER, Sattler's (998 Broadway), Buffalo, N. Y.

The jingle is old, but so is that sound in the cashbox

Get off the plane or train in Buffalo and tell the cab driver you want to go to "998" and say nothing more. If he asks you for more direction, I'll pay the fare.

I've made this offer for over two years now and haven't paid off once. I can afford to do it, thanks to the strong, personal identification that our store has achieved in the minds of Mr. & Mrs. Buffalo as the result of our 23 years of consistent radio advertising centering around our famous "Sattler's 998" jingle.

You can appreciate our radio success story more as you learn our store is three miles out of the downtown shopping area—a location problem that initially was one of our biggest problems that radio helped solve so effectively.

Not that I mean to imply that radio is our dominant medium. It isn't. But it is our dominant supporting medium. The big load of our specific item selling is done in newspapers. We're the biggest user of space in the *Buffalo Evening News*. To support this basic item advertising in print, we put about 10% of our total advertising budget into radio to sell our store, our address, our price values, our one-stop shopping, our parking lot, etc., plus some specific item merchandise spots.

We regularly use four local stations in Buffalo, and sometimes the nearby Canadian stations, to woo our over-the-border customers. We expand to nearly all stations for short saturation campaigns. Currently we're using 13 newscasts weekly (and plan to expand) as part of our schedule of 60 spots weekly, mostly jingle variations.

The story of our jingle is our radio success story. Customers hum it when they are in the store.

Entertaining, too ▪ Since 1937 this is the tune that's been used to tell western New York folks all about Buffalo's wonder store. From the very outset there has been a very definite method to our music, so to speak. Our jingle always has been sung and played by the finest talent available, using the most modern technical facilities in New York City. We've kept each message light and gay to preserve its entertaining manner, to entertain as we advertise.

We believe our jingles were the nation's first singing commercials to be used on a continuing, large-scale basis by a retail department store. I would love to take full credit for the jingle, but in all due modesty I must report that this jingle, which has been played without interruption for 23 years, was written by my predecessor, Bob Cornelius, who, at his retirement some two years ago, was executive vice president and sales promotion manager of Sattler's.

The music for "9-9-8 Broadway" was written by Lanny Grey and produced by Lanny and Ginger Grey, Sattler's "Singing Sweethearts."

We've used other top-flight talent too. Among these we've had jazz pianist Johnny Guinieri, bass star Trigger Alfred and guitarist Frank Malatta. Tony Lane and his Air Lane Trio did a set, too. So did Slam Stewart and his quintet. We've been bold in our musical style at times, but we've absolutely refused to compromise with quality. For instance, some of the jingles we did 14-15 years ago—at the time we did them—we felt maybe we were a little "far out" musically. But we were right. And our constant updating and adding of new versions has kept the jingle fresh and welcome. We've never had a single complaint from a listener about its being "over-worked."

Razzle-Dazzle ▪ Sattler's in its 71 years of existence has grown from a bargain-type neighborhood shoe store into the largest department store in western New York. Our greatest growth began in 1927 when the store was headed by a three-man team made up of John G. Sattler, our founder; Aaron Rabow, as merchandise head (he's now our president), and Mr. Cornelius as sales promotion manager. To bring traffic to the suburban location they hit upon a series of razzle-dazzle merchandising stunts that ranged from elephants in the dress department to weddings in the window, monkeys on the main floor and guessing contests on the weight of the world's largest hunk of bologna.

Anyone who was anybody in the entertainment world managed to make a personal appearance at Sattler's. Eddie Cantor, Buffalo Bob Smith, Hildegarde, Tommy Dorsey, Wyatt Earp, Mrs. Casey Jones and Elsie the Cow, to name a few. Senators, congressmen and governors have joined the parade, because they always go where the traffic is, and in Buffalo that's 998 Broadway.

In 1937 we hit upon our jingle and radio pattern. Radio's consistent use since then has proved its effectiveness.

Sattler's now is No. 2 on the scenic route in Buffalo, according to the local convention bureau. Niagara Falls is still first. But that's how famous our jingle has made us. However, our marriage with radio does not end there. We use radio and radio talent in our store in various ways. We stage disc jockey promotions and events in our store, originate shows from our windows. The personal association with employes, as well as customers, is a big morale builder. The Buffalo philharmonic pops concerts we sponsor have featured the "Opus 9-9-8," our jingle in long-hair style.

Does our quality jingle cost us much more than usual? No. Over the long haul it figures out to be an added production cost that is negligible when time costs average about $40 a spot.

998 Broadway could never have become the "address known for thrift" without the medium of radio. It has been *only* on radio that we have played the jingle (with some light use of tv, I must add), but it has been the radio jingle that has done the job. It has become so indoctrinated within ourselves that we many times call the store "9-9-8" instead of Sattler's, even in our newspaper **ads.**

Harry Spitzer's title is publicity and sales promotion director of Sattler's, which means ad manager. He joined "998 Broadway" in late 1958 after three years as sales promotion manager of Richard's, Miami. Before that he was ad director of Rich's, Atlanta, four years and served several years with Davison-Paxon there. Born in Brooklyn in 1916, Mr. Spitzer saw air force service in World War II. He received B.A. in journalism in 1947 from Henry Grady School of Journalism at U. of Georgia.



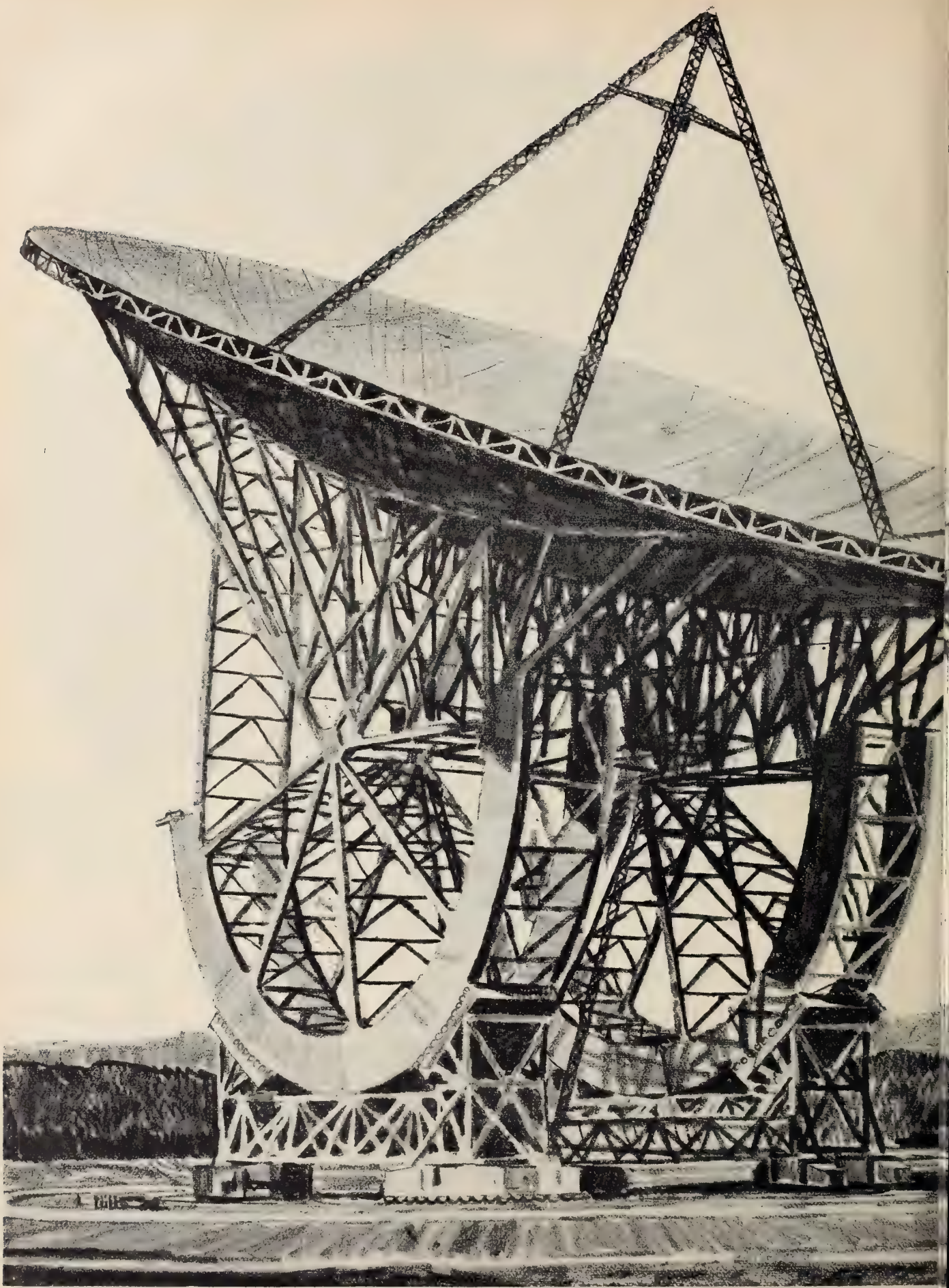


***Many** media buyers measure radio stations by their ratings. **Unmeasured** by ratings are quality, integrity, and responsibility, factors that build sales through believability. By both standards WELI continually lengthens its lead in the rich New Haven-centered market it serves. Make it a rule to buy WELI, the station in New Haven that gives you ratings **plus** quality sound.*

National: H-R Representatives

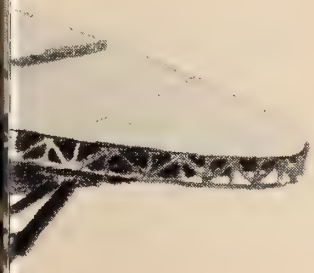
The Sound of New Haven **WELI** ***960/5000 watts***

Boston: Eckels & Company



This mark identifies modern, dependable steel.
Look for it on consumer products.

The world's biggest radio telescope



This is an artist's concept of the world's biggest radio telescope. This giant telescope will use radio waves to locate objects that are billions of light years out in space. The dish-shaped mirror will be 600 feet in diameter—about the size of Yankee Stadium. It will be the biggest movable radio telescope the world has ever known.

As you'd imagine, it is going to take a lot of material to build an instrument this size. The American Bridge Division of United States Steel, as a major subcontractor, is fabricating and erecting 20,000 tons of structural steel for the framework alone. The U. S. Navy, through the prime contractor, is supervising the entire job. When it's completed, there'll be a power plant, office buildings and personnel facilities for a permanent 500-man crew. The site is near Sugar Grove, West Virginia.

United States Steel produces many materials that are essential for construction: structural carbon steel; high strength steels; alloy steels; stainless steels; steel piling; steel drainage products; cements; slag; reinforcing bars; welded wire fabric; wire rope; steel fence; electrical cable; and other allied products.

The most important building projects in our nation depend on steel.

USS is a registered trademark

USS United States Steel



On The Gulf Coast

THE BIG ONE



Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 20, 1961 Vol. 60 No. 8

HOW IMPORTANT IS STATION IMAGE?

This extra dimension is influencing more timebuyer decisions

Many stations are selling qualities not revealed in ratings

The "image" a station projects to the timebuyer has become an important factor for agencies making media decisions, particularly when placing spot.

This fact of business life was upheld last week by a consensus of leading media executives who acknowledged the growing importance of "image." While there were some exceptions and a few differing opinions, most believed that stations are doing a better job of getting their images across to the agencies.

The finding—based on a cross-section check of the radio-tv buying fraternity—increases in importance when these important points are remembered:

▪ A station's "image" has assumed additional importance in recent years with both advertisers and their agencies placing stress on station qualities that are not revealed in the ratings.

▪ There are now more than 3,500 radio and about 530 tv stations on the air.

With so many stations vying for the timebuyer's eye and ear, for many in the broadcast business, this question has persisted: How is the important "image" dimension communicated to agencies?

Only last week an official of a management consultant firm that is substantially involved in the advertising field questioned whether the "image" of a station is "received" by agencies today.

"For the most part, agencies still buy 'by the numbers'," he said. "The only way agencies can get information that goes beyond the surface—a station's strong and weak periods, its leading personalities, the nature of its competition, its influence in the market, where this influence lies and other subtle factors—is to be there on the scene, watching and listening and talking to station officials and people in the community. For the vast number of agencies, this just isn't done. And on the occasions when it is done, for specific clients, this information rarely filters down to the timebuyer."

Getting the 'Picture' ▪ But a sampling of leading media officials interviewed by BROADCASTING rejected the contention that their agencies use the "by-the-numbers" system indiscriminately and derided the notion that the "image" characteristic can be obtained only by constant on-the-scene visits. They maintained that their timebuyers make a diligent effort to evaluate the advantages and disadvantages of particular stations in a market before arriving at a media decision. These were the highlights of their views:

▪ Agencies rely heavily upon the experience and knowledge of their senior timebuyers, who have kept abreast of the particular values of particular outlets.

▪ Agency account, media and research personnel make special visits to stations, particularly when an account requires it, and make this marketing data available to buyers.

▪ They rely substantially—but not

Young & Rubicam executive studies tv station imponderables

Miss Jean Taylor, as director of local radio-tv programming for Young & Rubicam, New York, travels thousands of miles each year to study stations. Purpose is to uncover qualities and services not reflected in data from conventional sources—the station's "image."

Here Miss Taylor is shown during a visit to WRBL Columbus, Ga., where she is talking with the station's living trademark. Her report on the station's community prestige, its impact and merchandising support will go back to the agency timebuyers for consideration when they are making their media plans.

The unit, headed by Miss Taylor, has been in active operation since 1955 and even before that the agency made studies of stations on a part-time basis. Y&R is convinced that Miss Taylor's recommendations are valuable in giving advertisers more for their broadcasting dollars. See story page 30.



totally—on facts and figures provided by the station representative and believe that reps generally are trustworthy and reliable in giving a picture of a station.

▪ They study promotional and research material supplied by stations, including tapes, trade advertising and direct mail brochures.

▪ They glean information from station executives visiting the advertising agencies.

From this mass of information, agencies believe, they can come up with a composite of a station. Agencies acknowledge that the extent of their evaluation depends on availabilities in a market ("If you can't get the station you want, you take the second or third choice"). The type of product and the audience desired are other considerations ("sometimes you want to buy 'by the numbers' if the main thing is to reach a lot of people").

They point out that "image" is much more significant in radio than in television. ("By sheer weight of number of stations, media selection is far more difficult in radio. Then, too, 'image' in tv often is tied to network affiliation.")

Other Methods ▪ Several of the agencies, in addition to implementing the conventional approaches, have made use of other methods, either on a permanent or temporary basis. Young & Rubicam, New York, for example, has set up a special unit under Jean Taylor (see separate story, p. 30), which makes regular visits to stations and evaluates the "plusses and the minuses" of stations in specific markets.

Jack Peters, media director of Kastor, Hilton, Chesley, Clifford & Atherton, New York, surveys program listings of newspapers in outlying areas and thereby ascertains if station signals reach there.

Lee Hanson, media director of Manus, John & Adams, Bloomfield Hills, Mich., favors "talking directly" with station executives and "listening directly" to the station's sound. He pointed out that some stations encourage agency men to telephone the outlets collect in order to obtain a sampling of their programming, and he often takes advantage of these offers.

Frank Martin, Cunningham & Walsh all-media buyer, likes to listen to tapes —but listens not to one station's tapes but to four or five stations' in a specific market.

Other agencies questioned by BROADCASTING included Erwin Wasey, Ruthrauff & Ryan; Lennen & Newell; Cohen & Aleshire; Papert, Koenig, Lois; Benton & Bowles; Doyle Dane Bernbach; Kenyon & Eckhardt; Ted Bates; BBDO; J. Walter Thompson Co.; Sullivan, Stauffer, Colwell & Bayles; N. W. Ayer & Son, and Maxon Inc.

The importance that is attached to the "image" factor can be gauged by remarks made only this week by speakers at the Timebuying & Selling Seminar of the Radio & Television Executives Society of New York.

Both Dr. Frank Mayans, vice president and associate research director of Y&R, and Mel Goldberg, research director of Westinghouse Broadcasting Co., were critical of the quality of station research that reaches advertising agencies. Dr. Mayans referred to station image research specifically and conceded that this was "difficult," but predicted some day such research will be "formally used in planning purchases."

The agency man pointed out six areas likely to be most telling with agencies and advised listeners to bypass standard rating coverage and market data that is easily available. What is needed from stations:

▪ Audience profile information, available nationally but not locally, he says. ("Until this information is available, I must assume that *Monitor's* audience makeup is precisely identical

Agencies charge salesmen lag back of program department

Creative selling is what an agency wants most from a radio station salesman, the February workshop of the Hollywood Advertising Club was told. Agency members of the panel led the free-for-all discussion on radio sales, which went on for more than three hours last Wednesday (Feb. 15). Many members of the audience took part in the discussion.

Merv Oakner, vice president of Anderson-McConnell Adv., opened the topic of creative selling with the charge that "radio's sales department hasn't kept pace with the program department." Program people at radio stations have been creative, he said, "but radio salesmen have become a bore . . . We're tired of buying by the numbers. We don't sell cost-per-thousand, we sell our client's merchandise. We want to be told how to use radio better, but no station salesman has come to us with a new idea in time buying since the five-minute time block and that was 10 years ago."

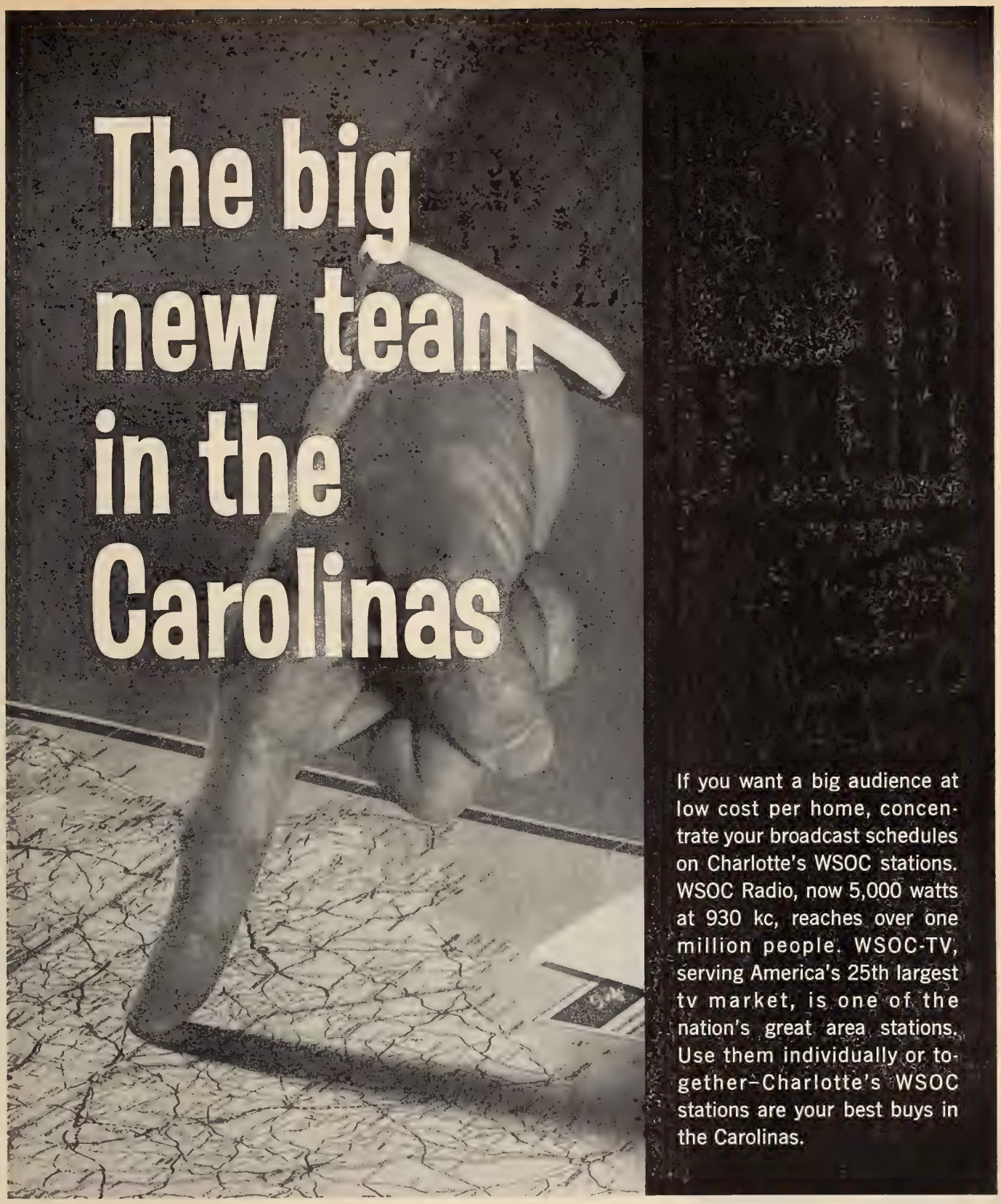
Shirley Crowder, timebuyer for Fuller & Smith & Ross, asked for more qualitative information from stations, such as age breakdowns, which she asserted are more often tailored to fit the station's sales pitch than the agency's need. She drew a hearty round of applause from the station men in the audience when she admitted that the common agency practice of not revealing who actually has the power to make the buying decision on any particular account is the cause of far too much wasted time for station salesmen.

But when Norman Boggs, KGIL San Fernando, speaking from the floor, suggested that more listening to radio by agency buyers would give them many of the qualitative answers they seek, Miss Crowder and Mr. Oakner disagreed. There are many others than teenagers who like rock and roll, they declared, and not all of Guy Lombardo's and Lawrence Welk's fans are oldsters. Panel member Gordon Mason, sales manager, KNX Los Angeles, summed this viewpoint up with the comment: "musical likes can't be equated with age; they're a matter of taste."

Other panel members were Frank Crane, vice president of the station rep firm, Torbet, Allen & Crane, who urged radio salesmen to spend more time "fighting the enemy" — newspapers, magazines, tv—and stop devoting most of their efforts to selling against each other; Ira Laufer, vice president and sales manager, KEZY Anaheim, who asked stations to institute training programs for new time salesmen, and Norman Keats, general manager, KFXM San Bernardino, who commented that in a secondary market like his most station prospects are retailers with no advertising budget or program beyond the use of space in the local newspaper to announce a sale.

Doubt as to the value of qualitative information was expressed by Carroll McKenna of the Petry Co., who pointed out that usually the rep doesn't get called into the agency until a campaign is breaking and a lot of stations are being bought at once.

Robert M. Light, president, Southern California Broadcasters Assn., was moderator of the panel discussion, of which SCBA was co-sponsor with the Hollywood Ad Club.



The big new team in the Carolinas

If you want a big audience at low cost per home, concentrate your broadcast schedules on Charlotte's WSOC stations. WSOC Radio, now 5,000 watts at 930 kc, reaches over one million people. WSOC-TV, serving America's 25th largest tv market, is one of the nation's great area stations. Use them individually or together–Charlotte's WSOC stations are your best buys in the Carolinas.

WSOC RADIO—5,000 watts at 930 kilocycles
Represented by Peters, Griffin, Woodward, Inc.

WSOC-TV—Channel 9. NBC and ABC. Represented by H-R

WSOC
RADIO & TV–CHARLOTTE

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

OUR GUYS ARE THERE!

When a campaign is breaking... When orders are being placed... When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



wherever it is heard.")

- Program-quality research, also unavailable locally. (Tv-Q, rating services and agencies are trying to relate looking liking, buying, etc., but little is being done locally on such questions as viewer loyalty to a program and involvement with it.)
- Locally originated program research to describe more fully program strengths. (Agencies need evidence not only of local performance by network shows but also of sales effectiveness of local personalities.)
- Station image research. (The environment provided by the station, presenting "a fine problem that is almost hopeless.")
- Performance of typical schedules. ("Extremely useful in demonstrating how audiences accumulate.")
- Local market information, material not available in standard syndicated services and local share of market information. (Things that are "not obvious to a provincial New Yorker or a provincial Albuquerquan." Also, local brand share information.)

With a satiric review of station maps and statistical practices, Dr. Mayans showed why much station research is considered unreliable and goes unused by agencies. He thinks some guidelines ought to be laid down for stations by a group such as the American Assn. of Advertising Agencies or the Station Representatives Assn.

A Bit Much ▪ Too much research is one of the station trouble spots, Mr. Goldberg said. "With so many stations vying for attention and inundating the buyers and media directors with material," it's time to put a moratorium on all second-rate efforts, those classified as "egoistic research" and "so-what research."

Salesmen are a vital communication link between agency and station, Mr. Goldberg said, and "among the best researchers." He asked his audience to stop treating the salesman only as an ordertaker and take advantage of him for agency-media liaison on research needs.

Agency studies secrets of station 'image'

Young & Rubicam, New York, considers a radio and/or tv station's "image" to be important enough to maintain a separate staff whose main mission is to ferret out as much information as possible about local radio and tv station operation in various markets.

The unit, which has been in existence since 1955, passes on the data —which includes the unfavorable as well as favorable factors — to the agency's media staff as well as to clients.

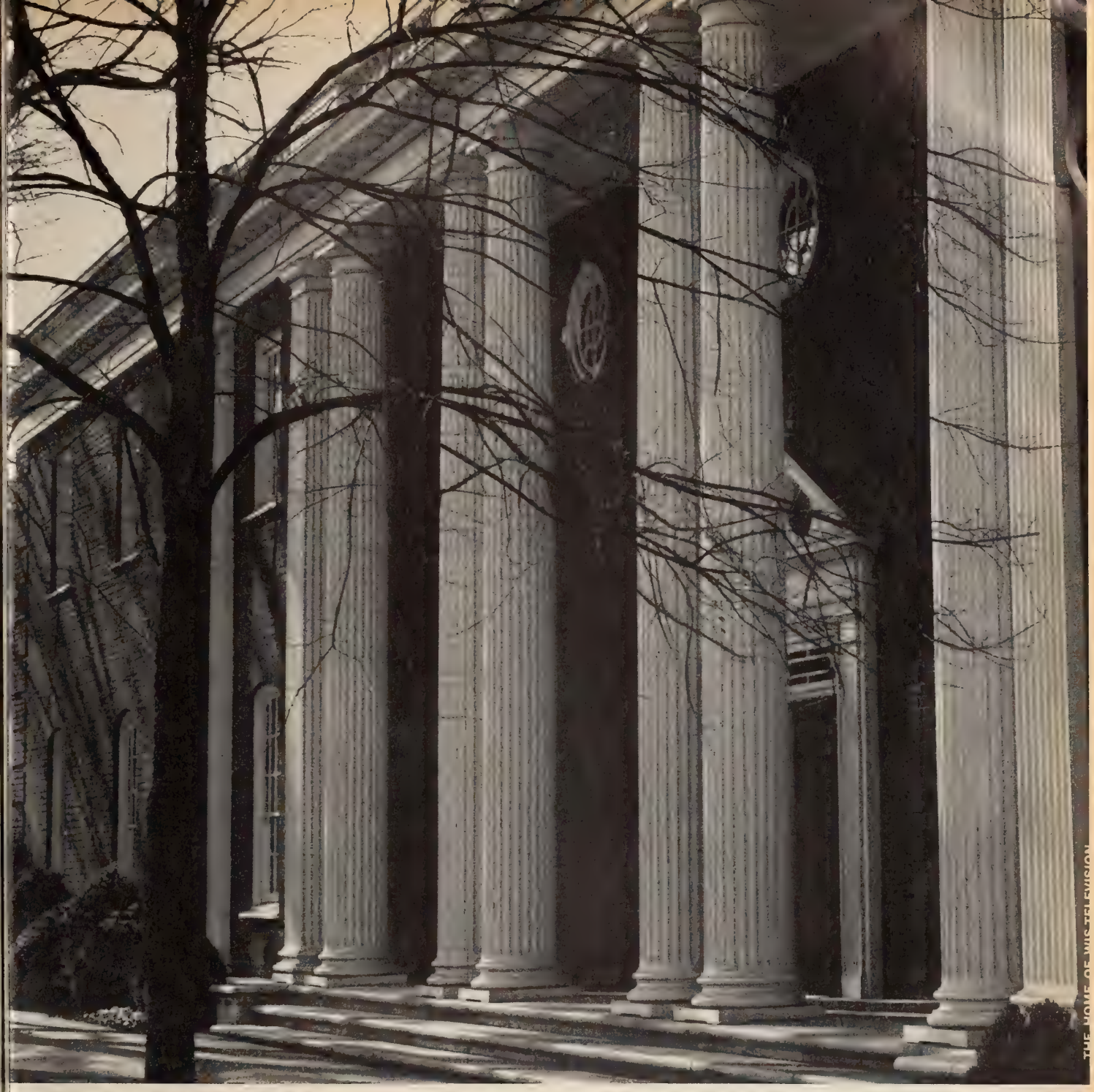
Headed by Jean Taylor, supervisor of local radio-tv programming, it consists of a full-time staffer (Paul Theriault) a part-time staffer (David Elton) at New York headquarters, plus three part-time aides—Michael Kirby in San Francisco, Bill Wilson in Chicago and Jim King in Hollywood. Miss Taylor estimates that she and Mr. Theriault each travel about 80,000 miles per year on their business trips to local stations, while the others log less millage but are available for "hurry-up" calls (the part-timers usually are involved in local account work).

The unit tries to uncover qualities and services of a station that may not be reflected in data uncovered from conventional sources. They attempt to ascertain, for example, the prestige attached to a station in the community; the impact of its various station personalities; the merchandising and promotional support given to an advertising campaign; the relative strengths and weaknesses of different time periods; a characteristic of the station that makes it "different" or "unique" in a market; changes in the market, and other data "beyond the ratings."

Evaluation Reports ▪ At the conclusion of each field trip, an evaluation report is compiled and this is made available to clients. Miss Taylor stresses: "This is just an added service for our clients; we make no charge for it." The information is also offered to Young & Rubicam's media department for the guidance of its staffers.

In addition to field trips, the unit works closely with station representatives and makes every effort to see station executives when they visit Y&R offices. The unit maintains a voluminous file of records at New York headquarters and, according to Miss Taylor, many station representatives and others make use of this information.

The unit was established on a full-time basis in 1955 and earlier was maintained on a part-time schedule. As one example of the "go-go-go" tempo of the unit, Mr. Theriault was out on a field trip all of last week and Miss Taylor spent Wednesday, Thursday and Friday in Washington, D. C., and was scheduled to spend the weekend in Asheville, N. C.



GATEWAY TO THE HEART OF SOUTH CAROLINA:

The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

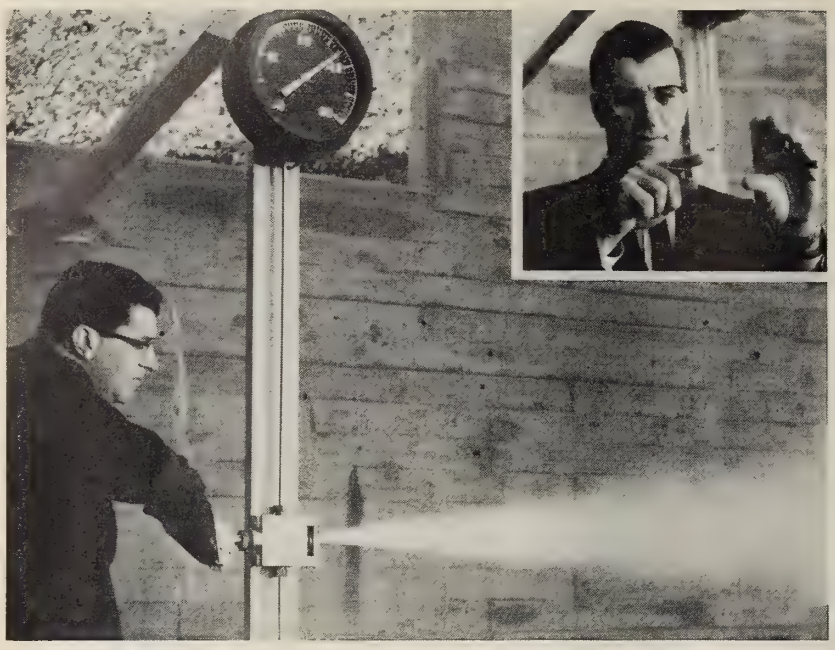
Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

CBS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala.



A jet of water at 60,000 pounds per square inch was used to "punch" a hole through a glass plate without shattering it (insert photo). This unusual demonstration was incorporated into a tv commercial used on du Pont's *Show of the Month* last Friday (Feb. 18) over CBS-TV to indicate du Pont's basic research into the effects of high pressure on various chemical substances. The experiment was devised by Dr. Harold Young of du Pont's Experimental Station and Dr. Jonathan Karas of Jonathan Karas & Assoc., Durham, N. C. (shown turning on valve). Agency handling account is BBDO, New York.

Hodgson tells how I-H used radio to move farmer

The support of radio in helping International Harvester change farmer habits in buying major equipment was related by H. Earl Hodgson, president of Aubrey, Finlay, Marley and Hodgson Inc., Chicago agency for I-H, before the Chicago chapter of the American Marketing Assn. Thursday night.

He said the campaign that began last Oct. 26 has included 2,500 commercial minutes per month on 125 stations. Print media, direct mail and other promotion were used. Radio copy includes farmer-voiced testimonials and live sell by station farm directors.

Mr. Hodgson reported that at the half way mark in the campaign sales are "far better than had been expected" and "literally thousands of farmers" changed their buying habits and bought early. "This is especially significant," he said, in view of the fact the drive competed with the presidential campaign and the uncertain outlook in the farm market. He said the results have shown how marketing, research and advertising 'in the hands of experienced farm advertising specialists" could change the habits of "one of the most subborn segments of the consumer market."

Farmers traditionally have waited until the final six weeks before planting to buy, he explained, but the "early trader's bonus" campaign has proved effective in expanding the buying period up to six months. This has benefited the manufacturer, distributor and dealer in inventory control, repairing of used equipment and selling, as well as the farmer, since the latter gets a price bonus for buying early, he said.

RAB sales clinics to get results of retail study

Results of the "Department Store Challenge" will be offered for study during Radio Advertising Bureau's 11th annual Area Sales Clinic, opening April 3 in Albuquerque, N. M., and concluding in Tulsa on May 26.

Hailed by Kevin B. Sweeney, RAB president, as the "most comprehensive study of retail advertising ever published," the report on RAB's lengthy radio advertising program in cooperation with the Higbee Co. in Cleveland will be a major attraction for broadcasters attending the clinics in key U. S. cities this spring.

Also on the sales clinic agenda: New radio presentations, tips for closing sales, money-making promotional ideas and suggestions on how to use RAB's service throughout the year. Patrick E. Rheaumep, RAB's director of member service, pointed out that for the first time meetings will be split on the basis of "most frequent local customer." Stations which derive most of their local income through advertising agencies are urged to send their sales executives to the "large market clinics," while stations which rely more on direct selling to local retailers will get material keyed to their needs at the "small and medium market clinics."

TV'S OWN KITCHEN

ABZ opens N. Y. building for making food commercials

The opening of a special building in New York last week to facilitate the production of television food commercials would indicate this phase of food marketing is trying to catch up with the trend over the past few years, through packaging, to make food items themselves more attractive to the consumer.

ABZ Assoc., a tv commercial production firm, last week opened the doors of a remodeled four-story building at 266-68 E. 78th St. which will be used exclusively as a "food production center" for the production of commercials.

The 50-year-old, remodeled former film studio contains under one roof everything needed to produce tv food commercials, reports Ann B. Zekauskas, ABZ president.

Miss Zekauskas, a tv home economist, food consultant and commercial stylist, says another advantage of the production center is that it will allow food commercials to be produced under "controlled" conditions. Formerly, Miss Zekauskas said, food commercials were produced on a "catch-as-catch-can" basis with insufficient space and props. Her new facilities, the home economist notes, allows more space and equipment to food commercials than anyone has ever done before.

Miss Zekauskas said the first floor has a shooting studio with an accessory double shooting kitchen, the mezzanine, a dressing room and lounge, the third floor a double shooting kitchen, terrace and offices, and the top floor three shooting kitchens and a prop room.

She said every floor is circuited separately to assure that all equipment will work at full capacity. "Our ovens are hot, our freezers plenty cold and when a commercial calls for 18 sets of mixing bowls, we don't have to run around looking for bowls—we have them," she said.

Commercials produced in the new center are video taped by mobile units stationed in front of the building. A good deal of ABZ's present business is handled by Video Tape Unlimited, headed by Hank Alexander, former lighting director of CBS.

Miss Zekauskas and her two brothers,



Are your salesmen blue? *Give them a news service that sells.*

United Press International

UPI

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 9-15 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 9	**Untouchables** (9:30 p.m.)	ABC-TV	29.1
Fri., Feb. 10	**Flintstones** (8:30 p.m.)	ABC-TV	24.5
Sat., Feb. 11	**Gunsmoke** (10 p.m.)	CBS-TV	32.5
Sun., Feb. 12	**Candid Camera** (10 p.m.)	CBS-TV	30.5
Mon., Feb. 13	**Danny Thomas** (9 p.m.)	CBS-TV	23.8
Tues., Feb. 14	**Dobie Gillis** (8:30 p.m.)	CBS-TV	22.1
Wed., Feb. 15	**Bob Hope** (10 p.m.)	NBC-TV	23.8

Copyright 1961 American Research Bureau

Ray and John, both graduate engineers, make up ABZ's board of directors; her younger sister Betty is vice president; her sisters-in-law Mrs. John (Phyllis) Zekauskas and Mrs. Ray (Felicia) Zekauskas are secretary and treasurer, respectively.

ABZ currently is doing food commercials for 30 top agencies; among its clients are General Mills, Corn Products, Standard Brands, Alcoa, Frigidaire, Goodman Noodles, Sealtest and Lipton Tea.

New firm to represent U. S. outlets in Japan

Anticipating Japanese spot buys on U.S. tv and radio stations "in rapidly increasing amounts," a new firm organized to represent U.S. stations in Japan established offices last week in New York.

Rynne & Wilson, owned jointly by Donald G. Rynne, president of the import-export firm of Rynne International Corp., and Allan M. Wilson, vice president, The Advertising Council, currently is negotiating a limited number of representation contracts with U.S. stations.

Estimates by the new company and by Dentsu Adv. Ltd., which R&W says handles 60% of Japan's advertising business, indicate that the volume of U.S. spot buying by Japanese exporters and advertising agencies will reach $10 million annually in three years. Through offices at 745 Fifth Ave. in New York (telephone: Plaza 1-3424) and a branch office in Tokyo, Rynne & Wilson will be working with Dentsu and other Japanese agencies to expand advertising expenditures in the U.S.

Agency appointments...

▪ Hazel Bishop Inc. appoints North Adv. Inc., N. Y., as its agency.

▪ Sears, Roebuck & Co., Chicago, to Ogilvy, Benson & Mather, N. Y., to handle national advertising and consult on all other phases of Sears' advertising. Sears' national spending has dropped sharply past several years after high of $2.25 million in 1957. Former agency was Cunningham & Walsh.

▪ Instant Foods Corp., N. Y., appoints Richard K. Manoff Inc., that city, to handle introduction of new line of instant soups, Coup instant soup.

Business briefly...

Minute Maid Corp., frozen juices, and **Tupperware Home Parties Inc.,** both Orlando, Fla., will co-sponsor *Marineland Circus,* an Easter Sunday color special on NBC-TV (April 2, 8-9 p.m. EST). The aquatic spectacle will star Lloyd Bridges and Buster Crabbe. Agencies: Ted Bates & Co. (Minute Maid); BBDO (Tupperware).

Mutual of Omaha has purchased sponsorship on a staggered schedule basis in NBC-TV's *Chet Huntley Reporting* (Sun. 5:30-6 p.m. EST), starting Feb. 26 and concluding May 28. Agency: Bozell & Jacobs Inc., Omaha.

P. Lorillard Co. will sponsor a nighttime version of *Concentration* on NBC-TV starting April 11 (Mon. 9:30-10 p.m. EST and replacing *Dante*). The show also is on weekdays (11:30 a.m.-noon EST). Agency: Lennen & Newell, N. Y.

Purex Corp. next season will sponsor 12 full-hour special programs, extensive segments of NBC-TV's daytime schedule and two series of special programs, including the *Purex Special for Women* series. This includes six new shows of the *Women* series (hour-long daytime specials) and five one-hour *The World of . . .* series of NBC Special Projects in the prime evening schedule. Still other Purex specials will be repeated. Agency: Edward H. Weiss & Co., Chicago.

Pacific Vitamin Corp., through Anderson-McConnell Adv., L.A., has started its 1961 promotional program with a radio-tv saturation campaign in the Pacific Coast states and Arizona.

Ralm Products Inc., Joliet, Ill., maker of Mr. D'Frost, aerosolized ice defroster, names M. M. Fisher Assoc., Chicago, as agency to handle campaign that will include tv spot.

TvB cites success of auto tv schedules

Nearly 70% of all New York area homes were reached in a one-day tv schedule for Pontiac automobiles last October, reports a new Television Bureau of Advertising study released today (Feb. 20).

The study of tv's fast reach also details a four-week Rambler schedule, which delivered 97.9% of all homes in the area, with an average 8.8 Rambler spots seen by viewing families.

The Pontiac schedule (Oct. 6, 1960) consisted of 24 spots and a Victor Borge special program on ABC-TV. Unduplicated ratings in New York were: Victor Borge 26.2, the spots 60.6 and both 69.7. The average number of Pontiac commercials seen on the special were 3.1, for the 24 spots 1.7 and for the combination 2.7. Viewing both were 17.1%; 43.5% watched the spots only, and 9.1% the special only.

The Rambler tv schedule consisted of 174 minute and 20-second spots on all seven New York stations in the four week period ending Nov. 6, 1960. The report shows 13 spots in prime time on network stations, while 161 were on independent or on network stations in non-prime time, most of them appearing on Wednesday, Thursday or Friday of each week. Rambler's weekly cumulative audience was 82.6% of tv homes, the average number of spots seen was 2.6.

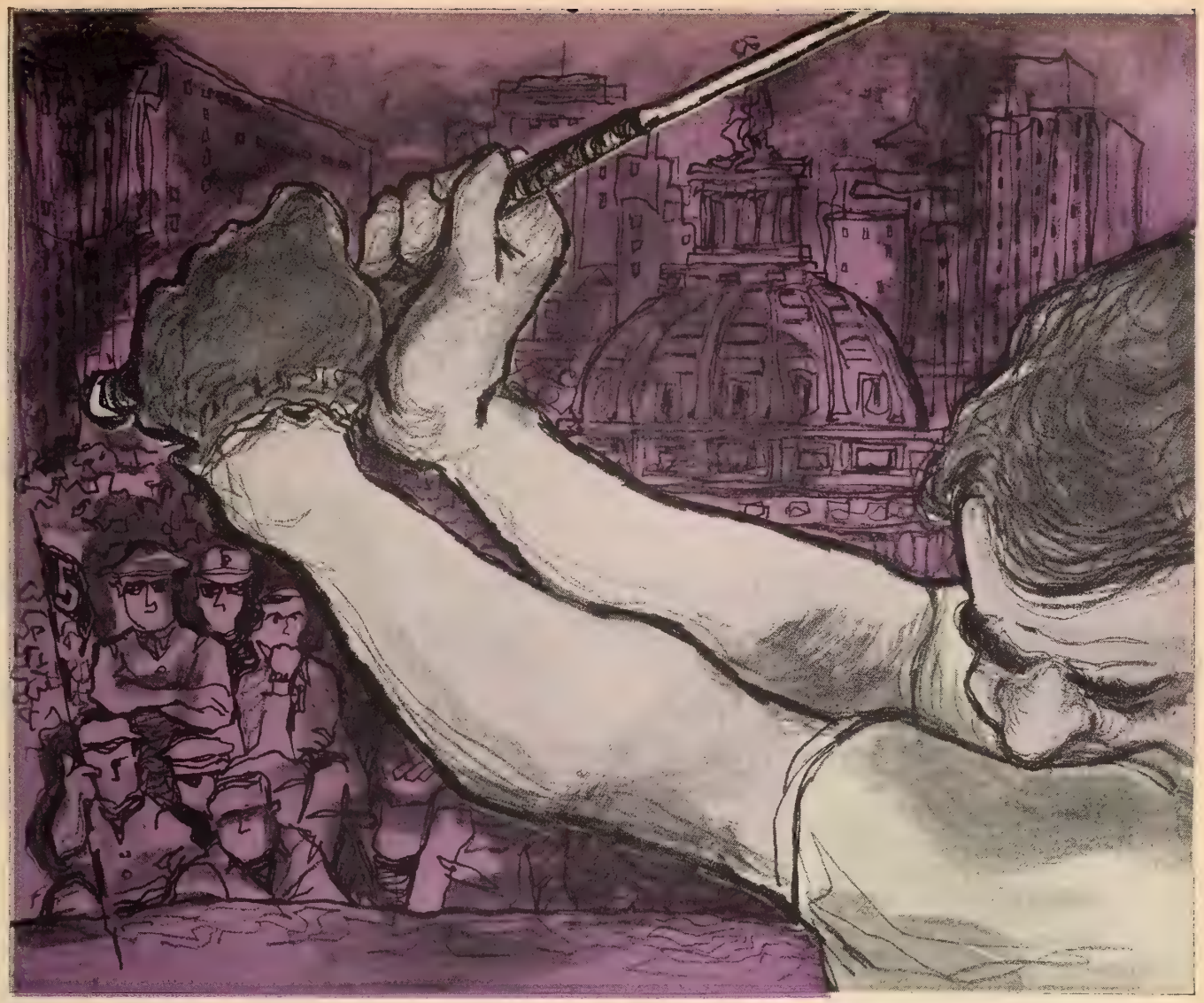
Women's hygiene product begins radio ad campaign

"It's more than a monthly protection; it's a blessing." With this slogan as a spearhead, Tassette Inc., makers of a new hygienic product for women, has begun its formal broadcast advertising.

Tassette, through its agency, Weiss & Geller Inc. New York, on Feb. 13 started the radio campaign of more than fifty 10- and 30-second spots weekly on WNTA Newark, N. J. As of late last week, WNTA was the only station carrying the Tassette spots.

For several months, starting last spring and ending last month. WHEC Rochester, N. Y., and WHP Harrisburg, Pa., has been using the firm's advertising as part of a test to gauge public reaction to this type of on-the-air personal product advertising. According to an agency spokesman, there were few listener complaints in the two cities. And so far there has been no adverse reaction to the WNTA spots.

Altogether, Weiss & Geller has prepared more than 100 spots for broad-



"WAGA-TV's EDITORIAL IS A SIGNIFICANT INFLUENCE TOWARDS... AN INFORMED ELECTORATE..." Bobby Jones

Since May, 1960, the telecast of editorials twice each weekday evening has brought a "free and responsible" independent editorial voice to the Atlanta area. ■ In the words of Robert T. Jones, Jr., world-famous champion golfer, lawyer, businessman and one of Atlanta's favorite citizens... "On the theory that good government begins at home, it is vastly important that local issues should be resolved by an informed electorate. I believe sincerely that WAGA-TV editorial is a significant influence towards this end." ■ One of the basic programming objectives of WAGA-TV is to promote community betterment... the development of an active, informed citizenry... to cooperate with the recognized governmental, civic, charitable, religious, educational, and other agencies dedicated to these ends.

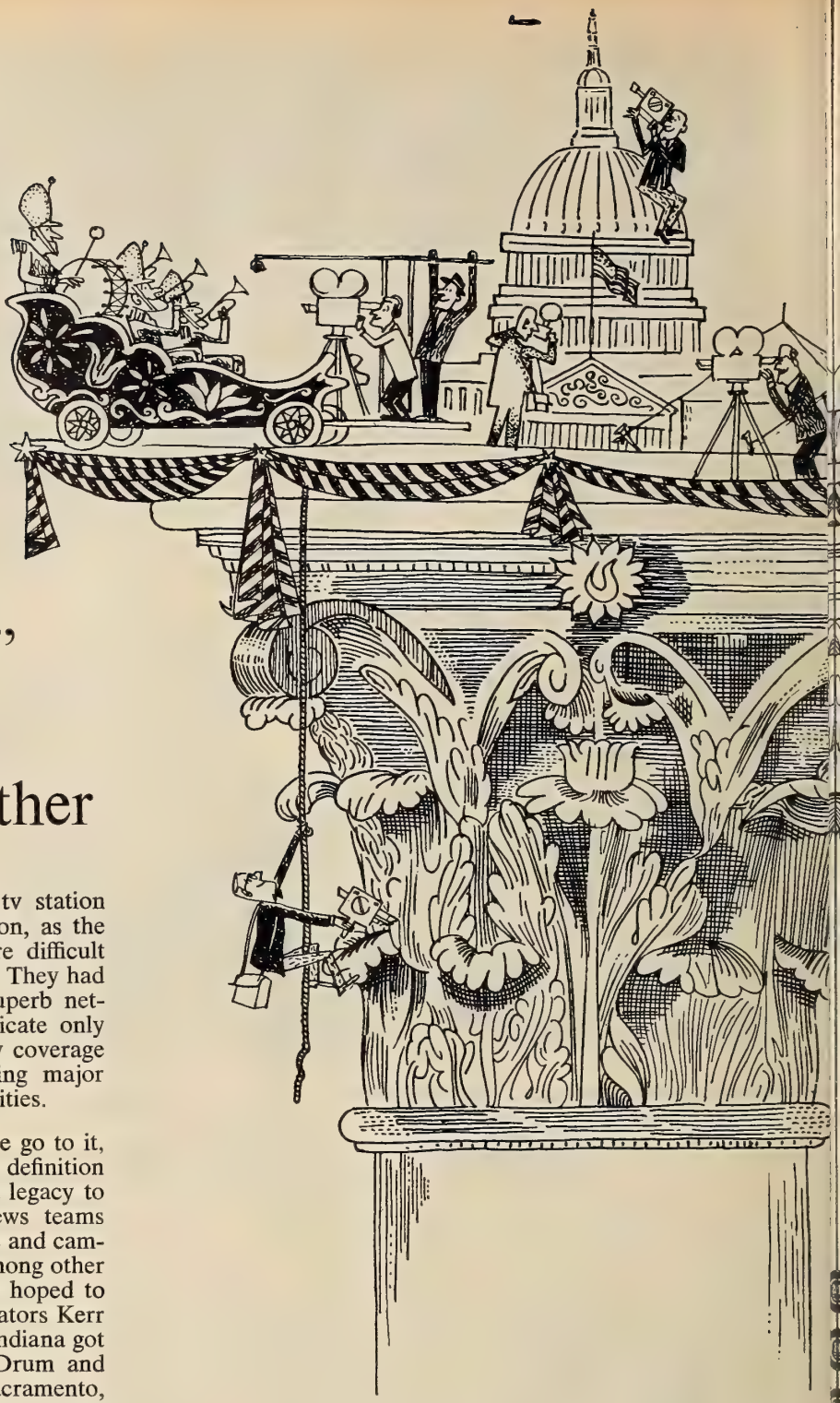


Bobby Jones

famous on the local scene...for public service

waga·tv 5

THE STORER STATION IN ATLANTA



Tenting in D.C., *or* In One Era and Out the Other

Finding a roof for five Corinthian tv station news-and-camera teams in Washington, as the Kennedy era began, was much more difficult than finding reason for their presence. They had no intention of duplicating CBS's superb network coverage; they sought to duplicate only Corinthian's success, as evidenced by coverage of last year's conventions, in relating major political events to their own communities.

Local news doesn't come to us. We go to it, even if it's in D.C.—and even if our definition of local is non-traditional. Without a legacy to stand on, our individual station news teams tackled Project Washington with mike and camera. The Houston group was after, among other things, a Ladybird's eye view; Tulsa hoped to strike oil by spending a day with Senators Kerr and Monroney; our gentlemen from Indiana got on the bandwagon with the state's Drum and Bugle Corps; the young men from Sacramento, reversing Greeley's advice, came east to cover the Inauguration's pomp—and to examine plans for legislation affecting their tele-urban community.

Different regions find different meanings in Washington, 1961. Those differences are best explored by local tv reporting crews and public affairs programming, focusing on political faces and issues of special interest to the folks back home. This is the kind of journalistic initiative, under group organization, that results in high identification with regional audiences, cementing stations to communities and communities to stations.

Responsibility in Broadcasting

THE CORINTHIAN



KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

cast use. The agency has been negotiating with the Herald Tribune Radio Network (WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York) to carry the Tassette campaign, but without any definite results.

Weiss & Geller authorities, however, said last week that at least three stations in the New York area are expected to accept Tassette's advertising within a few weeks. They also said the extent of the radio campaign will depend on how many stations can be cleared.

The broadcast campaign is only a small part of Tassette's overall advertising plans which got underway this month with ads in the *New York Times* and *New York Herald Tribune,* with the *New York Daily News* to follow. In addition, a first for a product of its kind, Tassette will be the subject of a huge Broadway sign.

$4.3 billion ad receipts in 1958; New York leads

Advertising agencies reported $4.3 billion in receipts for 1958, according to the Census of Business for that year, made by the U. S. Census Bureau. Operations of 4,240 agencies were covered. Among receipts of 3,367 agencies that reported detailed information were $3.4 billion in billings for advertising media; $725 million in billings for advertising materials and services; $89.1 million in services; $23 million in other income.

Receipts of the 847 agencies in the New York metropolitan area totaled $1.9 billion. Chicago ranked second in number of agencies with 353 but receipts were not published. Detroit was third with 121 agencies having $335 million in receipts. Los Angeles was fourth with 315 agencies and $220 million in receipts, with Philadelphia's 146 agencies having $101 million.

Valiant lets stations write own movie ad copy

In an unusual approach to radio advertising of motion pictures for key theatrical engagements, Valiant Films, New York, distributor, has decided to invite stations to write their own commercials for its new feature film release, "The Angry Silence," starring Pier Angeli and Richard Attenborough.

Benn F. Reyes, advertising manager for Valiant Films, implemented this formula on an experimental basis in San Francisco, where eight radio stations in the area carried "staff-written commercials" to advertise the feature, starting Feb. 9. He was "highly pleased" with the results and will use the approach in 30 key markets.

Mr. Reyes said he checked the San Francisco copy for content and needed to make only a "very few and very minor changes." Station managers and other selected staff members are invited to see a preview of the feature. He believes that for many campaigns such an approach has advantages over the traditional method of supplying stations

The case of the missing head

The missing head in this scene from a new tv commercial is an optical illusion achieved by "Streechilation," a new technique in commercial use that combines live action, an animation method and stop-motion camera work. The name was coined by Joseph Danis, broadcast producer of Geyer, Morey, Madden & Ballard Inc., New York, in honor of the developer of the technique, Wilbur Streech, whose company is producing a series of commercials for B. T. Babbitt Inc.'s Bab-O cleanser and Hep oven cleaner. Walter H. Wright, account supervisor at GMM&B, recommended "Streechilation" for both products. The commercials began running last month on eight daytime shows on ABC-TV. Action in the 60-second Bab-O commercial, pictured here, begins this way: Before new-formula Bab-O with germicidal action appears on the scene, pots and pans, "allergic to germs" in the sink, fly out of it. The ghost-like figures, who are played by professional actors, dodge the pans while chasing germs with the new Bab-O. "Streechilation" creates surprise visual effects comparable to sleight of hand—inanimate objects come alive and humans perform impossible feats. The music track for the commercial was created by Ralph Burns, in his first association with Wilbur Streech Productions Inc.



What picture do you want to send to the folks at home?

Which makes you look most appealing? The cloak of mystery...the mantle of drama...the tilt of a six-shooter? The answer is important, for the sophisticated advertiser knows that his sales-impact can be greatly affected by the kind of program he chooses. To him, the crucial test of a network is: How well is it doing with the kind of program he wants to sponsor?

Any advertiser who applies this test will find that one network attracts the biggest average audience in every entertainment category—as shown by nationwide Nielsen ratings for all regularly scheduled shows (6-11 pm, Oct '60-Jan '61):*

	CBS◉	NET B	NET C
COMEDY	20.0	18.4	16.8
DRAMA	16.2	NONE	13.6
VARIETY & PERSONALITY	20.6	14.9	18.3
WESTERN	25.3	20.5	22.4
MYSTERY & ADVENTURE	19.6	18.4	14.6
NEWS, PUB. AFFAIRS, SPORTS	13.6	9.8	13.9
TOTAL NIGHTTIME	19.5	18.1	17.6



The CBS Television Network also wins the biggest average audience for all nighttime programs with the most evenly balanced schedule—as shown by these percentages of network time devoted to various types of programs:

	CBS ◉	NET B	NET C
COMEDY	25%	20%	9%
DRAMA	13	0	8
VARIETY & PERSONALITY	18	6	21
WESTERN	13	21	28
MYSTERY & ADVENTURE	20	47	24
NEWS, PUB. AFFAIRS, SPORTS	11	6	10
TOTAL	100%	100%	100%

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that makes them look best.

It also explains why for the past six consecutive years the nation's advertisers have committed more of their budgets to this network than to any other single advertising medium. They just like our looks.

*Includes first January report only. Program names on request.

CBS Television Network ◉



NIELSEN NOV.'60

AGAIN* PROVES WRAL-TV'S
DOMINANCE
IN THE
RALEIGH-DURHAM
SURVEY AREA

Sunday thru Saturday 6 p.m. to 9 p.m.
Share of sets in use

WRAL-TV 49%
STATION B 40%
OTHERS 11%

Sunday thru Saturday 9 p.m. to Midnight
Share of sets in use

WRAL-TV 48%
STATION B 42%
OTHERS 10%

*ARB NOVEMBER 1960 ALSO SHOWS
WRAL-TV'S TOP RATINGS IN THIS MARKET

Get the full picture from H-R or write

WRAL-TV
RALEIGH, NORTH CAROLINA
Channel 5 • NBC plus ABC Features • Local Color

REPRESENTED BY: H-R Television Inc.

with electrical transcriptions or agency-prepared copy. The San Francisco commercials were "sincere" and "believeable" and some had lengthy lead-ins that contributed more time to the commercial, he said.

Filmways, Joe Levine plan to produce movie

A television film company and a flamboyant movieman have teamed up to do a motion picture next fall. At release time next year, broadcasters should take in some hundred-thousands in dollar revenue, based on past exploitations.

A story owned by Filmways Inc., New York, looked good to Embassy Pictures' Joseph E. Levine, who exploded to prominence over the past two years with highly charged promotions for "Hercules," "Hercules Unchained," and a growing succession, all produced abroad until now. Martin Ransohoff, chairman of Filmways, and Mr. Levine have agreed to produce "Boys' Night Out," based on the property owned by Mr. Ransohoff's firm and being written for the screen by Marion Hargrove. The Filmways chief will produce while Mr. Levine concentrates on executive work. Michael Gordon, director of "Pillow Talk" and "Portrait in Black," will direct "Boys' Night Out." Composer Jimmy McHugh will do the music.

This is the first big move in a diversification program announced last year by Filmways, which began with tv commercials in New York and later added a tv program subsidiary in Hollywood. Filming will be done in New York at Filmways large new studio opened in 1959 and at a West Coast lot to be determined, probably facilities of whatever company contracts for distribution.

The advertising budget for "Boys' Night Out" is expected to exceed $1 million, with tv spot getting perhaps a quarter of the money and more going to radio.

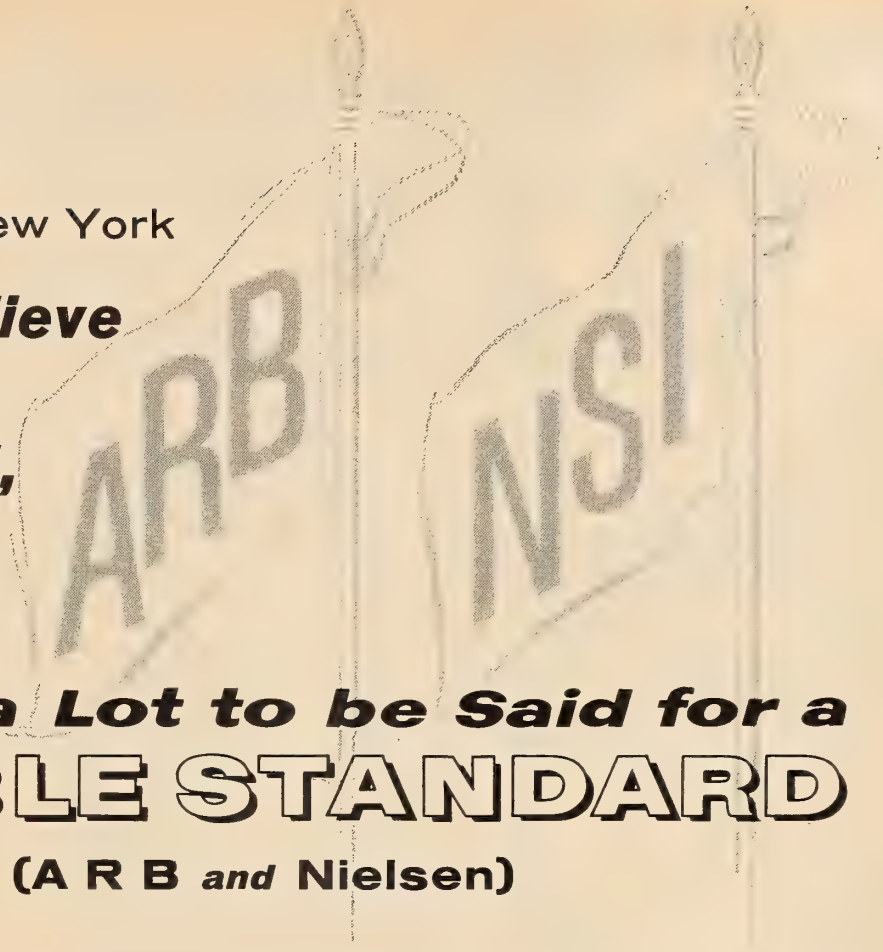
For better business

The Advertising Council, New York, which actively fought the business recession in 1958, will start on a similar campaign in March to halt the present slump. Announced last week: Bozell & Jacobs Inc. as volunteer agency to handle all public relations facets. McCann-Erickson is volunteer advertising agency as it was in 1958. The council will coordinate its fight against the recession under the overall theme of "Confidence in a Growing America."

In Rochester, New York

We don't believe in a Double LIFE,

BUT . . .



There's a Lot to be Said for a

DOUBLE STANDARD

(A R B *and* Nielsen)

BOTH November, 1960 Surveys Show that, in ROCHESTER, N.Y.,

CHANNEL 10

Has the BIGGEST overall share of Audience!

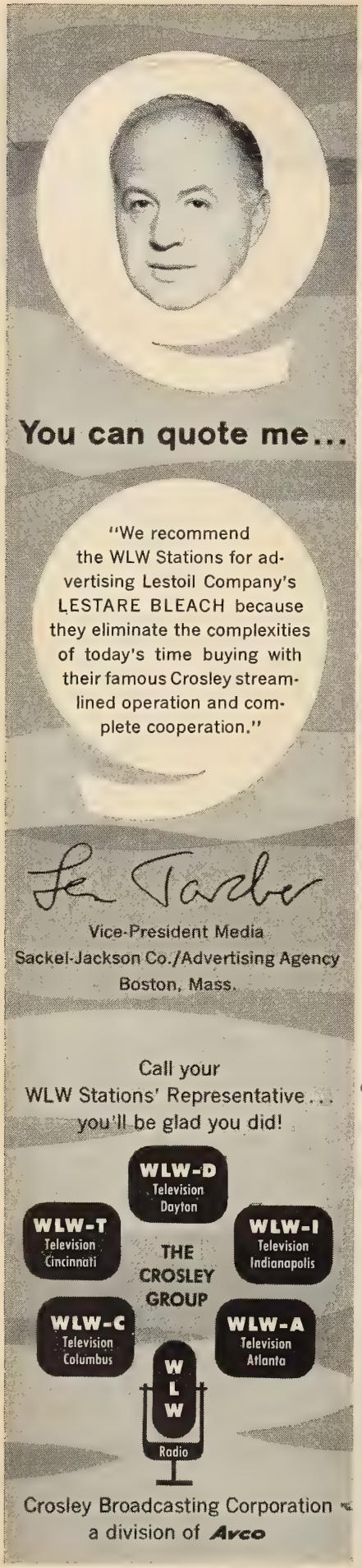
Carries 8 of the TOP 10 Favorite TV Shows!

There's nothing *new* about this—just a pleasant old refrain that we've been hearing for years, every time a survey is made in Rochester. Naturally, it pleases us, and it *especially* pleases our sponsors. Incidentally, *you* can join that happy throng. With a little digging, we can still find some choice availabilities for you and your products.

CHANNEL 10

ROCHESTER, N. Y.

WHEC-TV EVERETT McKINNEY INC. • **WVET-TV** THE BOLLING CO. INC.



NTA TO SELL WNTA-AM-TV; LANDAU OUT

Firm cites losses, plans to stick to tv programs, films

In a series of significant but not unexpected moves, National Telefilm Assoc., New York, last week announced the company is putting WNTA-AM-TV New York up for sale and that Ely A. Landau, its co-founder and board chairman, has resigned to form a syndicate that will make a bid for the radio-tv outlets.

The company's decision to sell the broadcasting stations, approved by the board of directors on Thursday (Feb. 16), followed a gloomy financial picture revealed earlier in the week, in which a net loss of $7 million was reported by NTA for the fiscal year ended last Sept. 30. Oliver A. Unger, who was moved up from president to chairman, replacing Mr. Landau, told a news conference in New York that the sale of the stations would serve a two-fold purpose: help reduce current indebtedness, and permit NTA to concentrate on the business of developing and distributing filmed and tv programs, which, he said, accounts for 80% of the company's gross income.

NTA's short-term indebtedness is reported to be about $6.5 million.

Mr. Landau said he is forming a syndicate that will make a bid for WNTA-AM-TV initially and also will acquire other broadcasting properties. He said he is prepared to make a "substantial" offer for the stations.

NTA bought the stations in 1958 for $2,555,000, plus $455,000 in debts, according to Mr. Unger. He said they had been operating at a loss until the past year but "now are in the black."

Started in 1953 ▪ NTA began active operations in the tv film distribution business in 1953, with Mr. Landau serving as president until 1957 when he became chairman. Mr. Unger joined the company in May 1954 as executive vice president and was elected president in 1957. It has been an active distributor of filmed serials and feature films and has more than 500 20th Century-Fox features in its catalogue. It also distributes series produced by Desilu Productions and films made by Warner Bros., the BBC and others.

Mr. Unger said NTA has an investment of more than $74 million in film and tape programs, adding that the company's main job in the months ahead is "to make a profit on this investment."

Mr. Landau, in reply to a question, said he has approximately 21,000 shares in NTA. The stock has been selling at 3½ in recent weeks. He indicated he will hold on to his shares now but may sell later.

NTA's board of directors elected Martin Leeds to fill the vacancy caused by Mr. Landau's resignation. Mr. Leeds was executive vice president of Desilu Productions from 1953 until last September.

NTA announced earlier in the week it had a net loss of slightly more than $7 million for the fiscal year ended Sept. 30, 1960, but pointed out that this resulted from heavy amortization of its film inventory. During the fiscal year, NTA amortized almost $12 million against slightly more than $14 million in sales of motion pictures and other film products to tv.

The NTA announcement noted that over the past five years, the company has acquired an inventory of film and tape programming that has been reduced by amortization from an original cost of more than $74 million to $26,206,000. The company's net worth was said to have increased from $2 million to $4.2 million during the past fiscal year.

NTA officials noted that the heavy amortization of its inventory presages "a brighter outlook" for this year and subsequent years.

NAB 1962 fall meets

A schedule of eight NAB fall conferences for the 1962 season was adopted Feb. 10 by the NAB Board at its Palm Springs, Calif., meeting. The 1961 Fall Conference schedule had been adopted a year ago.

Here is the 1962 schedule: Oct. 15-16, Dinkler-Plaza, Atlanta; Oct. 18-19, Biltmore, New York; Oct. 22-23, Edgewater Beach, Chicago; Oct. 25-26, Statler-Hilton, Washington; Nov. 8-9, Sheraton Dallas, Dallas; Nov. 12-13, Muehlebach, Kansas City; Nov. 15-16, Brown Palace, Denver; Nov. 19-20, Sheraton-Portland, Portland, Ore.

The 1961 fall conference schedule follows: Oct. 9-10, Jefferson, St. Louis; Oct. 12-13, Sheraton Dallas, Dallas; Oct. 16-17, Utah Hotel, Salt Lake City; Oct. 19-20, Sheraton Palace, San Francisco; Oct. 30-31, Robert Meyer, Jacksonville, Fla.; Nov. 9-10, Somerset, Boston; Nov. 13-14, Pittsburgh-Hilton; Nov. 16-17, Leamington, Minneapolis.

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DAG HAMMARSKJÖLD, *Secretary-General*

UNITED NATIONS

KWTV
OKLAHOMA CITY

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WHAS-AM-TV telethons prove boom to children's charities

A charity telethon crusade conducted annually by WHAS-AM-TV Louisville, Ky., always has turned in gratifying results. But after the 1960 campaign it would be no overstatement to term the results "phenomenal."

The station got top radio, tv and motion picture talent to donate their services in exchange for contributions to the Theatre Authority Welfare Funds (under union requirements). For 16½ hours the station devoted all time to the "Crusade for Children," with all proceeds going to charities for all varieties of handicapped children. The five-man panel of clergymen who appear regularly on WHAS' *The Moral Side of the News* served as a board to decide the money allocation.

Successful telethons were conducted in 1952 and 1953 for specific charities limited to one medical problem and encouraged the station to launch the full crusade for all children's charities in Kentucky and southern Indiana in 1954. That year $156,726 was raised in cash. Twenty agencies benefitted.

The 1955 crusade netted $183,624 and 24 agencies shared. Money was given for research, for hospitals and institutions and for scholarships for teachers of the handicapped. By 1960 the crusade had gathered such momentum that $208,174 was raised and after expenses $199,324 was distributed among 39 children's agencies. The largest grant was $19,229 to Handicapped Children Inc. of Louisville; the smallest grant provided a $350 scholarship to qualify a trained teacher for a school for retarded children. In addition to the 16½-hour telethon, WHAS-AM-TV staged extensive promotion and publicity for the crusade.

KFRE-TV moves to uhf; backed deintermixture

The first vhf tv station to shift voluntarily to uhf took the plunge Friday. KFRE-TV Fresno, Calif. (ch. 12), began telecasting on uhf ch. 30 with a special program that included a message from FCC Commissioner Robert E. Lee, Fresno Mayor Arthur Seiland, and Roger Clipp, Triangle Publications Inc. vice president in charge of radio-tv. The move followed an FCC order deintermixing Fresno to an all uhf market. This was supported by KFRE-TV.

For about 30 days KFRE-TV will transmit on both ch. 12 and 30 to provide a continuity of service and to permit orderly transition to uhf.

Now operating in Fresno, in addition to KFRE-TV, are ch. 47 KJEO (TV) and ch. 24 KMJ-TV. In granting permission, the commission noted that an inquiry still is pending into Triangle's compliance with sponsorship identification rules (Sec. 317 of the Communications Act) and that the action would not prejudice any final determination. Triangle also owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-KRFM (FM) Fresno.

Nobody knows the value of our service better than men who haven't used it!

The hazards of buying or selling on your own provide the best lesson in the value of a broker. Why risk negotiating without our deep knowledge of the market, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

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WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

WLW to receive first Broadcast Pioneers award

The Crosley Broadcasting Corp. will be honored with the presentation of the first annual Mike Award to WLW Cincinnati by the New York chapter of Broadcast Pioneers, Feb. 26.

In selecting WLW for the award, the Broadcast Pioneers cited the station for "distinguished contribution to the art of broadcasting, and in recognition of pioneering in development of the field of entertainment, leadership in engineering development, and advancement of the careers of performing artists." The station went on the air March 22, 1922.

More than 100 former WLW performers are expected to join officials of radio and television networks, the Broadcast Pioneers, Crosley Broadcasting, AVCO (parent organization of Crosley), civic, state and the press at the affair to be held in New York's Latin Quarter. Among them are: Doris Day, Andy Williams, the Ink Spots and Rod Serling.

Coincident with the Mike Award, the Broadcasters Foundation also has been established to foster and promote the welfare of persons in need of assistance who have been employed or who are employed in broadcasting for 20 years or more; in television for 10 or more years. Robert E. Dunville, Crosley president, and H. V. Kaltenborn, founder of Broadcast Pioneers, both have been named to the new group's board of directors.

Rebuilt WWTV (TV) back on-air after big fire

WWTV (TV) Cadillac, Mich., almost completely wiped out by a fire Jan. 24, is back on the air. Live programming is expected to be restored by next week.

Terming the rebuilding effort "a modern miracle," Gene Ellerman, vice president and general manager of WWTV, lauded station and RCA engineers who worked around the clock to return network and film service to the station. Paradoxically, it was a calm in the weather that enabled workmen and technicians to complete their tasks in near record time. The same Michigan weather—on Jan. 24, a shivering 10 below zero with lashing winds—prevented firemen from extinguishing the blaze before WWTV had been virtually leveled.

Operations, for the time being, are being conducted from temporary structures, house trailers and the station's downtown Cadillac headquarters.

Md.-D. C. broadcasters host area congressmen

The first annual "get-together" dinner between the Maryland congressional delegation and the officers and directors of the Maryland-D. C. Broadcasters Assn. was held Feb. 9 at Washington's Statler-Hilton Hotel.

Those attending were R. C. Embry, WITH Baltimore; Charles J. Truitt, WBOC Salisbury; Virginia Pate, WASA Havre de Grace; Lloyd W. Dennis, WTOP-AM-FM-TV Washington; Morris H. Blum, WANN Annapolis; Ben Strouse, WWDC Washington; Fred S. Houwink, WMAL-AM-FM-TV Washington; Robert B. Jones Jr., WFBR Baltimore, and Joseph W. Goodfellow, WRC-AM-FM-TV Washington.

Also Reps. Thomas F. Johnson (D), Samuel N. Fridel (D), Daniel B. Brewster (D), Richard E. Lankford (D), Charles M. Mathias (R) and Sen. J. Glenn Beall (R).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval*:

▪ WMIN St. Paul, Minn.: Sold by William F. Johns Jr. and associates to publicly held Tedesco Inc. (Victor and Nicholas Tedesco) for $200,000. The Johns' group bought WMIN in 1955 for $75,000. Tedesco brothers at one time owned WCOW South Saint Paul (now KDWB), and other radio stations in Stillwater, Cloquet, Red Wing and Rochester, all Minnesota, and Sparta, Wis. They now own KFNF Shenandoah, Iowa, have an application pending for Chisholm, Minn., and have purchased (pending FCC approval) KWKY Des Moines, Iowa, and KBLO Hot Springs, Ark. Sale of WMIN, 250 w on 1400 kc, leaves the Johns' group with WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla. Broker was Hamilton-Landis & Assoc.

▪ WNOS High Point, N. C.: Sold by Charles Doss and Jim McLean (original "Dr. I.Q.") to Frank Funderburk, J. Archie Laney, William D. Benton and Robert M. Smith, owners of WMAP Monroe, N. C., for $122,500. Mr. Doss owns WROM Rome, Ga. WNOS is 1 kw day on 1590 kc. Broker was Blackburn & Co.

▪ WHMS Charleston, W. Va.: Sold by Joseph L. Brechner to Edward Clinton for $95,000. Mr. Clinton is former owner of WSSB Durham, N. C. WHMS is on 140 kc with 250 w.

▪ KCHY Cheyenne, Wyo.: Sold by Robert S. Pommer to Charles W. Stone for $82,469. Mr. Stone is present general manager of station, which is 1 kw daytime on 1590 kc. Sale negotiated by Paul H. Chapman Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 146).

▪ WTHR Panama City Beach, Fla.: Sold by Helen W. King to B. F. J. Timm for $78,000. Mr. Timm has interests in WDMG Douglas and WTIF Tifton, both Georgia, and WMEN Tallahassee, Fla. Chairman Frederick W. Ford and Commissioner Robert T. Bartley dissented, expressed belief there should be a hearing to determine Mr. Timm's history of stations sales and purchases.

▪ KRMN-TV Roswell, N. M.: Construction permit sold by William Sam Evans to Perry C. Maxwell, Penrold Toles and Clarence E. Hinkle for $10,000 plus assumption of obligations for equipment. FCC also extended completion date. Commissioner Robert T. Bartley dissented on ground commission should not extend completion date in order to permit grantee to sell.

Hagerty assails tv's 'studio-bound voices'

Broadcast newsmen soon will have vastly improved communications in their coverage of world affairs but it still will be necessary for reporters to get the news when and where it happens, ac-



Don Searle joins Hamilton-Landis. Veteran radio and television station owner-operator and network vp, Don Searle, pictured at left, has become a member of the nationwide media brokerage firm of Hamilton-Landis & Associates, Inc. He will operate from offices at 11950 San Vicente Blvd., Los Angeles, California and work in conjunction with Hamilton-Landis' main West Coast office in San Francisco headed by Vice President John F. Hardesty, pictured at right. In broadcasting since 1925, Mr. Searle is a former member of the board of directors of NAB, RAB and one of the founders of TVB. Hamilton-Landis has other offices in Washington, D. C., Chicago and Dallas.

Hamilton-Landis & Associates
INC
NATIONWIDE BROKERS
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cording to James C. Hagerty, ABC vice president in charge of news, special events and public affairs.

In an address Feb. 16 at the 75th anniversary of the development of aluminum, observed at Oberlin, Ohio, Mr. Hagerty said broadcasters must develop on-the-scene reporters who are not studio-bound voices. He envisions an ABC staff of reporters specializing in various fields, giving them enough exposure to assure public association of these newsmen with the events they cover.

A network of communications satellites will be operating around the world within a decade, he predicted, with ABC having reporters able to speak the language of the area they cover.

Worldwide tv, he said, will make it imperative for Americans to improve the image they present to the world. He spoke critically of both radio and tv networks and stations for their news coverage—including ABC in the criticism. He felt too much reliance has been placed on wire service reporting and not enough emphasis on news from a personal participation point of view. The Oberlin talk was Mr. Hagerty's first public appearance since assuming the ABC post.

TOTAL RETAIL SALES IN WWTV-LAND SURPASS THOSE IN 5 ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Families in the Northern Lower Michigan area covered by WWTV, Cadillac-Traverse City, compose a greater retail sales market than you'll find in 5 entire states*.

WWTV is the only medium covering this 36-county area. You'd have to use 13 daily newspapers or 16 radio stations to duplicate WWTV's coverage. WWTV is by all odds the great favorite in this area as proved by its No. 1 position in 433 of 450 quarter hours surveyed, Sunday through Saturday, 8 a.m.-Midnight (NSI, Cadillac-Traverse City—June 6-July 3, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Retail sales in the WWTV area are $809.8 million—more than in N.H., Alaska, Hawaii, Del. or Nev. (Source: SRDS, October 15, 1960)*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

CBS, IBEW sign pact for $10 wage boosts

CBS and the International Brotherhood of Electrical Workers last week reached tentative agreement on a new 2½ year contract, calling for a $10 weekly increase in salary and certain added fringe benefits. The proposed contract has been submitted to about 1,100 members of the union for ratification.

Under terms of the agreement, weekly wages of technicians will be raised from an average $190 to $200 per week but no other increases will be granted during the life of the contract, retroactive to Feb. 1, 1961, and extending until July 31, 1963. In addition, IBEW members will receive medical and hospitalization insurance and "substantial improvements" in severance pay for workers who are laid off.

Six IBEW locals are involved in the agreement, reached Feb. 13. The mail referendum is being taken in Boston, New York, Chicago, St. Louis, San Francisco and Los Angeles. Affected are technicians at CBS-owned stations in these cities and its shortwave operations at Wayne, N. J.; Brentwood, N. Y., and Delano, Calif.

Negotiations started Jan. 16 in New York, recessing to Washington Jan. 23. Commissioner Gilbert McCutcheon, of the Federal Mediation & Conciliation Service, participated the last two weeks. Final issues were described by IBEW as technical, primarily involving items relating to work and geographical jurisdiction, health and welfare benefits, and overtime limitations. Ballots are returnable March 6. The old pact has been extended beyond its Jan. 31 anniversary date pending the referendum.

Capitol Cities gross, net up

Capital Cities Broadcasting Corp. announced last week that its gross income for 1960 exceeded $8.4 million, as compared with nearly $6.1 million in 1959. Net income was reported at $817,263, as against $380,545 in 1959. Net earnings per share were listed at 71 cents for 1960, as compared with 33 cents in 1959. Capital Cities owns WROW-AM-FM and WTEN (TV) Albany, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C. and WPRO-AM-FM-TV Providence.

Haskett-Volkman consultancy

John D. Haskett and Donald F. Volkman have formed a broadcast consultancy firm to serve broadcasters in the Midwest. The firm's primary function will be field engineering. Offices are located at 7265 Memory Lane, Cincinnati. Telephone: Webster 1-0307.

"HIGH AND MIGHTY" 36.0 CUMULATIVE LIVES UP TO NAME

Seven Arts release sweeps Sunday night competition; beats all but "Americans" premiere Monday on KTVU, San Francisco

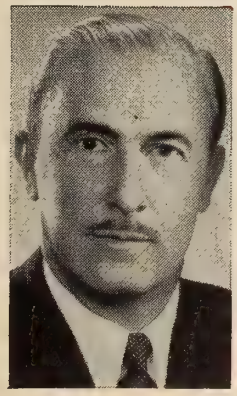
A.R.B. coincidental, "cume" for two airings rates "High and Mighty" a 36.0 or 31% higher than combined ratings for number two station.

William D. Pabst, General Manager KTVU reports:

"We are more than happy with the strong audience appeal of Warner's 'Films of the 50's' demonstrated by the first Seven Arts feature film we've aired.

"The smashing 36.2 share of audience Sunday night was scored against Shirley Temple, Lassie, Dennis the Menace, Walt Disney and Maverick.

"Our second showing Monday also beat everything in sight except the heavily promoted debut of 'The Americans,' and even there the Warner's feature film came within one percentage point of a tie!"



William D. Pabst
General Manager
KTVU, San Francisco

Warner's Films of the 50's... Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO:8922-D LaCrosse,Skokie,Ill. • ORchard4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



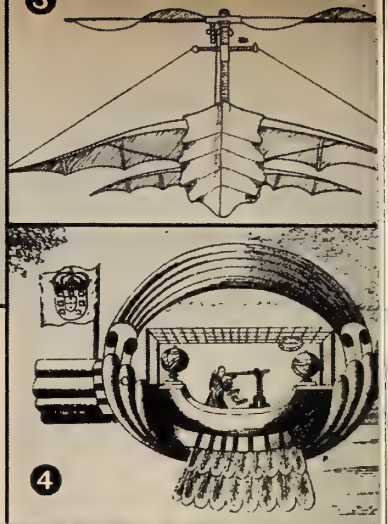
1 EARLIEST flying effort is credited by mythology to Daedalus, who fashioned feather-and-wax wings for himself and his son, Icarus. Legend says this flight 'got off the ground' but Icarus flew too near the sun. Wax melted. Wings disintegrated. Icarus plunged to death in the sea, thenceforth named 'Icarian Sea.'



2 AMPHIBIAN design by unknown Chinese 'genius', about 50 B.C.

3 12TH CENTURY concept hints of the Helicopter, to come 800 years laters.

4 15TH CENTURY inventor designed this airship with enclosed fuselage. Luckily he never tried to fly it.



"The Exciting Years" on WXYZ-TV, Detroit

17TH CENTURY peasants attack 'monster' from the skies—actually one of the earliest balloons. The artist who captured this scene neglected to leave his card. Pictures on this page were among the many used by WXYZ-TV in "Flight" a telecast in 'The Exciting Years' series, depicting man's long struggle to gain mastery of the air.



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Our objective for programing: To provide our entire area with a well-rounded schedule, including plenty of mental nutrition, seasoned with genuine interest. In 'The Exciting Years' a solid core of science has been dramatized and successfully paced. In such productions, we have made static subjects leap from the tv screen with real excitement. Advertisers tell us that such programing creates a very friendly acceptance for their messages"

JOHN F. PIVAL
President, WXYZ-TV

Value That Endures

Choosing subjects for informational telecasts is comparatively simple. The real problem is: "How can we make these subjects come alive?"

In the Detroit area, that problem has been effectively solved by Station WXYZ-TV in its popular public-service series, "The Exciting Years."

Produced by the staff of the WXYZ-TV, and scheduled every third week in prime time, "The Exciting Years" combines drama and historical fact in tracing the development of modern scientific 'miracles.'

"By Transcription" for example, told the fascinating story of recorded sound, from early music-boxes up to today's stereophonic achievements.

The telecast "Flight" visualized the many steps leading to man's conquest of the air. Rare exhibits presented in "Flight" included the first glider, and Admiral Byrd's planes, through the fine cooperation of the Henry Ford Museum & Greenfield Village.

Besides its popularity with Detroit viewers, "The Exciting Years" has been endorsed by the Detroit School System, and acclaimed by press and community groups. Along with their value to Television itself, the respect and community-influence which thus accrue to the station are also of direct importance to its advertisers.

The unceasing efforts of great stations like WXYZ-TV to make television of enduring value to every age-group, are a constant source of pride and satisfaction to Blair-TV. We are happy to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



NAB Policy Committee members honored

NAB's combined boards presented gifts to members of the Policy Committee at the final luncheon of the Palm Springs, Calif., meeting. An antique silver candelabra was given to Clair McCollough, Steinman Stations, committee chairman by Tom Bostic, Cascade Broadcasters, and W. D. Rogers, KDUB-TV Lubbock, Tex., respective chairmen of the NAB radio and tv boards. Mr. McCollough was elected chairman of the joint boards.

The policy group was set up by the board in March of last year to assume guidance of the association following the death of President Harold E. Fellows.

G. Richard Shafto, WIS-TV Columbia, S. C., and Merrill Lindsay, WSOY Decatur, Ill., the other policy group members, also received gifts. Mr. Shafto received a silver tray. Mr. Lindsay was presented a fruitwood card table set. Mrs. Lindsay was unable to be present but participated by telephone. In addition each committee member received bound volumes of letters of appreciation sent by individual directors.

In photo of presentation to Mr. McCollough (l to r): Mr. Rogers, Mr. & Mrs. McCollough and Mr. Bostic. A new NAB advisory committee was set up, comprising Messrs. McColluogh, Bostic and Rogers.

Brotherhood Week awards go to 11 broadcasters

The National Conference of Christians and Jews included 11 broadcast winners in a total of 28 media awards presented Feb. 16 at the New York Brotherhood Week dinner.

Broadcast recipients of the 1961 brotherhood media awards: WBZ Boston, for "Anne Frank: The Memory and the Meaning" on its *Sounds of Democracy* series; WNEW New York, for "An Open Letter to Gov. Rockefeller" on its *News Closeup* program; WCBS-TV New York, for *Strangers in the City*, a special one-hour documentary, and ABC-TV, for *Cast the First Stone*, a special documentary on prejudice, discrimination and segregation outside the South.

Broadcast recipients of the NCCJ's certificate of recognition: WCBS New York, *Opinion on the Air*, editorials; WABC New York, *A Panel of Americans;* NBC Radio, *An American Dialogue;* KDIA Oakland, Calif., for exceptional Brotherhood Week coverage in 1960; WRGB Albany-Schenectady, N. Y., *With Liberty and Justice;* NBC-TV, for *Destiny's Tot* and *The American Fighting Man*, and CBS-TV, for *Camera 3* and *Salute to the American Theatre.*

Louisiana may bar tv-radio

Coverage of sessions of the Louisiana Legislature, provided by radio and tv stations for years, would be prohibited by a resolution introduced last week and referred to the Rules Committee. Members of the Louisiana Assn. of Broadcasters were informed of the bill by Douglas L. Manship, WBRZ (TV) Baton Rouge, LAB president.

How Collins shook up broadcasters

HERE'S HIS FACTS-OF-LIFE SPEECH TO NAB'S DIRECTORS

The toughest speech delivered to broadcasters by a NAB president in recent memory was delivered Feb. 10 to the NAB Joint Board by the association's new president, LeRoy Collins. In it Gov. Collins said the NAB had failed to provide industry leadership, that broadcasting itself had failed to upgrade programming in response to public demand and that broadcasters faced intensified government control if they continued on the defensive course they have followed.

A news story about his speech appeared in this publication last week (AT DEADLINE, Feb. 13). Because of the exceptional interest Gov. Collins' remarks have generated, a detailed report appears below. It is only slightly condensed from his original manuscript.

TO start with, I believe broadcasting is in serious trouble, that its public favor is dangerously low.

Some may disagree, but I believe this true.

This conclusion, to me, is inescapable in the light of the widespread criticism we are getting from responsible individuals, public officials and a growing variety of reputable organizations.

This criticism is being reflected in an all-time-high number of proposals for governmental intervention in areas we always have regarded as "holy ground" for private enterprise.

Early warnings of the coming storm were ignored largely, and it took the rigged-quiz and payola scandals to awaken the majority of broadcasters to the dangers. Unfortunately for broadcasting, these same sensations triggered off the pent-up hostilities of a wide variety of critics.

While there have been notable exceptions, broadcasting's reaction in most part has been defensive. Efforts were directed primarily toward cleaning up the exposed dirty linen and then warding off fresh attempts to impose more governmental regulation.

Even the "positive" aspects of broadcasting's reaction were defensive in nature; for example, the creation of the Television Information Office to tell the "good side" of tv and to create a sympathetic understanding of the industry.

And while new life was breathed into the radio and television codes, this, too, has been on such a scale as to be more defensive in nature than an affirmative response fully to meet needs and responsibilities.

AT this point, let me make it clear I am not belittling the work of our codes. On the contrary, I am convinced that what has been done with the codes is of paramount significance to the broadcasting profession.

It is easy to understand why broadcasting has adopted a defensive posture. No one likes regimentation, least of all businessmen engaged in a business already cluttered with governmental "do's" and "don'ts." And from this concern it is natural that broadcasters should regard the prime threat to their profession as coming from Washington. But the real threat is only reflected in Washington; it originates in every home town in America.

If it were just a question of the natural tendency of governmental bureaus to be bureaucratic and legislators to be legislative, the problem would be a lot simpler. If it were just a matter of competing with zealous politicians, I believe the broadcasting industry could better than hold its own in a defensive engagement.

But the regulatory proposals from within government are more than that; they are manifestations of serious dissatisfactions from substantial segments of the public. And when each proposal is introduced, the proponents are receiving increasing support. Setting the record straight with excuses will gain for us little more time.

THERE is little to be gained now by arguing that there is no measurable connection between the extensive broadcasting of crime and violence and the growth of juvenile delinquency, for the truth is that a large part of the public feels there is.

There is little to be gained now by arguing that there is more "good" programming than "bad" programming, for a large part of the public is convinced that there is not enough "good" and too much "bad."

There is little to be gained now by pointing to the marvelous job done by the networks and the industry generally in political and news reporting if by doing so we should assume that this magnificent right in one area condones wrong in another.

There is little to be gained now by insisting that the ratings show this program or that program to be most popular, for our basic commitment is to advance the public interest—and if any program is an influence for debasement and is inimical to the public welfare, regardless of how popular, in my opinion its public broadcast cannot be justified.

Broadcasting cannot afford to fall into serious public disrepute. It simply cannot afford to become identified with what is cheap and degrading.

Broadcasters, I feel, should stand firmly on the proposition that nothing in their business which is wrong can be excused and left unattended and, further, it is their business to correct it.

Our efforts up to now leave a vacuum. And no vacuum lasts for long.

Into this vacuum are entering many who have "positive" programs:

- Newspaper and magazine commentators who increasingly are shifting from carping criticism to concrete proposals for action.
- Members of the Federal Communications Commission. (The new chairman already has stated that program improvement will be one of his major goals.)
- Members of the Congress. More and more of them are coming forward with a wide variety of external cures.
- The Supreme Court, in its recent split decision upholding the practice of film pre-screening for censorship



LeRoy Collins
A bid for leadership

—which lends color to the efforts of those who want Congress and the states and the cities to regulate broadcast programming.

▪ More and more individual citizens with sufficient prominence in their own right to command public attention.

IN my judgment, no amount of defensive posturing is going to cure broadcasting's ailing image.

It will take an offense—a positive program designed effectively to remedy wrongs—to capture the public enthusiasm, to serve better the public interest—in order to do this. It is the substance of broadcasting, rather than the image of that substance which demands our most earnest and determined efforts.

Now, if broadcasters resist strong popular pressures for needed improvements, there is no doubt that in time the government will respond to those pressures. No one can foresee just how, but of one thing we can be sure: freedom, in some measure, will become lost in the process.

To serve you well as your president, I must have not only your confidence but that of the public. This I cannot earn or deserve without dedication to the public interest. There is no conflict, because I feel strongly that your best interest and the public interest are in reality the same.

I propose to you a positive program for broadcasting. These are the overriding needs I feel must be met:

First, we must improve broadcasting's relationship with the federal government.

Second, we must improve broadcasting's relationship with the American people.

And, further, we must improve the broadcasting profession, itself.

THERE should be no relaxation of vigilance on the part of NAB to oppose efforts to impose governmental regulations which would impair the abilities of broadcasters to do an effective job.

NAB, rather than the networks or any of the multitude of broadcasting groups and organizations, should become the recognized principal spokesman in Washington for broadcasting.

NAB should not be regarded as another "trade association." Broadcasting is a major factor in the whole of American life, and it is this stature which NAB must reflect in the nation's capital.

When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are.

This is wrong, There is no sound reason why the networks should "outrank" NAB. No segment of broadcasting, however important, should. If NAB is to speak for all of broadcasting, its voice should be stronger than the voice of any part of it.

Now, I do not quarrel with the networks about this. Prestige is something that must be earned and deserved, and it is simply up to NAB to build by its own merits its position to this status of acceptance.

A FRESH look should be taken at broadcasting's public relations — not only those of NAB but those of TIO, the networks and individual stations.

Instead of a multitude of voices, broadcasting should have a better-unified voice which can be and will be heard.

We should seek a formalized method for coordinating NAB and non-NAB public relations activities as they affect the profession as a whole.

There is another matter I feel should be of grave concern to broadcasters, and that is the development of the various audience-measurement, or program-rating, business.

Now, I do not here quarrel with the validity of these services, but I am shocked by their far-reaching influence in the whole broadcasting industry. In effect, their reporting is determining in large measure not only what the American broadcasting diet will be, but also at what times the meals will be served.

And yet, NAB has no check-rein or oversee-status whatever over what the raters do, or how they do it. Broadcasting is, therefore, allowing an outsider to become master of its own house, and does not even check his health card.

WE can wear ourselves out in Washington, and talk ourselves hoarse trying to impress the public, but if we do not make some substantial further progress in the improvement of our own product we will be whipped before we start.

We have the beginnings of an effective program of self-improvement in our radio and television codes. But I believe that we must become involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent as well as the nature of advertising and the machinery for assuring effective self-discipline in all these areas.

If we do not do these things they will be done for us—and to us. And down that road not only broadcasting but the American public will be the loser.

Our responsibility in this regard applies equally to radio as well as television, even though much more public attention has been focused recently on television. NAB is not as representative of our American radio broadcasters as it should be. We have now only a bare majority in our membership.

I deem it a major responsibility of NAB to work toward an ever-increasing stature for radio, toward steadily increasing respect for the medium in the minds of the public, the advertising fraternity and, importantly, in the minds of the people engaged in radio broadcasting.

In seeking to discharge this responsibility, NAB has the opportunity and the challenge of providing leadership and research, of giving constructive direction in an area of some considerable confusion.

These, then, are elements of a positive program I would propose for broadcasting. To accomplish them, NAB, itself, must be in position to provide the leadership. I do not believe it is now.

It is not strong enough.

Its efforts are fragmented and proliferated.

Too much of the work of its staff is now directed to relatively minor matters. We are not concentrating enough on the broad-gauge problems of the whole profession from which many of the lesser problems spring.

The NAB board and committee structure seems cumbersome and excessively time-consuming.

OUR present organization (officers, staff, code, committee) is reminiscent of this nation's original Articles of Confederation. The intention is fine, but there is absent the unifying, central authority necessary to give NAB the strength, prestige and respect essential to meet the needs of broadcasting.

I would like to prepare and present to you at the June meeting [of the board of directors] a plan of reorganization of NAB.

I anticipate that our present staff can supply most of the assistance needed in this work, but I would like to have authority to expend a modest additional sum for outside assistance. I will confer with and seek the approval of the chairmen of our Radio Board, the Television Board, and the Joint Board before any such expenditure is obligated.

Sarnoff sees thrust in tv news, color

Television is reaching a plateau, but color can open a new frontier, Robert W. Sarnoff, chairman of NBC, told the Cincinnati Advertisers' Club last Wednesday (Feb. 15).

Development of color is part of broadcasters' "responsibility to develop the medium to its full potential," the color-pioneering network's chief said. (Also see story on color tv in PERSPECTIVE, page 97.)

Current events in broadcasting have set the stage for "a significant thrust in color" this year, Mr. Sarnoff believes. Two significant long-range developments he sees are a "striking upsurge in news and public affairs programming, much of it in prime time" and a groundswell in color.

Advertisers have been drawn to informational programs not merely for audience numbers but for an interest in the kind of commercial impressions such a show creates, "how vivid, how deep and how favorable," Mr. Sarnoff said. He illustrated with a 10-market survey of the market impact of Timex watches' NBC "White Paper" special, *The U-2 Affair*, Nov. 29, 1960, (10-11 p.m. EST).

The Watch Watch ▪ Mr. Sarnoff reported that 40% more viewers than non-viewers named Timex as one of the watch brands they knew; 64% more could correctly identify the Timex slogan; 83% more thought Timex was among the best watches they could buy, and nearly 100% more said they would be most likely to buy a Timex watch. The Timex study was conducted for NBC by O'Brien-Sherwood Assoc., New York.

The current color audience offers advertisers "a unique and powerful tandem buy," Mr. Sarnoff said. He called color viewers the country's largest and richest "'class' audience." The NBC chairman saluted Crosley Broadcasting Corp. for programming an average 25 hours of color a week in addition to network service.

Storer net $5 million in '60, sales up 8.7%

Net earnings, after taxes, of Storer Broadcasting Co. reached $5,062,668 ($2.05 per share) in 1960. This compares with $5,336,682 ($2.16 per share) for 1959, the company announced last week. The 1959 figure, Storer explained, included a nonrecurring gain from the sale of Storer's Atlanta radio station, resulting in a profit of $581,614 after taxes.

The company's gross 1960 revenues from radio and tv sales were 8.7% higher than in 1959, the announcement stated. The earning per share figures are based on 2,474,750 common and Class B common outstanding.

In the fourth quarter of 1960, Storer's net earnings after taxes amounted to $1,508,657 ($0.61 per share), compared with $1,756,414 ($0.71 per share) in the final 1959 quarter.

Storer earlier this year registered with the Securities & Exchange Commission 263,000 outstanding shares for public offering. These are being sold by George Storer, president and board chairman; J. Harold Ryan and wife, and the Detroit Bank & Trust Co. (BROADCASTING, Jan. 16).

Broadcast role, rights in crime reporting

True or false:

- Broadcast reporters are faltering in their jobs of covering crime news—from the police beat through court trial—because they don't know their rights.
- Tv script writers are giving the public a distorted view of criminal investigation.
- News coverage is interfering with crime detection.
- Police secrecy and abuse by the courts of their power of contempt are making a sham of the public's constitutional right to know as well as individual rights.

The controversial arguments on both sides of these issues will be explored by 31 well-known figures from the fields of law and mass media March 20-25 during Northwestern U.'s concentrated "short course" in crime news analysis and reporting. The short course, to be held for the third year under grants from the Ford Foundation, is open to radio-tv coverage by participants (course fee: $125). Guest lecturers also will be available for interview. Location will be Northwestern's downtown Chicago campus.



Mr. Scher

Jacob Scher, former chief counsel of the House Government Information Subcommittee and faculty member of Northwestern's Medill School of Journalism, indicated broadcasters could become much more effective crime news reporters if they knew their rights more clearly. He is an outspoken foe of police and court secrecy and believes the Constitution guarantees the newsman, as a representative of the public, access to public records.

Mr. Scher is one of three faculty members who will supervise the short course. The others are Fred E. Inbau, law professor, who set up and directed the Chicago police department's scientific crime protection laboratory and supervised mass lie detector tests of police in the city's recent scandal, and Claude Sowle, who edits the school's *Journal of Criminology, Criminal Law and Police Science.* Mr. Sowle favors legalized wire-tapping.

Mr. Inbau said the police are forced to work in a straitjacket because of antiquated laws placed on them by the courts. He said this explains why he feels television script writers distort the true picture of criminal investigation.

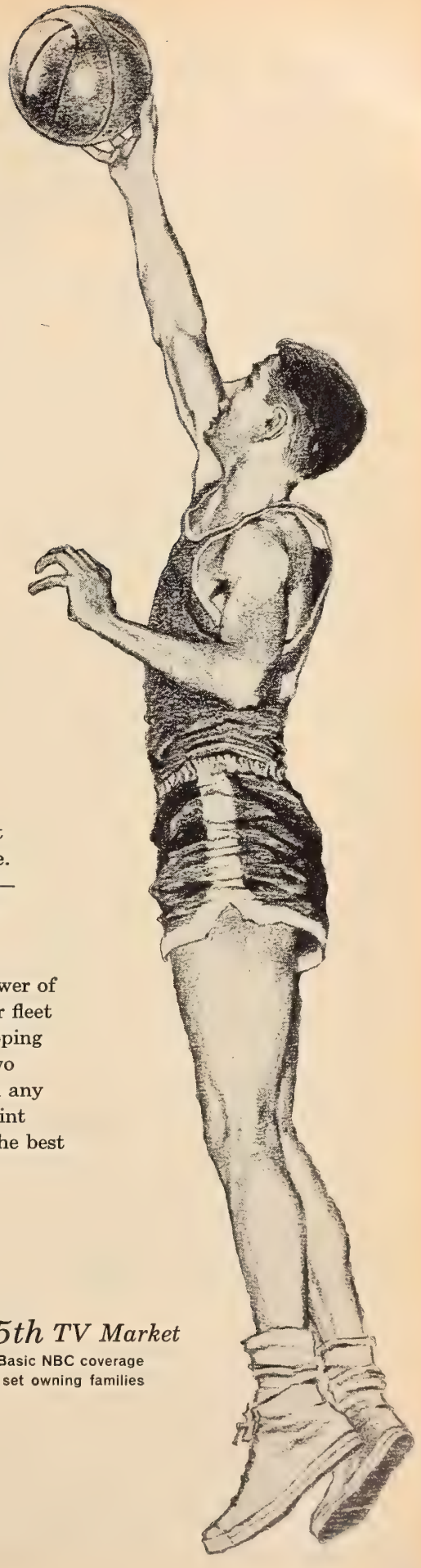
The Perennial Clue ▪ "According to television's so-called mystery shows, if the police will only bother to take a careful look around the scene of the crime, they will always find the clue which will make the whole case fall neatly into place and point unmistakably at the guilty party," Mr. Inbau charged.

"The truth of the fact is that there are very often no clues whatsoever and the investigators have to start from scratch with frequently no more than their own experience and imagination to guide them," he explained. "The only way to solution of a crime is to interrogate suspects —a right frequently denied the police by the courts and the legislatures." It takes time and privacy and "sometimes even a little trickery" to question a guilty suspect properly and secure his confession, Mr. Inbau said.

But Mr. Scher disagrees with Mr. Inbau. "The charge that the courts are forcing police to act in a straitjacket is absolutely untrue," Mr. Scher countered. "To allow illegal detention or incommunicado arrests by the police would be to grant them use of coercion whereby they presume the guilt rather than the innocence of a person," he added. News freedom "is the best insurance that the law will run its due process," Mr. Scher said. "It's time to take the handcuffs off our crime reporters and let them cover the news."

12th Exclusive Telecast

STATE FINALS



What's first with Hoosiers is first with WFBM-TV

First with news! First with special events . . . and do Hoosiers ever love their basketball! Each season it's what they think about . . . all they talk about 'til tourney time. For 12 straight years WFBM-TV has telecast the drama—live—to hundreds of thousands throughout Mid-Indiana.

Manpower . . . Mobility . . . Equipment are reasons for WFBM-TV's Hoosier leadership. The unmatched manpower of our 20-man News-Information Center . . . mobility of our fleet of news cruisers and remote transmitter . . . photo developing equipment for putting film on the air immediately . . . two television tape machines (color equipped) that can record any remote transmission for an "exclusive" drop-in at any point in our day's programming. Ask your KATZ man about the best way to sell Mid-Indiana.

A Service of TIME-LIFE *Broadcast*
Represented Nationally by The KATZ *Agency*

CHANNEL 6
WFBM TV
INDIANAPOLIS

12TH YEAR
OF LEADERSHIP

America's 15th TV Market
... with only the Basic NBC coverage
of 745,000 TV set owning families

IT SOON WILL BE CHAIRMAN MINOW

Senate gives him unanimous approval on voice vote

Armed with a unanimous confirmation by the Senate, 35-year-old Chicago attorney Newton N. Minow will be sworn in as chairman of the FCC between March 1-6.

As President Kennedy's personal choice to guide the FCC under the New Frontier, he was approved by the Senate last Monday (Feb. 13) in a voice vote. Mr. Minow received a dual confirmation—for the term ending June 30 and for a full seven-year stint of his own beginning July 1 and running through June 30, 1967.

A Democrat who has been active in party circles, he will replace Republican Frederick W. Ford as chairman and will occupy the commission seat now held by Republican Charles H. King of Detroit. Commissioner Ford became chairman March 21, 1960, with the resignation of John C. Doerfer. Commissioner King received a recess appointment for the Doerfer vacancy last July.

Since his Senate hearing 10 days ago (BROADCASTING, Feb. 13), Mr. Minow has been busy winding up his law practice and also lining up staff additions he will make at the commission. Among the latter, he reportedly has asked Seattle attorney Kenneth Cox to become FCC general counsel, a spot now held by John FitzGerald.

Reached by telephone last week, Mr. Cox confirmed that he had been contacted about the general counselship but said he has not made up his mind whether he will accept. Mr. Cox has often served as special communications counsel for the Senate Commerce Committee. His name was prominent in speculation for appointment to the commission prior to Mr. Minow's selection. The Seattle attorney, a law school classmate of Commissioner King, had the backing for the commissionership from Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

Mr. Minow said that he had no one specifically in mind as general counsel but that "a lot of people have applied for the job."

Meyers and Geller ▪ Two other attorneys who definitely will come to the FCC with the new chairman are Ted Meyers of the ABC New York legal staff and Dept. of Justice antitrust staffer Henry Geller (BROADCASTING, Feb. 13). Mr. Geller, a law school classmate of Mr. Minow's at Northwestern U., formerly was in the commission general counsel's office.

It is expected that Harold Cowgill will be replaced as chief of the Broadcast Bureau, although no one has been picked as yet by the new chairman. "To me that's a key job and I am going to do some thinking about it," Mr. Minow said. The ideal man for the job, it has been reported, is an industry executive not now in government who knows the broadcasting business "up and down."

Mr. Minow said that he has made a tentative choice of his confidential assistant since his personal secretary, Rosane Eberlein, has joined former Minow law partner and new U. N. Ambassador Adlai Stevenson in New York. The other women presently in the FCC chairman's office will be asked to remain, as will James B. Sheridan, special assistant to Chairman Ford, Mr. Minow disclosed last week.

The post of secretary to the commission, vacant since Mary Jane Morris resigned to enter private law practice 11 months ago, will not be filled immediately, Mr. Minow indicated. There has been considerable talk about a readjustment of the secretary's job since Miss Morris' resignation and the new chairman said he wants to think about it awhile.

One of the most pressing problems facing the Minow family before moving to Washington apparently has been solved. Mr. Minow said that a tentative agreement has been reached to purchase a house at 3312 Roland Place in Washington, although no contract has been signed. The other Minows are wife Josephine (they were married in May 1949) and daughters Susan 8, Martha 6 and Mary 2.

Southside loses again in attempt to get ch. 8

Southside Virginia Telecasting Corp. has lost some more ground in its seven-year fight to reverse the FCC's 1954 grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV). In separate actions last week, the commission:

(1) denied Southside's petition for reconsideration of the original grant to Petersburg Tv, which also denied Southside's competing application; (2) returned a new Southside application for ch. 8 because it failed to meet the required co-channel mileage separations from a new tv station in Greensboro-High Point, N. C., and (3) granted WXEX-TV a renewal of license. Commissioner John S. Cross dissented to second and third actions.

Southside has fought the ch. 8 grant

Eight radio-tv areas Magnuson committee will investigate

As partial justification of its request for $315,000 in operating funds, the Senate Commerce Committee last week set forth eight major areas of the communications industry it intends to look into during the current session of Congress in Washington.

They include:

▪ The equal-time provision of Sec. 315 of the Communications Act, with specific reference to a bill (S 204) which would make permanent last year's temporary suspension for presidential and vice presidential candidates.

▪ Establishment of a policy of space communications, via the use of satellites, and a review of the military and civilian use of the entire spectrum.

▪ The "continuing problem" of the allocation of tv channels, in which, the committee says, it is "forced to continue to urge the FCC to act." The committee's aim, it said, "is to provide for a nationwide competitive television service."

▪ Subscription tv.

▪ Television network practices. The committee said the public must be protected from abuses but, at the same time, the broadcasting industry must be protected "from what could become censorship."

▪ Educational television.

▪ Community antenna and booster problems, "an extremely controversial subject" and one "that will take up a great deal of time of the committee."

▪ Legislation concerning communications common carriers in the domestic and international fields.

The Senate approved without dissent the Commerce Committee's appropriations request, which was submitted by Chairman Warren G. Magnuson (D-Wash.).

Besides communications, the committee has jurisdiction over such matters as marine sciences, merchant marine and fisheries, aviation and surface transportation.



You pick your salesmen carefully...

Choose your air salesmen just as carefully . . .

Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

to Petersburg Tv (owned by Thomas G. Tinsley Jr. and associates) through numerous actions, both at the FCC and in the courts. Southside's latest move was to file a new application for the tv channel when WXEX-TV's license was up for renewal.

CBS BOW TO KENNEDY?

Ream says he cut 'Spy' show 'to help' the administration

Joseph H. Ream, CBS vice president for program practices, has told a House Un-American Activities Committee investigator that he ordered "The Spy Next Door" cancelled "to help" the Kennedy Administration.

A preliminary report of the cancellation by the committee, which has been looking into the matter, adds that Mr. Ream denies categorically that he had been approached by the administration. He acted only as "a private citizen," he told the investigator, who talked to him in New York on Feb. 6.

He is reported as saying he had been influenced by President Kennedy's moves to curb attacks on the Soviet Union by top U. S. military personnel. But when he later realized that the Kennedy Administration policy was substantially the same, on this point, as that of the Eisenhower Administration, he changed his mind about *The Armstrong Circle Theatre* production, according to the committee report.

CBS also revealed last week that basic network policy considerations were involved in the original decision to cancel "The Spy Next Door."

The disclosure was contained in a detailed explanation of the controversial decision made to Rep Thomas M. Pelly (R-Wash.), who has been pressing the network on the matter.

But the explanation failed to satisfy Rep. Pelly. He has asked the House Un-American Activities Committee to interrogate CBS officials, under oath, plus anyone else "having knowledge" of the program, to determine whether censorship, "self-imposed or otherwise," was involved.

Rep. Pelly was informed at the time he made his request, the Committee's report had not been prepared and that a script change was required because of CBS' determination to maintain a clear line between news—under supervision of the network's news division—and a program produced outside CBS. "Spy" was produced by Talent Assoc.

He also was told that CBS feels this line was blurred by the opening segment of the original version of the fact-based documentary dealing with Soviet espionage in America. This showed Soviet Premier Khrushchev raging over the U-2 spy-plane incident, followed by CBS newsman Douglas Edwards, who serves as narrator for the show, saying, in effect, that the Russians had no right to complain since they engage in espionage, too.

Background ▪ This information was in a memorandum from Richard Salant, president of CBS News Division, to Mr. Ream, who sent a copy to Rep. Pelly.

In the note, Mr. Salant took "full responsibility" for insisting the Khrushchev sequence be eliminated. He said that it "so confused the line between news functions and outside-produced programs and so translated the nature of the program into an editorial rather

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

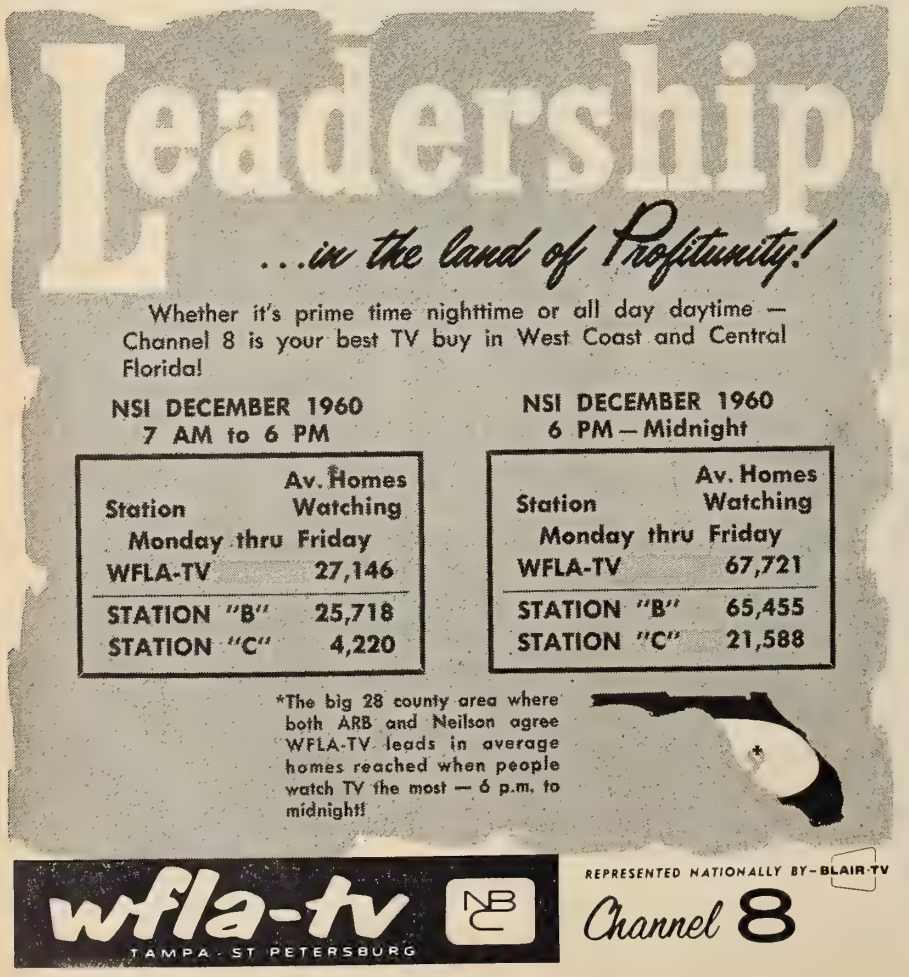
HR 3050. Rep. John V. Lindsay (R-N.Y.)—would supplement and revise criminal laws against conflicts of interest in executive branch of government, including prohibitions against former government employes assisting others in transactions involving the government. Judiciary Committee. Jan. 23.

HR 3411. Rep. Emanuel Cellar (D-N.Y.)—would tighten bribery, graft and conflict of interest laws in government, prohibiting former government employes from breeching confidence in matters they dealt with and unifying laws prohibiting bribery of government officials. Judiciary Committee. Jan. 26.

HJ Res 188. Rep. William F. Ryan (D-N.Y.) — would designate third week in June each year as National Amateur Radio Week. Judiciary Committee. Feb. 2.

S 741. Sen. Hubert Humphrey (D-Minn.), with seven co-sponsors —would create a Federal Council on the Arts, composed of 21 members representing various fields of the arts, including radio and television, to assist in the encouragement of the country's cultural resources. Rules Committee. Jan. 31.

S 785. Sen. Joseph S. Clark (D-Pa.), with two co-sponsors—would create a program of grants, totaling $5.2 million annually, to states for development of programs in the arts and allied fields, including radio and television. Labor Committee. Feb. 2.

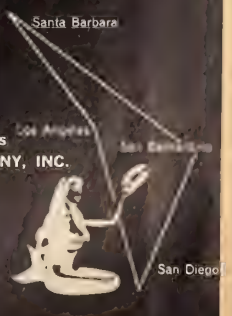




KBIG minutes now have more muscle . . . because new sales-minded personalities like Joe Niagara, Jim O'Leary, and Bob Gage add strength even to undernourished advertising budgets.

KBIG can lift your sales volume for only 38¢ per thousand listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). No extra cost for KBIG selling power in San Diego, San Bernardino, and 231 other vital Southern California markets.

KBIG



RADIO CATALINA 740kc / 10,000 watts
JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205
National Representatives:
Weed Radio Corp.



West Virginians honor their congressmen

Members of the West Virginia congressional delegation were dinner guests of the state broadcaster's association Feb. 15 at the Mayflower Hotel, Washington. Vincent T. Wasilewski, NAB government affairs vice president, gave an informal review of industry developments. L to r: John Shott, WHIS-TV Bluefield, W. Va., president of W. Va. Broadcasters Assn.; Rep. John M. Slack Jr. (D); Sen. Jennings Randolph (D); Rep. Elizabeth Kee (D); Sen. Robert C. Byrd (D); Rep. Arch A. Moore Jr. (R); Mel Burka, WTIP Charleston, association secretary.

than a documentary that it violated our policy."

He explained CBS policy requires that "news and public affairs programs dealing with important current issues, including problems of foreign relations, be produced by and under the supervision of CBS News Division." He added that this has led to rejection of a number of outside-produced news and public affairs programs.

Mr. Salant said he first insisted on changing the show's opening at a meeting of CBS officials, including Mr. Ream, on Jan. 19. Mr. Ream had told Rep. Pelly that after the script change was made, network officials decided to screen the production itself before scheduling it for broadcast. This was decided on Jan. 28, and the production was taped the night of Feb. 1, about the time it was to have been aired. It was approved next day for presentation Feb. 15.

Quick Change ▪ After receiving the Salant note Tuesday Rep. Pelly indicated he was ready to drop the matter, but the next day he was drafting his letter to Chairman Francis E. Walter (D-Pa.) of the House Un-American Activities Committee.

Bennett complaint filed against ABC

Federal Prison Director James V. Bennett, still fuming at *The Untouchables,* filed his long-expected complaint with the FCC last week, asking that "appropriate steps be taken." He did not, as he threatened earlier, file against the license renewal of ABC's owned stations and four of its affiliates (BROADCASTING, Jan. 12).

Mr. Bennett charged the Al Capone program was presented as fact when in truth it was entirely fictionalized. The scenes in the episodes showing the gangster's transfer from Atlanta to Alcatraz reflected on the good name of the Prison Service and its staff, he said. The episodes, run Jan. 5 and Jan. 12, showed a venal prison guard favoring the Chicago mobster.

In his Feb. 9 complaint to FCC Chairman Frederick W. Ford, Mr. Bennett listed seven points in the two episodes which, he charged lent versimilitude to the broadcasts. He also enclosed copies of letters received from active and retired prison officials and from the public.

Earlier, Mr. Bennett had complained to Sen. Warren G, Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairman of their respective congressional commerce committees. He had also seen Sens. Andrew F. Schoeppel (R-Kan.) and John O. Pastore (D-R.I.), both members of the Commerce Committee.

Another aspect of *The Untouchables* which has drawn complaints—its heavy concentration on Italian named and accented gangsters—may be resolved on Friday when the board of directors of the Italian-American Democratic Socie-

NO ONE ELSE CAN MAKE THAT STATEMENT!



... JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CHANNEL 11 CBS

CBS for Seattle, Tacoma and Puget Sound area

Studios in Seattle and Tacoma



*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2


In Pittsburgh
take TAE
and see
how to really fire up sales
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH / REPRESENTED BY THE KATZ AGENCY



in Pittsburgh

take TAE and see

how to really fire up sales

TV advertising can best fire up sales by reaching the most people at the least cost. If we sound a bit obvious, may we respectfully suggest that you check the changed TV picture in Pittsburgh, both in homes reached and cost per thousand. Your Katz man will be delighted to supply the facts about WTAE's rise to dominance in the Pittsburgh market.

BASIC ABC IN PITTSBURGH

WTAE BIG TELEVISION IN PITTSBURGH CHANNEL 4

ties of New York is scheduled to decide whether to picket ABC or not. If the decision is affirmative, the public demonstration will take place March 9, the natal day of Amerigo Vespucci, for whom America is named. The pressures to diminish the use of Italian names and characterizations was brought to a head by Rep. Alfred E. Santangelo (D-N.Y.) and others of a group of congressmen of Italian extraction (BROADCASTING, Feb. 6).

ABC already has begun to run a disclaimer on the show and has announced it is taking steps to reduce the use of Italian names and characters. The disclaimer reports that the *The Untouchables* is based on fact, but fictionalized.

Examiner favors MGA in ABC labor case

James R. Hemingway, trial examiner for the National Labor Relations Board, has found ABC guilty of refusing to bargain with the Musicians Guild of America, certified as exclusive bargaining agent for all musicians employed by ABC for tv film production.

Unless ABC agrees to bargain with MGA within 20 days of the date of Mr. Hemingway's report Feb. 9, he recommends that NLRB issue a compliance order. MGA won an NLRB election March 7, 1960, and was certified March 20, 1960, as collective bargaining agent for ABC's tv film musicians, but on May 20, 1960, ABC notified MGA of its refusal to bargain. MGA filed unfairness charges June 2, 1960, and a hearing was held Sept. 13, 1960, before the trial examiner. The American Federation of Musicians, bargaining agent for musicians employed on ABC's radio and tv network programs, intervened in the hearing in support of ABC, as did CBS and NBC.

Harris plans new group to replace oversight

Chairman Oren Harris (D-Ark.) of the House Commerce Committee plans to establish a new special subcommittee, similar in function to the oversight unit that went out of business last December.

He discussed the proposed subcommittee at the full Commerce Committee's organization meeting Thursday, according to a committee member. Rep. Harris did not disclose his ideas in detail, but reportedly said the new unit, which would check on the administration of regulatory agencies, would be composed of five or six members.

Rep. Harris has introduced a resolution (HR 165) seeking $435,000 for the operation of the Commerce Committee. According to a committee source, $155,000 would be used for regular committee expenses, the remainder for the new special subcommittee, the committee's tv-ratings survey and its continuing spectrum study.

Bureau says examiner erred in Laurel case

The FCC's chief hearing examiner was accused last week by the Broadcast Bureau of going beyond his legal authority in refusing to approve a dropout agreement between two applicants for a new am on 900 kc in Laurel, Md.

Examiner James D. Cunningham refused to sanction an arrangement whereby Interurban Broadcasting Co. would pay Laurel Broadcasting Co. $10,000 in expenses for dropping out (BROADCASTING, Jan. 30). Mr. Cunningham dismissed the Laurel application with prejudice. Laurel principals are Milton Grant, who would receive $10,000 from Interurban, and James R. Bonfils, who would receive $10.

The Broadcast Bureau said Mr. Grant's explanation of expenses is sufficient. The bureau said that nowhere in the legislative history of the 1960 amendments to Sec. 311 "is there even the slightest intimation that Congress intended that the commission explore the nature of legal and engineering fees charged for actual services rendered on applications withdrawn unless such fees are patently excessive."

Fees charged by legal counsel—Dow, Lohnes & Albertson—and Laurel's engineer, George W. Davis, were both "ligitimate and prudent," the bureau and the two applicants maintained in asking the FCC to review and reverse the examiner's ruling. They argued the examiner exceeded his authority in passing on the fees that should be charged by professional counsel.

Both parties said the $10,000 was well below Mr. Grant's actual expenses and that Mr. Davis has sued Mr. Grant for $6,764.80 the engineer claims still is owed him. (Mr. Davis already has been paid $4,034.99 by Laurel).

Mr. Grant and the Broadcast Bureau maintained that the examiner erred in dismissing the Laurel application with prejudice while disallowing the agreement.

Laurel Broadcasting asked that the record be reopened.

Pastore wants tv 'clean up'

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, called on the television industry last week to "clean up" its own programs without waiting for government prodding. He expressed the hope that legislation would not be necessary but suggested that the FCC, through persuasion, could help promote better programming.

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all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

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NBC

Rules group schedules hearing on House radio-tv

The House Rules Committee will hold a public hearing tomorrow (Tuesday) on two resolutions (HR 27 and 28) which would permit live radio and tv coverage of House sessions and committee hearings.

However, no one thinks the measures, introduced by Rep. Martha W. Griffiths (D-Mich.) have much of a chance. House Speaker Sam Rayburn, who has always opposed radio-tv coverage of either the House or its committee hearings, has not relented. He still opposes them, and observers expect the resolutions to be voted down in committee.

Rules Committee Chairman Howard W. Smith is widely regarded as having called a hearing on the resolutions only to nettle the speaker. His committee did hold hearings in 1955 on a resolution to open committee hearings to broadcasters. But he has never acted on Mrs. Griffiths' measures, which have been introduced in three previous sessions.

However, Rep. Smith denies he called up Mrs. Griffiths' resolutions out of resentment over his defeat by the speaker in the fight over the size of the Rules Committee. "There are a lot of odds and ends that have been hanging around here for a long time, and I thought now would be a good time to let the committee act on them when we're not too busy," he said. "We're going to let the House vote on these matters—that's what they said they wanted in the fight."

Replies on FCC financial forms mellow slightly

Replies last week to comments on the FCC proposal to revise its annual financial forms required from broadcasters were as contemptuous of the plan as the original comments (BROADCASTING, Feb. 6).

McKenna & Wilkinson, Washington law firm, pointed out this year's forms are due in six weeks, so the new form could not be used this year, anyway. It suggested that in view of the unanimous disfavor in industry comments, the FCC carefully revise its proposal "by eliminating non-essential items and schedules, by deleting unduly burdensome requirements and by correcting numerous ambiguities." Having done this, the commission should submit the revised proposal for comments, the law firm recommended.

Triangle Stations said adoption of the proposed forms would be a step backward for the commission to a form that in substance was abandoned in 1953. Triangle also protested the part of the form asking for information on revenues from sources outside broadcasting.

Taft Broadcasting Co. agreed with the comments of the NAB, which had thoroughly excoriated the proposal. Taft pointed out that it is a large company with complex procedures and that the requirements would not be too burdensome for it. But, the company said, if the new form would cause it some extra trouble the form would be a much greater inconvenience for most smaller companies.

Deadline for reply comments was Feb. 15.

Agencyman Bryan shows FTC sandpaper test

A Federal Trade Commission hearing on false advertising charges against Palmolive Rapid shave resumed briefly in New York last week (Feb. 16).

On a motion by defense counsel to dismiss respondents Ted Bates & Co., agency for Palmolive, and the Colgate-Palmolive Co., because no further substantial evidence would be introduced, Hearing Examiner William L. Pack gave the respondents and the FTC attorneys 30 days to file written proposed findings, conclusions and any additional memoranda. At that time a date will be fixed for oral argument in Washington.

Called to testify again at last week's hearing at the U.S. Court House in New York, Brantz Bryan Jr., Ted Bates' account executive on Palmolive Rapid Shave, placed in evidence three samples of sandpaper which had been shaved just prior to the hearing. Mr. Bryan testified he soaked each piece with Palmolive Rapid Shave for periods ranging from 21½ minutes to one hour and 20 minutes, and then successfully shaved each sample with a Gillette Razor and Gillette Super Blue Blades.

The FTC's compaint against Palmolive Rapid shave, issued Jan. 8, 1960 (BROADCASTING, Jan. 18, Nov. 7, 1960), charged the agency and advertiser with misrepresentation in tv ads. FTC held that sandpaper used in the commercial was not identified as Plexiglass coated with sand.

Single information unit asked by advisory group

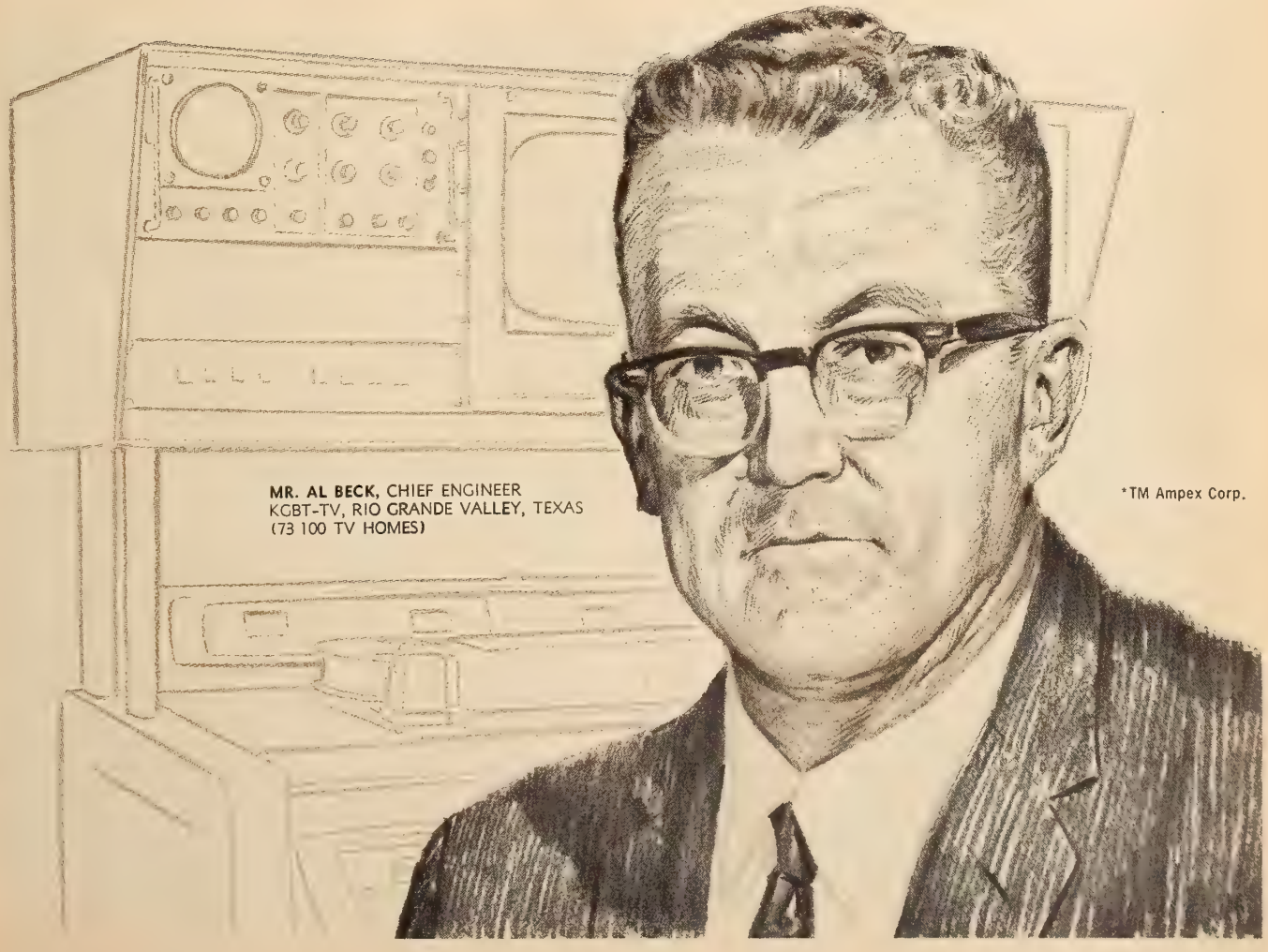
U. S. Advisory Commission on Information has urged the Kennedy Administration to consolidate its foreign information, general education, and cultural programs in one agency, whose director would have access to the President, attend Cabinet meetings and participate in National Security Council deliberations.

The commission also recommends that U. S. Information Agency withhold its requests for additional funds until the proposed consolidation is completed and country-by-country review of USIA activities is made.

"We Do More Jobs...Better with *Videotape** Recording, Business is better than it's ever been and we have a smoother, more efficient operation," sums up Al Beck. "For us, Ampex VTR is a basic piece of equipment that fit into our operation right from the start. It's no 'sacred cow' to us; everyone here operates it. And essentially, it gives us a whole crew of operators plus announcers . . . a real problem-solver when it comes to scheduling personnel. From an operating standpoint, it's tremendous. Today, for instance, the boys are knocking out 15 1-minute commercials. And we have scheduled as many as 63 recordings in one operating day. I wouldn't want to go back to operating without an Ampex." • • • • Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Department BB.

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FCC tells Philco delay necessary on WRCV-TV

Answering Philco Broadcasting Co's motion to expedite the renewal or sale of NBC's WRCV-TV Philadelphia, the FCC last week told the company that delay is necessary for the commission to unravel "complex substantive and procedural questions" involved in the case.

Philco applied for the channel (3) now operated by NBC two days after the network applied for renewal of WRCV-TV's license. Philco demanded the facility be contested in comparative hearing (BROADCASTING, May 9, 1960, Jan. 16, 1961).

In last week's letter, the FCC assured Philco that every effort is being made to resolve the matter as quickly as possible. Among the questions it is studying is Philco's request that the applications be designated for comparative hearing, the commission wrote.

KLFT's Theriot asks FCC for forgiveness

Pleading that operation of KLFT Golden Meadow, La., "is dictated in the main by public service rather than financial considerations," owner Joseph Leo Theriot last week asked the FCC to drop license revocation proceedings against him.

Mr. Theriot said that the violations cited by the commission in its show cause order were corrected before the order was issued (BROADCASTING, Jan. 23). He expressed regret for not responding to FCC inquiries and for his "oversight" in not filing required statements. This was due, he said, to the pressure of other business interests and "a dire lack of experienced personnel." The licensee promised to comply fully in the future.

A "relatively large percentage" of KLFT's broadcast time is devoted to "reports of wind and weather [which] is of vital interest to the saving of life and property throughout the area, particularly during periods of storm and hurricane," Mr. Theriot told the commission. He said the station "can ill afford a show cause hearing in Washington or anywhere else."

The FCC last week...

▪ Pointed out that petitions to sever an application from a consolidated proceeding should be addressed to the presiding hearing examiner who will, if severance is granted, thereafter hold such separate hearing as is necessary and issue an initial decision with respect to the severed application. The FCC was moved to the pronouncement by applicants who had directed such petitions directly to the commission (full text in FOR THE RECORD, page 146).

▪ Granted a cp for a new uhf tv station on ch. 62 in Allen Park, Mich., to Robert M. Parr, a Baptist minister who owns WRMP (FM) Allen Park. The station is authorized ERP of 20.4 kw visual, 11.2 kw aural with antenna height of 310 feet. The commission also granted cps for uhf translator stations in Winnemucca, Nev. (ch. 74) to translate programs of KBOI-TV Boise, Idaho, and in Point Arena, Calif., to translate programs of KRON-TV San Francisco.

▪ Was asked by WARD-TV Johnstown, Pa., to delete chs. 19 and 56 there and add ch. 3. The station, which operates currently on ch. 56, points out that it is at a competitive disadvantage in a city where two vhf stations are well established.

▪ Denied a petition by WXTV (TV Youngstown, Ohio (ch. 45), for rulemaking to delete ch. 45 and substitute ch. 15 in Youngstown, by deleting chs. 29, 15, and 22 from Canton, Ashtabula, both Ohio, and Pittsburgh, Pa., respectively. Commission denial was based on the short co-channel spacing that would be involved between WTAP-TV Parkersburg, W. Va. (ch. 15) and the proposed ch. 15 in Youngstown and would necessitate deletion in latter communities of three low uhf channels.

▪ Invited comments by March 15 on proposed rulemaking to reserve ch. 24 in Ogden, Utah, for noncommercial educational use. The Ogden City Board of Education petitioned for the channel, currently commercial but unused.

Loevinger to head Antitrust

A Minnesota Supreme Court justice was nominated last week by President Kennedy to be head of the Dept. of Justice's antitrust division. He is Judge Lee Loevinger, 47, a member of the Minnesota high court since April 1960. He was named to be Assistant Attorney General succeeding Robert A. Bicks of New York, who held the post as acting chief for lack of Senate confirmation and who resigned when the Kennedy administration took office. Judge Loevinger was a member of the same law firm as Orville Freeman, Secretary of Agriculture and former governor of Minnesota.

Court backs ch. 12 grant

A 1959 FCC grant of ch. 12 in Beaumont, Tex., to Television Broadcasters Inc. (KBMT [TV]) was upheld by the U.S. Court of Appeals last week. By a vote of two to one, the court turned down the objections of Brown Telecasters Inc., the unsuccessful applicant. Brown charged that Television Broadcasters misrepresented the status of its proposed studio in its application. KBMT once operated ch. 31 but failed to make a go of uhf in the two-vhf Beaumont market (KFDM-TV ch. 6 and KPAC-TV ch. 4).

Brown bill would dull editor's scissors

WOULD LIMIT EDITING OF INTERVIEWS AND DISCUSSIONS

Rep. Clarence Brown (R-Ohio), ranking minority member on the House Rules Committee, has introduced legislation that would severely restrict producers of taped or filmed interview and discussion shows dealing with public matters.

The bill (HR 4232) would prohibit broadcasters from editing comments on such subjects without the express consent of the person interviewed.

Under the bill, broadcast station licensees who present an altered recording on an interview without the written consent, "to each change," of those participating in the interview or discussion, would be subject to fines of up to $10,000 or a year's imprisonment, or both.

Rep. Brown, who also introduced a network regulation bill (HR 4231), said there had been "a great many complaints from congressmen about shows that are supposed to be documentaries but are nothing but propaganda."

Faulty Editing ▪ He declined to spell out the alleged criticisms, stating he would comment further at the hearings he hopes the Commerce Committee will hold on the measures. However, it is understood that he has complained to CBS about his own appearance on that network's program, *The Keeper of the Rules: Congressman Smith and the New Frontier,* on Jan. 19.

The program dealt with Rep. Howard W. Smith (D-Va.), chairman of the Rules Committee and his then-impending battle with House Speaker Sam Rayburn. Rep. Brown is known to feel that his views, given in a two-hour recording session, had been distorted in the editing process that trimmed his appearance to fit into the time allotted him on the one-hour show.

His network regulation bill (HR 4231) is identical to a measure introduced earlier in the session by Chairman Oren Harris (D-Ark.) of the House Commerce Committee. It would bring networks under FCC regulation, requiring them to apply for operating licenses, as individual stations do at present.

CANADIANS HAVE INVESTIGATORS, TOO

Parliamentary committee ready to start probe of radio-tv

Preliminary briefs were submitted at Ottawa on Feb. 9 by the Board of Broadcast Governors, Canadian Assn. of Broadcasters and Canadian Broadcasting Corp. to the Parliamentary Committee on Broadcasting established to probe the industry. G. C. Fairfield, Conservative member for Portage-Neepawa, Man., is chairman of the committee.

The BBG asked in its brief that Parliament give more detailed instructions in the Broadcasting Act concerning the regulatory board's functions. The BBG has been criticized in its recommendations for television station licenses, and expects to be questioned in that regard by the committee.

The BBG also asked that broadcast electioneering be permitted to the day before the election. At present the regulations require a two-day lapse between sponsored election broadcasts and the actual election day. The BBG asked that CBC indicate cities where it wants tv stations to meet its responsibilities under the Broadcasting Act. At present CBC must obtain approval of the Canadian treasury board before making an application. This leads to awkward situations when an independent group also applies for a license in the same city. Approval of the treasury board is felt in some quarters to be tantamount to CBC being granted the license.

The BBG praised the CBC for the quality of its programs and praised some independent tv stations, but pointed out that some private station programs were unsatisfactory. This, it said, was especially so in the smaller markets.

This will be the first time since its establishment in 1958, that the BBG will be questioned before a parliamentary committee.

Catv and Pay-Tv ▪ The CAB in its submission asked that community antenna systems and pay-television facilities be brought under Broadcast Act control. The CAB charged that as things stand the community antenna system and wired tv systems defeat the whole intent of the public policy which requires control to assure proper proportion of Canadian program content and advertising.

The CAB praised the BBG as a group of "able Canadians conscientiously striving to discharge their very considerable responsibilities in the best interests of Canada generally, and providing responsible and effective leadership for the broadcasting industry of Canada."

CAB and individual independent broadcasters will probably be the first

The result, not cause

Television is being used as a scapegoat for society's lowered standards, Frederick B. Rainsberry, supervisor of school broadcasting for the Canadian Broadcasting Corp., told the 34th annual meeting of the National Council of Churches' Div. of Christian Education last week. Mr. Rainsberry added that what we see and hear through television is a result of society's ills, not the cause of them.



witnesses to be questioned by the parliamentary committee.

CBC in its submission pointed out that it is supplying a national radio and television service for Canada in both English and French at a cost out of public funds of four cents a day per household. The brief pointed out that CBC services have remained below the $15 a year target per household it set for television prior to the advent of tv in 1952.

While some of its programs have been criticized, the CBC stated it will continue to experiment in its quest for high quality television programs to meet all sections of the Canadian population. It felt that its costs would go up considerably when color tv established in Canada at the demand of Canadian viewers. CBC expects some losses on advertising with the advent of second television stations in eight Canadian cities in the current fiscal year.

Canadian tv operator seeks BBG dispensation

Ernest Bushnell, president of CJOH-TV Ottawa, Ont., which goes on the air in March, suggested in a speech at Ottawa that non-network television stations should not be required to have 45% Canadian program content by April 1. The new regulation of the Board of Broadcast Governors goes into effect at that time for all Canadian tv stations.

Mr. Bushnell, a former vice-president of the government-owned Canadian Broadcasting Corp., said that non-network stations were placed at a disadvantage on this ruling. Network stations, he pointed out, need only join the network at any time to obtain CBC Canadian live programs, thus easily fulfilling their 45% Canadian content quota. Independent tv stations not on the network (there are eight such Canadian stations now) would have to build live programs to come within the regulations.

Canadian association plans Vancouver meeting

The annual meeting of the Canadian Assn. of Broadcasters March 13-15 at the Hotel Vancouver, Vancouver, B. C., will feature operating, sales and policy meetings, as well as panel discussions on Canadian broadcasting regulations and advertising. Murray Brown, CFPL-AM-FM-TV London, Ont., will chair the sessions, which will be open to all on March 13 and the morning of March 14, and open only to CAB members the afternoon of March 14 and all day March 15. The annual dinner is scheduled for March 15.

Panel sessions with Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and other members of the BBG as well as officials of the Canadian Broadcasting Corp. and leading advertising agencies, will discuss changes proposed by the BBG in Canada's radio broadcasting regulations and beer advertising. Panels are also planned on broadcast advertising problems.

Closed sessions on March 14 will include separate meetings for radio and television operating problems, and business sessions on March 15.

Among problems to be discussed are establishing new radio and television sales organizations by the CAB, the association's sponsoring of the Dominion Drama Festival which is to cost about $20,000, and possibly the increases in transmitter license fees proposed by the Dept. of Transport.

Bedtime fable

London's Roman Catholic Church last week attacked British tv programming—and even offered its own remedy. Charging the BBC with "low morals" and "excessive preoccupation with violence and horror" in its programs, the church group suggested:

Make all programs up to 8:30 p.m. suitable for family audiences at which time would come a compulsory break of some minutes (filled by religious and news programs) so that parents would have a regular point at which to take the children away from the sets.

The BBC refused to comment.

CHAN-TV lays off help as economy measure

CHAN-TV Vancouver, B. C., on Feb. 10 dismissed 25 of its 127 employees as part of an economy measure. The dismissals were made by J. G. Chutter, a director and shareholder, against the approval of president and general manager Art Jones, to whom the tv license was issued last summer. The station has been on the air for about three months as the second Vancouver tv outlet.

Mr. Chutter, a Vancouver businessman, explained that he was appointed by a committee of directors to head a management committee to try to put some economies into effect. The dismissals cut across all areas of operation except technical.

Mr. Jones stated that financial difficulties were experienced because operating costs were higher than anticipated while revenue was lower than expected. He also blames a power increase by CHEK-TV Victoria, B. C., shortly before CHAN-TV went on the air. This caused an increase in viewers from Vancouver for CHEK-TV and took advertising which CHAN-TV had expected. Because CHAN-TV is the first new tv station in Vancouver in six years, viewers have not changed their viewing habits as yet.

CKEY Toronto sale up for BBG action

Sale of CKEY Toronto, Ont., by Jack Kent Cooke to Shoreacres Broadcasting Co. Ltd. will be up for the approval of the Board of Broadcast Governors meeting in Ottawa Feb. 22-24.

CKEY, on 580 kc with 5 kw day, 1 kw night, is being sold to a syndicate composed of the *Toronto Globe & Mail;* Canadian Westinghouse Electric Corp; John Aird, John Edison and John Tory, Toronto lawyers, and William Wilder, investment banker.

The price was not disclosed.

Mr. Cooke, brother of radio-tv station representative Donald Cooke, was one of the witnesses interrogated by the FCC during hearings involving the ownership of KRLA Los Angeles which is licensed to Donald Cooke (BROADCASTING, Nov. 7 and 14, 1960). Jack Kent Cooke is expected to become a U. S. citizen this spring.

Canadian fm application bothers U. S. tv outlet

A ticklish problem in international relations has arisen along the Manitoba-North Dakota border and broadcasters on both sides are treading softly.

The problem arises from the application of CKY Winnipeg for an fm adjunct, on 103.1 mc, to its radio operation. If this application is granted (it's due to be considered by the Board of Broadcast Governors Wednesday), the reception of television signals from KCND-TV Pembina, N. D. (ch. 12), will be blacked out within a radius of eight miles of the fm station's antenna, according to KCND-TV officials. Pembina is 60 miles south of Winnipeg. The cause of the tv blackout will be the second harmonic of the fm station's transmissions. CKY officials deny that any interference will be caused to ch. 12 viewers.

The U. S. tv station feels it cannot properly participate before the BBG since it has no standing as a Canadian broadcaster. But the station says it's heartened by assurances that Winnipeg viewers and servicemen intend to protest the fm assignment.

Winnipeg is served by two Canadian tv stations as well as by the NBC-ABC affiliated KCND-TV; they are CBWT (TV) (ch. 3) and CJAY (TV) (ch. 7).

It's a Bird

IT'S A PLANE

it's SUPERMAN!

104 sensational live-action half-hours starring the world's GREATEST adventure character!

FOR THE FIRST TIME... you can strip the most famous, highest-rated children's show in the history of television... SUPERMAN... idol of millions from coast to coast!

FOR THE FIRST TIME... SUPERMAN is now available for general sponsorship! Link your product to America's favorite hero — **100% PRE-SOLD TO A MAMMOTH AUDIENCE!**

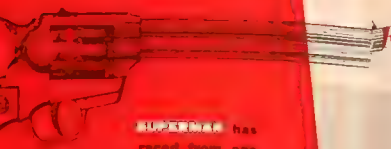
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FASTER THAN A SPEEDING BULLET!

...more powerful than a LocomoTive!

THE HIGHEST RATED CHILDREN'S SHOW IN THE HISTORY OF TELEVISION

SUPERMAN has raced from one success to another — from newspapers to comic books, from radio to television . . . winning millions of devoted fans along the way!

The nation's number one comic strip character . . .

Syndicated in hundreds of daily and Sunday newspapers . . . all over the world! Time Magazine calls **SUPERMAN** "America's most popular comic strip!"

Starring in seven comic books with over [illegible] readers each month!

Recognized by all as the most amazing adventure series success story since radio began!

Played successfully on over 125 major television stations — the favorite of more than 25 million viewers everywhere!

A blast of enthusiasm for SUPERMAN is charging across the country . . and it NEVER LETS UP! Just ask the [illegible] of existing members in the "Supermen of America" Club!

CONSISTENT RATINGS — leading your market's top ten year after year . . . packing the same impact today as the first year **SUPERMAN** was produced!

STRONG RATINGS — **SUPERMAN** shows overwhelming strength in every rating survey, every time slot, every market, against all competition!

SUPERMAN is more than the top children's show. . . it's the favorite of millions of adults who love action and adventure!

Station	City	Survey Date	Source	Time	Rank in Variety's Top Ten	Rating	Share
KYW	Cleveland	Jan 13-19, 1960	ARB	Mon 7:00	2	24.7	54.8
KBTV	Denver	Nov 8-14, 1959	ARB	Mon 6:00	8	18.8	48.0
KUTV	Salt Lake City	March 1-7, 1960	ARB	Wed 5:00	7	18.8	55.6
KTRK	Houston	March 1-7, 1960	ARB	Mon 5:30	3	24.8	54.2
KFJW	Dallas	Jan 13-19, 1960	ARB	Mon 6:00	4	19.8	38.6
KFSD	San Diego	October 1959	ARB	Mon 6:00	2	27.6	51.8
WCPO	Cincinnati	March 1-7, 1960	ARB	Mon 6:30	7	26.9	54.8
CKLW	Detroit	March 1960	ARB	Wed 6:30	6	19.6	44.7
		STRIP FORMAT				AS EVER!	
WPST	Miami	Aug 1960	Nielson	Daily 5:00		18.3	73.1
WSB	Atlanta	Oct 3-Dec 4	Nielson	Daily 4:30		15.8	58.1
				WEEKENDS!			
WPIX	New York City	Nov 12, 1960	ARB	Sat 7:00		11.1	33.2
WPIX	New York City	Nov 13, 1960	ARB	Sun 5:30		10.9	30.5

WITH SUPERMAN YOU CAN BE SURE OF THE HIGHEST RATINGS . . . THIS BLOCKBUSTER BEATS ALL COMPETITION!

...ABLE TO LEAP TALL BUILDINGS IN A SINGLE BOUND!

. . . AND WATCH THE CHILDREN IN YOUR AUDIENCE JUMP AT THE OPPORTUNITY TO MATCH THE AMAZING FEATS OF SUPERMAN!

SUPERMAN costume . . . just one of many merchandising products that help sell **SUPERMAN** for you.

SUPERMAN'S symbol of strength and quality can be seen on wristwatches, coloring books, badges, muscle-building sets, lunch boxes, swimming equipment and inflatable toys — to name only a few!

Every product is . . . like the **SUPERMAN** series itself . . . 100% promotable — a guaranteed success for **SUPERMAN'S** multi-million, eager-to-buy audience!

SUPERMAN

FIGHTS A NEVER-ENDING BATTLE FOR

TRUTH

AND

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Hailed by all responsible members of the community, SUPERMAN is recognized as a strong and healthy influence on children.

This extraordinary crime-fighter has been honored more than any other fictional character . . .

Newspaper Guild Page One Award
Council of Protestant Episcopal Churches Award
United Parents Associations of New York Award
American Schools and Colleges Association Award
Youth Builders Award
National Conference of Christians and Jews Award
Laymen's National Committee Award
Child Study Association of America Award
. . . and many more!

Parents, teachers, church groups, civic leaders, radio and television critics—all commend SUPERMAN'S struggle for tolerance, and his fight against juvenile delinquency.

FLAMINGO is proud to offer SUPERMAN as a high-quality series, one that has earned respect as well as ratings!

The SUPERMAN story is told in millions . . . and every year the number grows as a new group of children thrills to the daring, timeless adventures of lovely Lois Lane, reporter Clark Kent and SUPERMAN! Get your share of this huge audience now — up, up and away to your phone . . . call for SUPERMAN!

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TIGHTER MONEY, TIGHTER REGULATION

As this publication noted a year ago, broadcasting entered 1960 in a paradox of plenty—plenty of money and plenty of trouble. By last week both plenitudes had diminished somewhat, the former by enough to cause some concern and the latter by too little to give any reason for comfort.

The paradox that was observable at the beginning of last year had taken a slight twist by the end of it. Although total billings for the whole of 1960 for both radio and television were the biggest in both media's histories, soft spots had appeared in the second half of the year and were persisting in the first part of 1961. Although government investigations had abated during the political campaigns in the last half of 1960 and the preparation for an administration change in early '61, a spate of new ones was promised. And the policy of regulation at the FCC was headed toward a hardening.

In the circumstances, broadcasting faced the prospect of being caught in a squeeze between a slackening of the growth in revenue and an increase in the cost of programming, and broadcasters were not themselves wholly in control of either curve.

If the general economy did not respond to the combined efforts of business and government, the volume of broadcast advertising was bound to be adversely affected.

If the clamor for program improvement among some circles in government and out of it did not die down, broadcasters would find themselves committed to expensive experimentation in programming.

To widen the gap between the curve of revenue and the curve of expense appeared to be the biggest problem facing broadcasting in 1961.

1961: YEAR FOR CAUTIOUS OPTIMISM

Tv growth will continue, but recession may slow it down

Radio, although hit harder, should at least hold its own

Economists trying to make sense out of 1961 are being doubly cautious because of the way they flubbed 1960. They predicted boom but what they got, while thankfully not a bust, was very definitely a recession that wasn't supposed to be there.

Unlike the economy, however, they were recovering from this blooper by mid-February and predicting with something like their old aplomb that the current slide—which started last July—would peter out by mid-1961. Some experts saw signs of an even earlier upturn: They stressed that the downward movement unquestionably would continue for a while yet, but their projections indicated that it might bottom out by May and find the economy moving nicely on the rise by midyear.

If general economists were cautious, broadcasters trying to forecast both the economy and its probable effects on their own business were handling the crystal ball as if it were loaded—as, indeed, they agreed it might be. But even among broadcasting economists, optimism was beginning to dominate the talk by the middle of February.

It was discreet optimism, certainly, bounded on all sides by careful qualifications. But through the qualifications there emerged these general conclusions:

- The recession probably will slow television's rate of growth but in all likelihood will not bring that growth to a stand-still, calculated on a full-year basis;
- Radio will feel the recession's effects, but probably will maintain its current volume of business and may

TELEVISION TIME SALES 1948-1960

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948 *	$ 2,500,000	....	.....	....	$ 6,200,000	....	$ 8,700,000	....
1949	10,796,000	....	$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	— 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960 †	462,191,000	+ 3.7	469,678,000	+ 10.7	206,930,000	+ 3.2	1,146,272,000**	+ 7.0

* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.
**Total includes regional network and miscellaneous time sales not assignable to network, national non-network and local categories.
† 1960 figures estimated by BROADCASTING.

No matter how shaky the economy seemed in some spots in early 1961, broadcasting—as an entity—could look back on 1960 as the biggest revenue year in history. As the tables above and at right show, television and radio recorded bigger time sales last year than in any year of either's history. For television the total was $75 million bigger than the year before, for radio it was nearly $42 million bigger.

These are BROADCASTING estimates of net time sales after all frequency discounts but before deduction of commissions to agencies and station representatives. They are comparable to the records compiled annually by the FCC. The FCC reports for 1960 will not be issued until late in 1961.

Television ▪ In sources of revenue television's biggest gain in 1960 came from national spot advertisers whose time purchases were up more than $45 million. Its next biggest gain was network business, up some $16 million.

For the past several years local business has accounted for only 20% of total television time sales. That proportion was maintained last year.

Radio ▪ For radio local advertisers in 1960 were again the mainstay source of business. More than 60% of radio's sales were made in the home community.

As has been happening each year since 1948—except for a minor upswing in 1957—the volume of radio network advertising declined. But a bottoming-out of the descending curve was indicated. The percentage of network decline was by far the least of any year since 1957.

The 1960 BROADCASTING estimates of time sales were compiled from a survey of a large sample of stations according to a formula that has been used successfully since 1935. Tabulations were prepared by the Washington firm of Sinrod & Tash, certified public accountants.

show a modest gain in total sales for the year.

The broadcast media's two principal sales organizations, the Television Bureau of Advertising and the Radio Advertising Bureau, seemed inclined to subscribe to these general conclusions, although RAB added a more optimistic qualifier to the prediction for radio. RAB felt the radio outlook at the moment is clouded by non-recession factors as well as general economic influences and that if the picture begins to brighten in the second quarter, then radio could wind up the year with a strong advance over 1960.

Television ▪ In television, TvB is looking for overall gains for the full year 1961, but on a somewhat smaller scale than the gains indicated for 1960 over 1959. Only spot television is expected by TvB to make strides comparable to those it stepped off in 1960.

	1959		1960		1961	
	Expenditures (millions)	Percent increase	Expenditures (millions)	Percent increase	Expenditures (millions)	Percent increase
Network	$ 744.5	5.9%	$ 811.5	9%	$ 860.2	6%
Spot	483.6	21.8	522.3	8	564.1	8
Local	266.8	7.4	288.1	8	305.4	6
Total	$1,494.9	10.4%	$1,621.9	8.5%	$1,729.7	6.6%

Here's how TvB currently expects the recession-spanning period from 1959 through 1961 to work out for tv billings covering time, talent and production costs (the 1961 figures are TvB projections; those for 1960 represent TvB estimates based on 11-month data plus projections of December billings, more exact figures on which will not be available for another week or so):

The gains on both network and local tv are expected to fall a couple of percentage points behind those recorded last year. On an overall basis, TvB expects 1961 television billings to move 6% to 7% ahead of those for 1960, as against last year's 8.5% increase over 1959.

Radio ▪ RAB refrained from making any dollar predictions for radio for 1961, explaining that factors having nothing to do with the recession—the bad weather's abnormally depressing effects on retail business, for example —made predictions at this time doubly hazardous. In addition RAB authori-

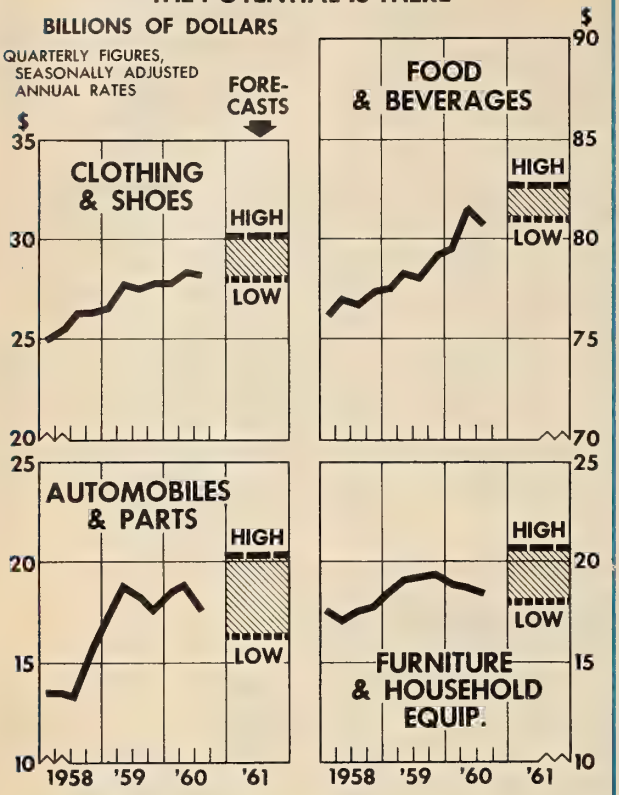
RADIO TIME SALES 1935-1960

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 [1]	$ 39,737,867	...	[1].....	...	$ 13,805,200	...	$ 26,074,476	...	$ 79,617,543	...
1936 [2]	.....	...	.....	...	.....	...	.....	...	.....	...
1937	56,192,396	+41.4	$ 2,854,047	...	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	[2].....	...	28,109,185	+21.6	32,657,349	— 8.7	117,379,459	— 0.6
1939	62,621,689	+10.6	[2].....	...	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940 *	71,919,428	+13.1	1,869,583	...	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	— 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	—12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	— 3.6	5,994,858	—18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	— 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	— 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	—10.0	7,334,000	—13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	— 9.4	5,192,000	—29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	—15.0	4,767,000	— 8.2	120,168,000	— 7.3	247,478,000	— 0.8	451,330,000	— 5.4
1955	60,268,000	—23.6	3,809,000	—20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	—25.6	3,585,000	— 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	— 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	—23.4	.....**	...	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960 †	34,496,000	— 3.2	.....	...	199,164,000	+ 5.9	389,152,000	+ 8.4	624,830,000***	+ 7.2

[1]Nationwide and regional networks combined.
[2]Data not available.
† 1960 figures estimated by BROADCASTING.

* Figures prior to this date not comparable in all categories.
** Regional network calculations discontinued in 1959.
***Total includes miscellaneous time sales not assignable to network, national non-network and local categories.

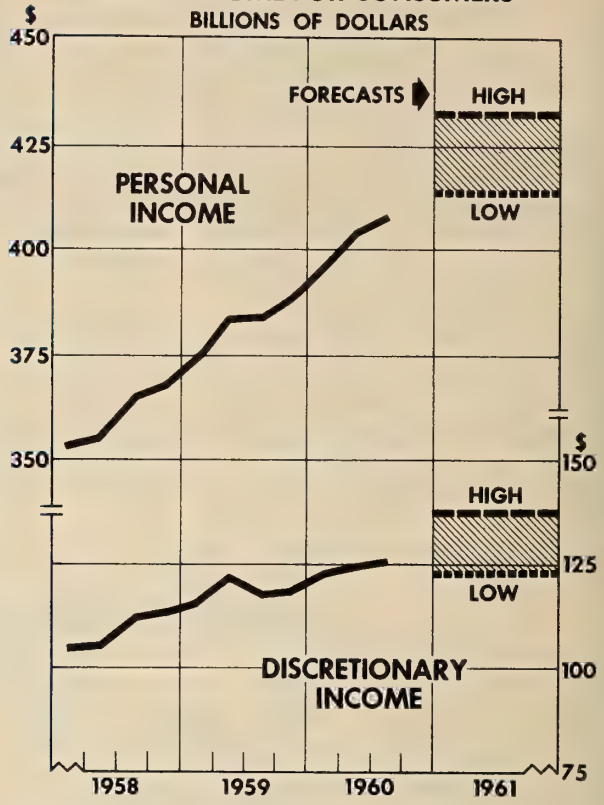
MAJOR MARKETS IN 1961
THE POTENTIAL IS THERE



These four major consumer markets account for roughly three-fourths of all personal spending for goods. In the case of the $80-billion food and beverages market, 1961 spending is likely to exceed 1960 spending even if business conditions were to ease further in early 1961. On the same conservative assumptions, the 1961 market for clothing and shoes would about equal the 1960 market.

A continuation of the present moderate decline in business for another six months, followed by a general recovery, would yield a spending level for furniture and household equipment modestly below the 1960 level; for automobiles, the decline would be considerable. *On the more optimistic assumption of a recovery starting promptly in 1961, a marked improvement should be expected in both categories.*

THE PERSONAL SECTOR IN 1961
MORE INCOME FOR CONSUMERS



Assuming that business conditions continue to decline through the spring of 1961, and then experience a typical recovery, aggregate annual personal income in 1961 may nevertheless be moderately higher than in 1960. If business conditions were to begin recovering immediately, the year-to-year increase in personal income would approach $20 billion.

In 1961, "discretionary income"—the income available after meeting essential living costs and repayment obligations—is likely to be only slightly less than in 1960 if the less favorable of the two assumptions described above should turn out to be correct. On the more favorable assumption, *discretionary income in 1961 may be as much as 10% greater than in 1960.*

Charts from McCann-Erickson

YEAR FOR CAUTIOUS OPTIMISM continued

ties noted that reports from different sections of the country brought widely varying accounts of current business volume, with some stations and some markets riding substantial gains while others lag behind. In general, however, RAB appeared to feel there is a better than even chance that radio business as a whole will show a significant gain for 1961 over 1960.

One of the biggest worries for both radio and television—as for the economy generally—is the automotive question-mark. Nobody expects this mammoth industry's huge headaches to be cured overnight. And there is no one major influence on the national economy which affects radio and television billings more directly than the automobile industry.

On a national basis the auto makers have not cut their radio and television advertising substantially. But they appear to be holding off on new commitments, especially in spot, and observers generally feel that this outlook will not brighten perceptibly for another three or four months. In radio the biggest damage seems to be happening at the local level, where local auto dealers—who as a group represent one of radio's biggest customers—are having such rough going that many have been forced to close their lots.

On the other hand, cigarettes, foods and drugs, cosmetics and some of the other basic staples of tv and radio seem to be virtually recession-proof and their billings continue strong.

The Competition ▪ For whatever encouragement it is worth to broadcasters, newspapers and magazines are hurting more than radio and television. Newspaper lineage hit a peak in the second quarter of 1960, tailed off by about 10% in the third quarter and slipped even further in the fourth, according to the best available figures. Magazines followed much the same pattern, peaking in the second quarter, slipping in the third and then, after a generally unaccountable bulge in October, resuming their slide in November.

By comparison, spot television sales slowed considerably in the third quarter and were soft again in the fourth,

In 1959, **wmca** 570 kc, ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports. In 1960, **29 out of 30.***

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports

59 60 61

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group



but according to most experts began to firm up about mid-January and are expected to finish the first quarter of 1961 in a reasonably solid position. There was no indication of any real slippage in network television in either the third quarter or the fourth, although salesmen acknowledge that they are encountering stiffer resistance now and say their first-quarter figures may show the economy's tightening influence.

Radio network billings, which have had rough sledding for years, in good times as well as bad, declined somewhat in both the third and fourth quarters and may not be able to reverse this trend in the first three months of this year, according to general estimates.

Spot radio, which has held to a fairly even course over the past two or three years, with only slight upward and downward variations except for the usual seasonal adjustments, appears to be weathering the storm with no significant ill effects. Some observers thought they saw the start of a decline in the third quarter of 1960, but on the basis of a bounce-back in the fourth quarter they changed their minds and decided that what they had seen was no more than what for spot is a relatively normal variation. Spot sales executives say January and February have been moving at about the same pace as last year.

Difference in Markets ▪ Authorities emphasized that throughout these appraisals they were speaking of broadcast business—whether television or radio—as a complete entity, not of business conditions that might exist in any one station, network or market. Thus one broadcaster might be enjoying the best business in his history while another could be experiencing his worst, as happens regardless of the condition of the general economy.

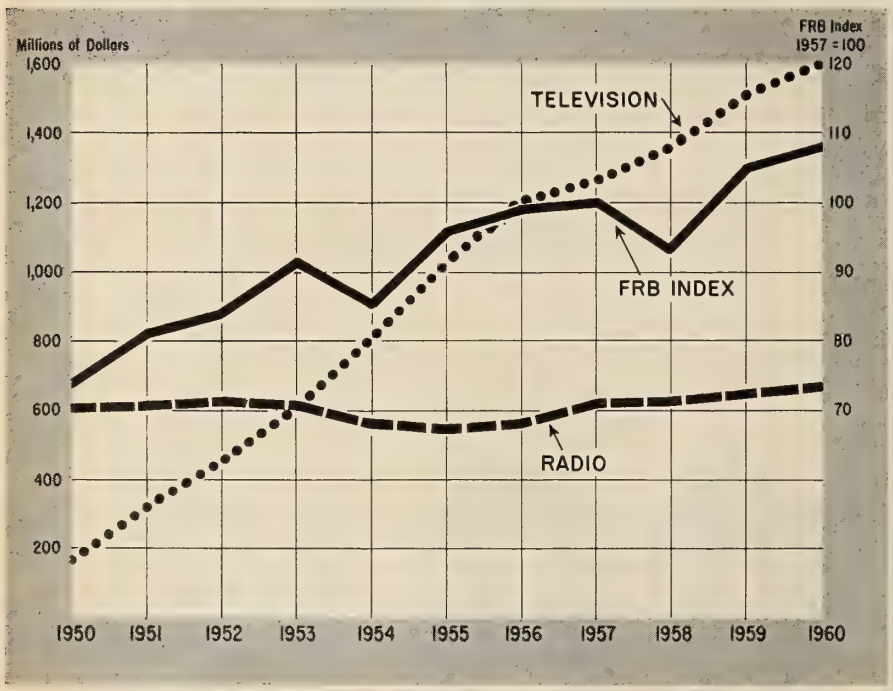
A study of radio and tv performance during prior recessions in the last decade may or may not be helpful in trying to anticipate the effect of the current slide. The present recession is the third since 1950. The first lasted from about July 1953 to about August 1954, while the second, considerably shorter, ran from August 1957 to about April or May 1958.

Radio and television reacted to those earlier dips in opposite ways (see chart at left). The first downturn in the general economy, in 1953-54, injected hardly a quiver into television's steady, year-by-year climb. But radio tailed off and did not regain its 1953 level until four years later.

The second recession of the 1950's, although shorter than the first, was accompanied by an obvious easing off in television's rate of growth. Billings continued to climb, but the rate of ascent was less steep (partly because, aside from the recession, television by 1957 was past its fastest-growing years and approaching its grown-up stage). Radio billings leveled off too, but they lagged less obviously—and recovered more quickly—than they had done the first time.

The current dip, if it moves according to present predictions, will be more akin to the 1957-58 decline than to the one in 1953-54, at least in duration. And the general expectation is that both radio and television probably will react to it in a fashion akin to their behavior in 1957-58, with billings for the year continuing to rise but at a perceptibly lower rate than was the case before the 1960-61 downtrend set in.

For the long range, economists generally are optimistic and, in fact, not much dismayed by the unexpectedly limping start with which the 1960's got under way. They see vigorous growth ahead both for the economy and for advertising as a whole. Moreover they see intensive competition among the makers and sellers of goods and services—in some cases more intensive than they would have predicted a year ago—and that is the sort of climate that makes advertising media salesmen, as well as the creators of advertising, happy to roll up their sleeves.



Are television and radio recession-proof?

Past recessions have had remarkably little effect on advertising expenditures in television and radio. This chart matches the dollar expenditures by advertisers (for time, talent and production) in television and radio with the Federal Reserve Board's index of industrial production year-by-year since 1950.

The 1954 drop in the FRB index caused not the slightest dent in television's rising curve, and radio's decline in that year and the next was caused less by general business conditions than by tv competition.

Similarly the 1958 sag in the general economy had no perceptible effect on tv. The first signs of slowdown in tv's curve occurred two years before at the end of television's first convulsion period of growth. And radio, recovering from the influence of tv, made a slight gain in 1958 despite the faltering of general business.

The chart was prepared from information supplied by the CBS Dept. of Economic Analysis, based on McCann-Erickson estimates for 'Printer's Ink.'

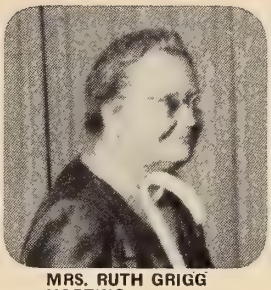
WGAL-TV serves the public interest



DAVID L. LAWRENCE
Governor of Pennsylvania



FRANKLIN V. SUMMERS
Director of Operations for the Pennsylvania Turnpike Commisssion



MRS. RUTH GRIGG HORTING
State Secretary of Public Welfare, Pennsylvania



DR. ERIC A. WALKER
President of Pennsylvania State University



S. K. STEVENS
Member of State Historical and Museum Commission, Harrisburg

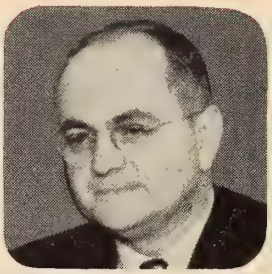
Some personalities from the Channel 8 area



DR. CHARLES WILBAR
Secretary of Health, Pennsylvania



JOSEPH A. ABEY
President of Rotary International, Reading



DR. ROLAND A. LOEB
President of Pennsylvania Division of the American Cancer Society



COL. LEROY E. FRAZIER
New Commander of Indiantown Gap Military Reservation



WILLIAM R. DAVLIN
Secretary of Pennsylvania Department of Commerce

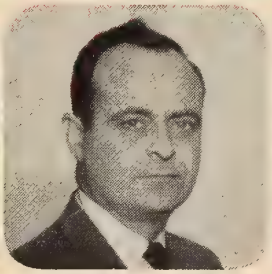
who have appeared on WGAL-TV Regional News



MAURICE GODDARD
Secretary of Forest and Waters, Pennsylvania



COL. FRANK McCARTNEY
Pennsylvania State Police Commissioner



KARL MASON
Director of Pennsylvania Bureau of Environmental Health



J. COLLINS McSPARRAN
State Master of Pennsylvania State Grange



DR. CHARLES BOEHM
Pennsylvania Superintendent of Public Instruction

Programs during the past few months



JOHN MORGAN DAVIS (left)
Lt. Governor of Pennsylvania

WILLIAM F. McINTYRE (right)
President of Pennsylvania United Fund



ELIZABETH GARBER
Secretary for the National League of Women Voters, Elizabethtown

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

A dramatic spurt in fm development

MORE STATIONS, BIGGER AUDIENCES; TARGET NOW: MORE BUSINESS

The fm broadcasting medium is going only one direction—upward.

This superior national advertising and programming service at last is starting to get what it needs most—a few of the numbers that influence buying decisions of advertisers and agencies.

Fm, 1961 model, can boast one of the most spectacular media gains of recent years: a 70% increase in added circulation in 1960, compared to its 1959 increase.

Last year American factories turned out 905,000 fm-only and fm-am radio sets compared to 540,000 in 1959 and 400,000 in 1958.

And that's really only one part of the story. Possibly 400,000 of the phono radio-tv outfits made last year had fm tuners; another 190,000 custom fm tuners were made and perhaps 100,000 fm sets were imported from Japan and Germany.

To sum it up:

- The number of fm-only and fm-am radio sets turned out annually by U. S. factories has doubled in the last two years.
- About 1.7 million fm-tuning units were put into U. S. retail markets in 1960.

While set production has mounted, the other numbers by which the fm medium is measured have been increasing.

- Local and national advertising revenues are going up steadily but not fast enough to satisfy either timebuyers or stations themselves.
- The number of stations on the air continues to increase, along with permits to build and applications.
- Fm frequencies are getting scarce in top markets; in some there simply aren't any available. Those old-line station operators who had been aloof are getting in while they can.
- Auto fm sets and tuners are beginning to sell. Several are on the market—Motorola, Granco, Blaupunkt, Bendix and Gonset, for instance.
- Fm stations are showing up in Hooperatings in an impressive way.
- Few fm stations are giving up the ghost though many are losing money. They're optimistic about fm and believe in its future.
- More big-name national advertisers are buying fm, but it's not a stampede in any sense.
- New fm network and station groups are appearing.

These trends—and they're generally accepted in the media field—have one notable weakness: They aren't backed by the elaborate research timebuyers demand.

Research and promotion are critical soft spots in fm broadcasting. It's a relatively new medium; its components are fighting, groping and sometimes floundering. There's little money for such luxuries as plastic-bound brochures and stacks of statistics—especially from the national viewpoint.

Yet fm offers a superior broadcast service, with the same coverage pattern both day and night, freedom from noise, market saturation up to 60% and diversified programming.

Variety of Tastes ▪ One of fm's proudest claims, its high-income and well-educated audience, actually backfires in the case of timebuyers interested only in easy-to-buy, mass impact. In the last several years the programming of fm has started to diversify. Added to the good-music operators are hundreds of stations that broadcast variety, lighter music, jazz and even hillbilly and rock 'n' roll. Many stations cover a wide range of programming every day.

In some markets there's claimed to be more listening to fm than to am radio.

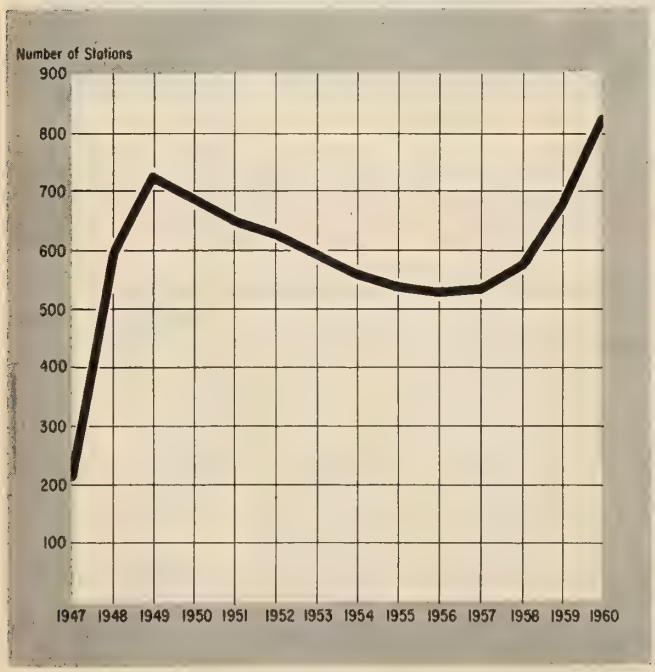
Most agencies know or suspect all this.

"But why aren't they buying our mousetrap?" a station operator asked in a moment of frustration, of which there are many in the fm business.

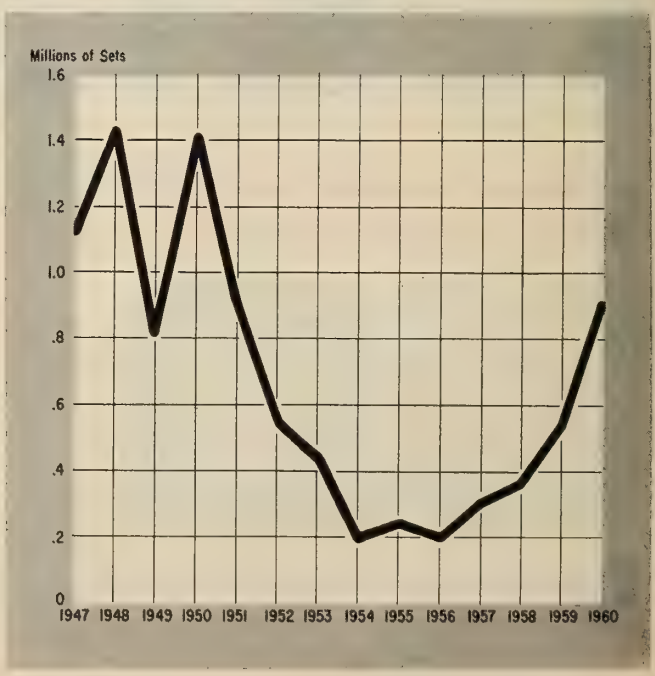
Two years ago BROADCASTING took a cold, nationwide look at the fm medium. Its check of main fm concentration points. ("Have audience, can sell" —fm), a feature of the Feb. 9, 1959 Perspective issue, led to this conclusion:

"Full-toned fm, aristocrat of the radio spectrum, can't break into Madison Avenue's exclusive agency row but there are signs it is gaining recognition.

Fm stations on air at year-end



Fm sets manufactured year by year



Fm's business hasn't caught up with its audience. But fm will have trouble entering agency doors until it comes bearing numbers. . . . Fm broadcasters are trying to convince agencies they can't buy a select, quality audience by the numbers."

An even more extensive look around the nation was taken in preparation for this analysis. Literally hundreds of phone calls and personal interviews were made in an effort to see (1) why fm's cash register still hasn't caught up with its audience, and (2) what's being done about it.

These two questions are mutually inclusive. Not enough research, promotion and selling have been done to sway a large segment of the advertising world.

It's that simple. The product is superb but it's not selling. And it's not selling because fm is a relatively young, fluid, sometimes convulsive and insufficiently organized industry.

"By any standard, fm broadcasting is a growth industry," according to John Degnan, NAB assistant to the radio vice president. "It excites the imagination of its audience, mostly those in the upper economic and educational brackets. This audience is 97% adult with high educational and earning standards. Another boost is expected from stereo-multiplexing."

NAFMB's Problems ▪ The young National Assn. of Fm Broadcasters is sparked by its energetic president, Fred Rabell, of KITT (FM) San Diego, Calif. With scarcely any organization and with scant funds, he has laid the base for a national trade and promotional association. Letters, phone calls, bulletins and contacts have poured out of his office. Next May 6-7 NAFMB will meet preceding the NAB Washington convention. A year ago NAFMB jammed an auditorium during the NAB convention in Chicago. NAB itself provided an afternoon of fm programming that was equally popular. Next May, NAB will observe Sunday, May 7, as Fm Day at the 1961 convention, cooperating with NAFMB.

Industrywide, regional and local promotion are badly needed, done on a scale that will match the professional zeal of am radio, tv, newspaper and magazine exploitation. After all, fm seeks business from the same agency sources. NAB's role is limited to dispensing and gathering information, aside from its all-industry functions. Its publication *FM-phasis* rounds up trade information but NAB lacks funds for major research and lacks authority for sales promotion.

The research shortage is acute. NAB two years ago guessed fm set circulation at 15 million sets. There's no reliable figure anywhere on national fm circulation and only a limited amount of local data. Mr. Rabel and NAFMB are working on a pocket sales tool—a wheel device that will show fm penetration by markets and changes in market and listening patterns.

A marked speedup in cooperative local promotion by fm stations has developed in the last two years.

Public tastes are getting better, due to fm's good music, generally increased interest in serious musical and discussion programs, the improved sound of long-playing records, tape decks on record players and greater appreciation of the arts. Some community antenna tv systems feed free fm music.

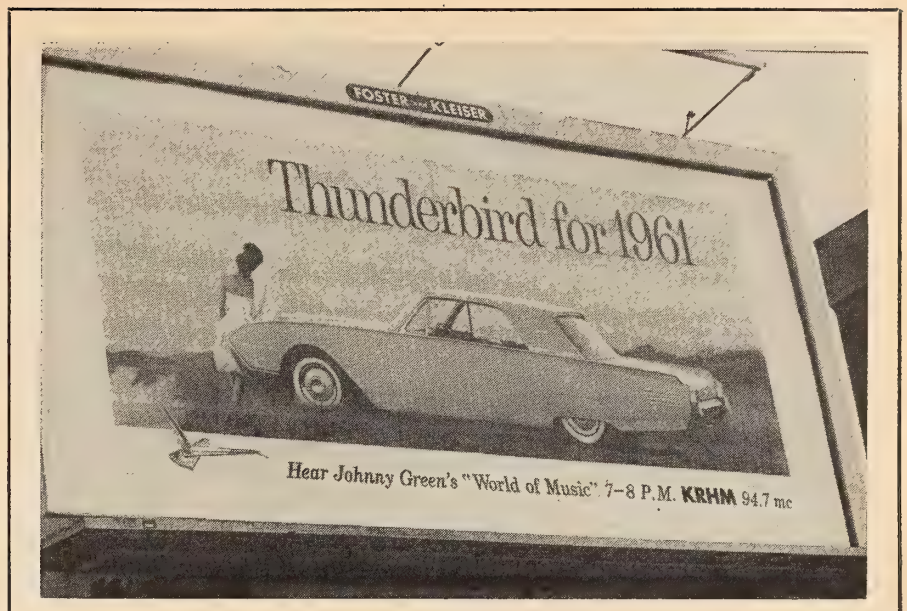
Expanding Circulation ▪ Fm is catering to these tastes and adding more cosmopolitan programming to widen its appeal to the entire audience.

Popularity of low-cost sets is a big factor in expanding fm circulation. For example, Sarkes Tarzian introduced a $19.95 fm set plus a $29.95 fm-am model last year. About 100,000 of them were sold in 1960, many through local distribution by fm stations. Granco is probably the largest maker of low-cost sets. Zenith, GE, RCA, Motorola—all big makers have fm.

Transmitters are moving, too. A recent entry, Industrial Transmitters & Antennas, Lansdowne, Pa., has jumped to the million-dollar mark, with fm transmitters (including private brand) a factor. "We look forward to even further substantial growth in the fm transmitter field," said Bernard Wise, ITA president. Ling-Temco in Dallas has a compact, low-cost, automated fm transmitter with integrated features. Standard Electronics, Collins, RCA and Gates are among transmitter firms selling fm.

The following summary of fm trends and developments indicates important progress in the last two years. It is based on contacts from Bellingham, Wash., to Miami, and from Boston to San Diego plus a study of printed commentaries on this branch of broadcasting.

Fm is still on the way upward. Its



Top talent accepts minimum fee for fm ads

One of fm's newer ideas, developed by KRHM (FM) Los Angeles, features Steve Allen and Johnny Green in programs designed to make leading talent available to local advertisers. Ford Dealers have bought the Johnny Green hour in Los Angeles, San Diego and Phoenix and the dealer group is talking up the series for national syndication by Ford. This billboard promotes the KRHM series. Steve Allen and Johnny Green are charging the station only the minimum AFTRA talent fee, $29.40 in anticipation of possible later syndication.



gains are important. It awaits the improved service that serious broadcasters can provide, the pavement-pounding salesmanship that marks all media, skilled management, earnest staff work and finally the combined promotional push of its individual operators.

Those who predicted years ago that fm would fade out must still be deemed the worst prophets of the electronic era.

Locally fm is having both ups and downs. The current status of the medium is shown by results of a spot check of some of the principal fm markets. The list is partial and does not include many good fm areas. Here are the summarized findings:

New York: Despite admittedly slack business in recent weeks, New York commercial fm operators believe 1961 will be their best year, topping 1960, which one sales manager said was twice as good as 1959. Currently, they think the slow period is temporary and that it's part of the general slowdown affecting all business. By early spring, stations report, the advertisers who were expected to place orders starting in January will be back in force.

Commercial and non-commercial fm stations alike are satisfied with the steady growth of fm interest in the metropolitan New York area—the country's largest fm market—even though some thought the progress of general fm acceptance should have been greater by this date. The variety of available fm programming is indicative of the many types of audiences and points up the generally non-competitive nature of the 20-odd fm stations in and near the city. Each station has its own particular audience and there is little duplication in programming or services, considering the number of stations.

A large number of advertisers has begun to take note of the select fm audience in the area. Surveys put the number of fm homes in the 19-county area at 2.7 million, or 60% of the total 4.5 million homes. The penetration represents 18% of the total number of fm homes in the country. This means that nearly one out of five fm homes is in the New York market. Adding to advertisers' interest are findings by Pulse that show the affluence of the New York fm listener. His average age is 37.5; his average income is $9,500 annually, and he listens to fm an average of 18 hours weekly.

The total number of stations is listed below with a classification of its operation: Full-time duplication of commercial am outlets (WCBS-FM, WEVD-FM, WNBC-FM, WNEW-FM, WOR-FM, WNTA-FM, WPAT-FM and WQXR-FM) and part-time duplication of commercial am station (WABC-FM). Non-commercial fm stations are WBAI (FM), owned by Pacifica Foundation Stations and financed by subscribers; WNYC-FM, duplicates programming of city-owned WNYC; WRVR (FM), owned and operated by The Riverside Church, WBFM (FM), owned and operated by Muzak Corp., and WHOM-FM, a storecast operation. Non-commercial educational stations are WFUV (FM), owned and operated by Fordham U.; WKCR-FM, owned and operated by Columbia U., and WNYE (FM), owned and operated by New York City Board of Education. Commercial and non-duplication of programming: WNCN (FM), a Concert Network Station, and WRFM (FM), which has the same licensee and staff as WWRL, Long Island Broadcasting Co.

Fm listeners in New York are assisted in their program selection not only by the various station program guides, which subscribers get for prices ranging from $1 to $4, but by complete weekly listings in "Cue" magazine. The station guides also render special services to listeners. WRFM, for example, lists the playing time of all selections for listeners with home tape recorders.

The programming by the three commercial, non-duplicating fm outlets—WNCN (FM), WRFM (FM) and WABC-FM, which has separate programming from 6 p.m. to 12 midnight—consists of classical music, ranging from light, familiar classics to the serious and more obscure. Except for a few weekly interview programs, none of the three has conversational programs.

Boston-Providence: A good fm set will pick up at least 15 fine fm signals in the Boston-Providence section of New England, centuries-old art center. Some growth in fm business was appearing at yearend and many station operators look for a substantial gain in 1961.

A consultant at Harvard's famed business school induced a New England account, Monks Bread, to try fm, with the business placed on WPFM (FM) Providence by Livingston Adv. Co. This high-priced bread firm had spent large sums trying to find the right formula. Starting in October it bought 45 spots a week on WPFM, 1 each from 7 a.m. to 3 p.m., five days a week, with low-sell commercials employing organ background. Sales went up 9.6% in the first 10 weeks.

Two networks, QXR and Concert, have long been active in New England. National business is coming in though not with any sort of spectacular spurt. Fm saturation is described as well over 30% in the Boston-Providence area. Public utilities, including New England Telephone & Telegraph Co., buy a good deal of fm time and most of the major banks are on fm or have used it in the last two or three years.

WMTW-FM Poland Springs-Portland, Me., has affiliated with WCRB Boston for programming and as an optional joint sale. WCRB-FM duplicates WCRB programming.

Hartford, Conn., is fast becoming a good fm market. Special newspaper fm editions have appeared and the stations have shown an interest in cooperative promotion.

WCRB-AM-FM carried a special Christmas Day "World of Christmas Music" promotion by the *Boston Globe*, placed by the local BBDO office, repeating an idea of the year before. Only commercial mention came at station breaks during the 17-hour-long program. According to NAB, Samuel S. Rogers, BBDO account executive, said the program enhanced the sponsor's image as a public servant interested in cultural aspects of the community.

COMMERCIAL FM STATION BOXSCORE

	On the Air		CP, Not		Total on Air,
	Licensed	CPs	on Air	Applications	CPs and Applications
Feb. 1, 1959	**543**	**37**	**127**	**69**	**776**
Feb. 1, 1960	**644**	**36**	**170**	**100**	**950**
Feb. 1, 1961	**759**	**69**	**212**	**101**	**1,041**

Philadelphia: "Fm stations are finally being recognized as competitors to am radio," said Raymond S. Green, general manager of WFLN-FM Philadelphia and its daytime associate, WFLN. The operation started in 1949 as fm only, adding the am outlet in 1958. WFLN duplicates the fm programming during its daylight-only hours. The fm-only night rate is the same as the combination fm-am daytime rate.

Philadelphia fm programming spans the range from jazz on WHAT-FM, 24-hour station, to the concert music of WFLN-FM. The news-music fm format of WFIL-FM, Triangle's separately programmed station, was extended last autumn to WFBG-FM, new fm outlet opened Oct. 1 in Altoona, Pa., and to

FIRST in the eyes of adult Milwaukee



The close friendship between Channel 4 and *adult* Milwaukee is reaffirmed by the latest complete ratings for the current television season. They reveal that WTMJ-TV has more *adult* viewers per average quarter hour than any other Milwaukee TV station. And these *adult* viewers are Milwaukee's *buying* viewers. They control the purse-strings in a rich metropolitan area that ranks sixth in the nation in average family incomes over $7,000 . . . where retail sales average over $45,500,000 weekly. So if you're in no mood for "kidding" around . . . if your message is for *adult* Milwaukee, *buying* Milwaukee . . . your best results will come through

WTMJ-TV

THE MILWAUKEE JOURNAL TELEVISION STATION

Represented by: **HARRINGTON, RIGHTER & PARSONS** — New York • Chicago • San Francisco • Atlanta • Boston • Detroit

WNBF-FM Binghamton, N. Y., WNHC-FM New Haven, Conn., and KFRE-FM Fresno, Calif. National syndication may come next.

John D. Scheuer Jr., of Triangle, said sales activity is starting to bring results. "We're very bullish on fm," he explained. WFIL-FM is "virtually sold out at night" and daytime business picking up, he said. Bell Telephone buys a nightly musical hour seven evenings a week on WFIL-FM. The series started five years ago.

Good Music Broadcasters Inc., headed by Mr. Green, is national representative for 35 stations in the concert music field. He said business is up 15% over a year ago, with advertisers showing more interest.

Chicago: The medium has reached such maturity here that intra-fm competition has become fierce and leading stations now emulate the older am brothers in the game of "rating war." This is the language agencies understand, and buy upon, fm sources explain.

WFMT (FM) made local history in 1958 by breaking into the Hooper "Top Ten" list of local radio (am) stations and it has continued to score since. After Hooper expanded the list to Top Twenty other fm outlets are on the am listings. The fm regulars include Zenith's classical music WEFM, independent 24-hour WFMF ("adult instrumental music") and suburban WEAW-FM Evanston.

Talman Federal Savings & Loan Assn. on Feb. 9 signed for its fifth year of daily 6-8:30 a.m. sponsorship on WFMT. Talman claims to be Chicago's second largest and the nation's tenth largest institution of its kind. Jonathan Pugh, Talman executive vice president, said, "WFMT is still the most productive advertising medium ever used by Talman in terms of traceable response and in relation to its cost." The station cites several national and local accounts.

WXFM (FM), under new management by Howard Grafman, cites several national and local accounts. WXFM (FM) programs about 90% music that ranges from jazz and folk music to Broadway and concert hall.

Sid Roberts, WFMF, which claims to be Chicago's only 24-hour fm operation, cited Chrysler Imperial's 27 fm market buy of last fall (including WFMF) as an example of the medium's maturity.

WKFM (FM), which confines itself chiefly to instrumental standards, semi-classicals and occasional familiar classics, enjoys a list of "prestige advertisers who have been with us for a long period of time." Commercial Manager Dick Stern said that although fm stations generally in that market up until now "have not been receiving a great deal of business from agencies, we are finally obtaining an audience in order to present our story." He sees fm's high standards and programming eventually capturing the am audience and part of that of tv.

WSBC-FM, now on the air a little more than a year, is making its mark with what it calls a "healthy balance" of serious music, folk music, jazz, plays, opera, Broadway shows and readings. A newcomer this year is Plough Inc.'s WJJD-FM, an automated operation under the management of Jim Brassfield. Another serious music operation that enjoys national accounts is WNIB (FM). In lighter vein, WCLM (FM) has just inaugurated a new weekend local format somewhat akin to NBC's *Monitor*.

Buddy Black, whose WEBH (FM) claims it had the "original" format of music and news, said, "We are the most mimicked fm station in the country."

Mr. Black is rather brittle in his feelings about agency-representative failure to recognize the value of the fm market. He wants them to "get off their fat salaries and do something for the medium that is no longer a step child but a full-grown individual that has caused more interest in broadcasting than they care to believe."

WDHF (FM), which started in March 1959 and now programs show tunes, light classics and other popular fare, got that way by studying the perpetual inventory at the record store of its owner, James DeHaan.

Fm set ownership is now pushing 1 million for 42.9% saturation and the station population has grown to two dozen outlets, including noncommercial, educational and religious stations. All class b channels are in use and suburban class a assignments are being quickly gobbled up.

Business on the leaders is reported good, including some blue chip major advertisers placed through the big-name agencies. Others, though reluctant to admit it, still are struggling to establish economic footholds.

Some stations still duplicate their am counterparts, including CBS-owned WBBM-FM and NBC-owned WMAQ-FM. ABC-owned WENR-FM programs separately. Chicago newspapers are devoting more attention to fm news now. Fm program guides are popular; WEFM and WFMT publish their own.

Washington-Baltimore: The nation's capital and its neighbor, Baltimore, provide all any listener could ask in varied programming—from the longest-hair music to pure jazz and hillbilly. This is another of the areas where a score or more fm signals can be picked up by the average set.

One of the oldest of the separately programmed stations, WITH-FM Baltimore, reported its 1960 business was well over 1959 which in turn exceeded



Supermarket chain buys Houston fm package

Henke & Pillot, division of Kroger Co., one of the nation's giant supermarket chains, is using KHGM (FM) Houston for hard-sell promotion of grocery items as well as institutional copy. The account was placed by Aylin Agency, Houston.

The contract calls for purchase of all daylight time every Thursday, 6 a.m.-5:25 p.m., covering the months of January and February.

Left to right: Harold Hajovsky, advertising manager for the 24-market Henke & Pillot chain; Jo Moore, Aylin Agency; Paul E. Taft, owner of KHGM.


vital buy in houston/KTRK-TV

FM UNITS DOUBLE IN TWO-YEAR PERIOD continued

1958. "And we hope to double our 1960 volume this year," said Sam Kravitz, manager. Several new fm outlets are in the market. WITH-FM is the QXR Network outlet, picking its signal off the air from the northeast and making it available to WASH (FM) Washington. Mr. Kravitz considers 1961-62 "fm's years of decision." He said he's finally seeing the progress he has been predicting for several years, with more agency-advertiser interest.

Fm has enjoyed a lot of help from improved record-players, better record processing along with tape masters, and low-cost fm sets, according to Everett L. Dillard, engineering consultant, fm pioneer and operator of WASH (FM).

Mr. Dillard feels fm station programming, particularly in the musical field, is ahead of public response but he sees the public rapidly catching up with the service. "Fm is economical to operate," he said. "It needs no multiple antenna arrays or directional equipment. It provides a healthier climate for development. Signal patterns reach out 30 miles or more, extending beyond suburbs now out of range of some am stations as market limits are widened."

Mr. Dillard added, "The day we get the numbers we'll whip them. We're getting closer every year."

Indianapolis: Fm interest in Indianapolis picked up last year with entry of the Time Inc. station, WFBM-FM, into the market. Shirl Evans, WFBM-FM manager, introduced 24-hour operation last Dec. 1, a year after the station went on the air. Variety in music is offered in the 1-6 a.m. period, with news headlines every 20 minutes between 6-9 a.m. as well as news in depth. WFBM-FM is billed as "The Golden Sound of the Middle West."

The station broadcasts "custom-created adventures in sound" from 6:30 p.m. to 1 a.m. Mr. Evans estimates circulation in the area at 205,000 sets, with 26% of homes fm-equipped. An active regional account is North Woods coffee. Boeing Airplane Co. bought time to promote its engineering recruiting plan.

WIBC-FM went on the air last year. Next will be WISH-FM but its completion awaits milder weather. "We've found fm interest growing," said Robert B. McConnell, vice president-general manager of the Corinthian outlet. He added, "This is no longer a hobby or plaything. The number of grants is increasing. We should be in fm if we're going to have a complete broadcasting service."

Asked if WFBM-FM is in the black, Mr. Evans said, "We're on the way. Indianapolis has 31% penetration. We have made progress in a year." The station has issued certificates to advertisers as part of its promotional campaign. A January survey by WFBM-FM showed a 92% increase in local set sales last year, with 80,000 estimated fm homes in Marion County.

Detroit: If every city had the fm enthusiasm that marks the Detroit audience, the better-sound medium would be giving am radio a bad time. Two years ago there were 10 commercial stations in Detroit; today there are 16 on the air and two on the way.

A survey conducted by the research department of Michigan State U. for WLDM (FM) showed 52% saturation, according to Harold I. Tanner, president-general manager of this highly profitable operation. Figuring on a 60-mile radius, he said 846,032 sets are within the effective signal area. WLDM is increasing its power from 20 to 165 kw and buying two new transmitters.

Set sales are at a peak, he said. Auto sets are becoming popular in this motor-minded market. Ford installs fm as original, optional equipment in its higher-priced models. Detroit is buzzing with rumors that General Motors will introduce a Delco fm auto set.

The prestige Fred Sanders Store (baked goods, candy) recently placed a $20,000 spot account on WLDM. BOAC has been on the station two years; a brief Columbia Record Club campaign brought 850 new members in a month. Detroit Edison has renewed for the eighth year. The giant J. L. Hudson Co. department store has a weekly WLDM hour.

Two Detroit newspapers have caught the enthusiasm. The *News* carries fm highlights daily and the *Free Press* has a weekly summary in its Sunday issue.

Houston: With eight stations now on the air, and two on the way, Houston provides one of the most significant examples of fm's swifter pace. All stations belong to Houston Fm Assn., which holds frequent lunches as part of a promotion program high-spotted by Fm Week at Christmas time. Latest circulation figure claimed for Houston is 163,000 sets.

Dave Morris, general manager of KQUE (FM), is "very enthusiastic" about this new adjunct to KNUZ. "I gave it a year to get in the black," he said. "Now I expect to beat that goal

Penetration pushes past 40 % mark

Fm set penetration in major U. S. markets is 43.5%, according to a composite of 16 Pulse studies conducted in 1959-60 and compiled by National Assn. of Fm Broadcasters. The Pulse data show 56.5% of fm homes listening sometime each week; 51.3% listening every day; 13% multiple fm homes; 10% offices and business establishment with fm sets.

Last month Pulse started quantitative fm surveys in six or seven markets, according to Lawrence Roslow, associate director. The surveys will show for individual stations the average number of fm homes reached for the average quarter-hour; total number reached daily, weekly and monthly. A formula for quantitative data was worked out with National Assn. of Fm Broadcasters.

Here is the NAFMB compilation of available metropolitan market penetration and fm homes figures (within last three years):

	Market Penetration, %	Fm Homes
New York	57.1	2,481,561
Los Angeles	48.7	1,802,246
Chicago	41.9	791,491
Philadelphia	36.3	435,600
San Francisco	47.3	416,665
Boston	49.9	334,779
Washington	41.0	232,437
Pittsburgh	27.6	178,185
Cleveland	34.1	171,420
Portland	46.1	128,803
Buffalo	33.4	117,447
San Diego	36.4	116,578
Houston	29.8	106,421
Cincinnati	26.9	91,774
Kansas City	29.6	91,114
Miami	31.7	87,330
Providence	35.1	85,422
Milwaukee	22.1	76,432
Minneapolis-St. Paul	16.9	74,833
Rochester	33.1	66,789
Denver	37.4	62,431
New Orleans	24.1	59,806
Albany	33.1	57,246
Dallas	20.7	55,186
San Antonio	17.1	28,134

The Pulse Inc. submitted its newest figures, compiled in 1960 for 12 markets, as follows:

	%
Cincinnati	29.1
Colorado Springs	24.2
Nashville, Tenn.	7.8
Johnstown, Pa.	28.5
Harrisburg, Pa.	13.0
Eau Claire, Wis.	17.7
Akron, Ohio	26.6
Denver	38.5
Sacramento, Calif.	27.0
Houston	31.2
Atlanta	19.2
Minneapolis-St. Paul	20.5

THAT WCKY SURE

ties up

CINCINNATI



Ties it up in knots. Ties up traffic-time with the big sound of music-and-service on the Will Lenay and Leo Underhill shows. Ties up hundreds of thousands of listeners every day, twenty four hours a day, throughout the Cincinnati Tri-State Area. Nielsen proves WCKY ties up a million-aire audience in a billion-aire market; Standard Rate proves it ties down a pennies-per-thousand cost. The salesman from AM Radio Sales has the facts-and-figures that prove that 50,000 watt WCKY ties a big red ribbon around Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

by six months." He landed a high-priced bread account Feb. 2, moving him to say, "That made eight new contracts in 10 days." He tailors complete promotion programs to each account. KNUZ has one full-time salesman and a programming staff of five. Easy-listening music is featured. "This is the kind of am station I would like to run," Mr. Morris said.

Houston's entry into the fm scene as a major factor began three years ago when KFMK (FM) and KHGM (FM) were added to two local am duplicators. More were added in 1959 and by mid-1960 the city was one of the most fm active spots in the nation.

An unexpected entry into Houston's sponsor list in January was the Henke & Pillot division of Kroger Co. supermarket chain, which bought all Thursday daytime hours on KHGM (FM) for January and February (photo page 82).

Kansas City: Kansas City has an active promotional group, Fm Broadcasters of Greater Kansas City. Last September a 17-minute slide-sound film in color, depicting fm's growth, was shown agency, advertiser and media executives. The showing was a success, according to Chris J. Stolfa, commercial manager of KCMO-FM and chairman of the association. A follow-up mailing was added. Oct. 2-8 was celebrated as Fm Radio Week in Kansas City. Five commercial stations are operating.

Fm penetration is described as now nearing 40%. All this activity reached out 60 or 70 miles to Topeka, where some fm signals come in from the east. Recent public comment induced one of the oldest Kansas stations, WIBW, to enter fm, according to Thad Sandstrom, general manager.

Newest addition to the Kansas City fm market will be WDAF, another longtime am outlet. Equipment is on hand and a winter target date has been set. A new outlet, KBEY-FM, went on the air in January, featuring good music. A fifth commercial outlet is due next summer. David Green, vice president of KXTR (FM), said an increasing number of institutional-minded advertisers are going into fm. He estimated local advertisers spent over $100,000 on the four commercial stations that operated last year.

Pacific Coast: Up and down the three Pacific Coast states fm is growing, with Los Angeles, San Francisco and San Diego the spots of highest interest. Sacramento and Fresno, along with other markets, are feeling the impetus.

Fm is here to stay in Los Angeles, 25 commercial operators insist. It's a tough life for many of them because of the extensive and intensive competition, despite the estimated 1 million fm circulation. While business isn't rolling in, it's easier to get than was the case a year ago.

One Los Angeles fm salesman put it this way: "Less than two years ago when I called on agencies I had to explain what fm was and who, if anyone, ever listened. Today I get right down to time selling and sell fm just as I would am, aside from the difference in programming and signal. Buyers know what it is and many are fm fans."

Late last year fm stations felt the general dip in Southern California business, but several stations wound up the year in the black. All sorts of business firms are buying fm, especially those catering to the upper half of the family income bracket where the music and softer-selling commercials are especially appreciated.

Of the 25 commercial fm stations in Los Angeles, eight are entirely or largely duplicating am programs and 17 are exclusively fm.

North American Van Lines tested fm last year and found it produced a greater volume of long-distance hauling than other media. This led it into other fm markets across the country. Savings and loan companies and auto dealers are big buyers of fm.

A significant trend in programming was developed by KRHM (FM), which has across-the-board shows featuring Steve Allen and Johnny Green in programs that have gone into syndication. Ford Dealers of Southern California, sponsoring Johnny Green's *World of Music* on KRHM, have added Phoenix and San Diego and are urging Detroit to make the series a national vehicle.

San Francisco continues to be one of the leading fm markets with 23 fm stations serving the immediate area—17 of them separately programmed. Gary M. Gielow, president of San Francisco Bay Area Fm Broadcasters Assn., said the latest Pulse saturation figure is 47.3%, one of the nation's highest.

Mr. Gielow called the fm association's local Fm Month promotion, Feb. 19-25, one of the most extensive in the industry.

Fm day has 18 hours with peak in afternoon

The typical fm commercial outlet is on the air 18 hours a day, with peak audiences between 4:30-6 p.m. and 7-9 p.m., according to Sidney J. Wolf, president of Fm Broadcasting System Inc., Chicago. FMBS has 71 affiliates around the nation. Mr. Wolf also heads Keystone Broadcasting System, am network.

Recognizing the need for nationwide fm data, he has conducted several surveys along with coverage-listening studies. These are used as the basis for profiles of affiliated fm stations. "We are finding a rising interest and enthusiasm for fm among national advertisers," he said.

Two out of every three fm stations report between 31% and 50% fm saturation in their markets, the FMBS research showed, with highest penetration, 60%, in New York City were (WRFM (FM) is the affiliate.

At-home tunein runs between six and seven hours, according to the survey. Some affiliates reported all-day listening (27% of listeners in Seattle, according to KLSN (FM). Out-of-home listening is gaining fast, Mr. Wolf said, as business firms install fm sets.

In analyzing programming, FMBS figures show good music 44%, popular music 15%, symphonic 33%, religious 6%, special events 2%, news—average of five five-minute segments per day.

Shorter hair in vogue in San Antonio

The way fm's dependence on long-hair music is dwindling in favor of a broadened audience appeal is shown in a November Pulse in San Antonio. This showed 40.3% prefer to listen to popular music of fm, compared to 22.2% for classical, 21.4% for smooth-soft music, 16.3% for semi-classical and 7.4% for jazz.

Even if semi-classical and classical are combined, popular music holds its lead. If jazz is included, the score stands—47.4% for popular and jazz; 38.5% for classical and semi-classical.

In San Antonio, incidentally, three out of four fm listeners cite superior sound/superior reception as the main reason they listen to fm. Jack Roth, general manager of KITY (FM), began serious promotion of the decade-old fm outlet last June in a three-station fm market, setting up separate sales and program departments. The reason: "People were talking a lot about fm."

"We were in the black within 30 days," Mr. Roth said. Accounts include Hamilton Watch. Fm penetration in San Antonio is 21.5%.



with SOUND OF THE CITY

with SOUND OF THE CITY

with SOUND OF THE CITY

with SOUND OF THE CITY

Your future will be **SUNNIER . . . MONEY-ER!**

Your SPOT will be the **SUN SPOT** the **FUN SPOT!**

Your **MONEY MAKERS** will do just that . . . for you!

Your **TOP SECRET** will cause more tune in and tune up . . . **YOU** to be talked about and talked up . . . with **SOUND OF THE CITY** **TOP SECRET** is **YOURS!**

PAMS PRODUCTIONS OF DALLAS

3123 KNOX ST., DALLAS 5, TEXAS • PHONE LA 6-7721

Why don't stations tell how good they are?

AGENCIES FAVOR FM BUT WANT PROOF OF AUDIENCE

The men who really know their numbers, agency timebuyers, want more and better circulation figures from fm broadcasters—a lot of each.

A dozen agency executives, some of whom would not be quoted, agreed they would not accept fm as a major national medium until they can get up-to-date and accurate data on the number of fm sets in circulation, the number of fm families in larger markets, the amount of tune-in and specific market data.

Many timebuyers are friendly toward fm and are following the medium's development. However, a majority tend to shrug off fm as a good type of signal providing good music to a selective audience. The qualitative data showing the traits of fm's upper-crust audience are widely accepted. But this very trait convinces many timebuyers that fm is a deluxe service aimed at a desirable but limited segment of the populace.

"Where are the reps?" one agency man asked. "If fm is so wonderful why aren't the reps hounding us?"

Another asked, "Why don't stations get off their behinds and tell us how good they are?"

"Let's see their cost-per-1,000," said a third.

This poses a dilemma to hundreds of fm operators who can't afford the luxury of Madison Avenue selling but who would give two bays off their 800-foot antenna for the fun of signing some national business.

Where are the reps? They're mostly waiting for fm's numbers to catch up with the enthusiasm of its operators. There are a number of specialized reps —Good Music Broadcasters Inc., Heritage Reps and Fine Music Hi-Fi Broadcasters, for example. Representation-sales functions are also performed by Fm Broadcasting System (fm cousin of the am Keystone Network), QXR Network and others. Many of the leading national reps are giving fm a closer look than their spokesmen will admit in public.

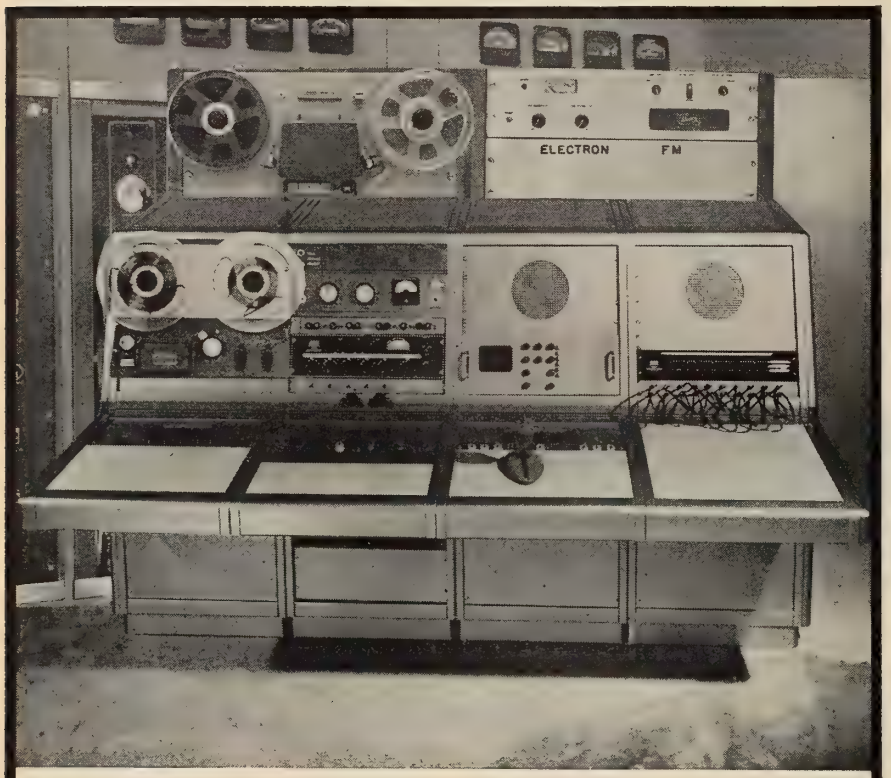
Among agencies active in fm are J. Walter Thompson Co., N. W. Ayer, BBDO, Donahue & Coe, Joe Gans Adv., Erwin Wasey, Ruthrauff & Ryan, Grey and Fuller & Smith & Ross.

Blue Chip Accounts ▪ Some of the national accounts in the New York market in the last two years: Steinway pianos, Hamilton watches, Chrysler Imperial, Northwest Orient Airlines, KLM, BOAC, Lufthansa, Pan American, Matson Lines, Tuborg beer, Lowenbrau beer, *Time* magazine, Benson & Hedges cigarettes, Ford Dealers Assn., Columbia Records, Eico, Zenith, Reeves Soundcraft, Everest recording, United Artists recording, Westinghouse, General Electric, Knabe pianos, Grace Lines, Florman & Babb (recording tape), Cartier Inc., Telemann Society, Hudson vitamins, *Harper's* magazine, Standard & Poor and Rek-O-Kut turntables.

Many of these are prestige accounts serving a higher-income audience. Many of them have success stories to tell about fm results. But the flow of top national advertisers into fm is slow and mostly they have gone into the top 25 markets.

The most active research firm has been Pulse, which has conducted surveys in two dozen top markets. Last month Pulse started a regular fm survey service which Lawrence Roslow, associate director, said already covers six markets with others expected to follow. The new service will supply daily quarter-hour averages 6 a.m.-6 p.m. and 6 p.m.-midnight as well as daily, weekly and monthly cumulative figures. National Assn. of Fm Broadcasters was active in developing this new research.

Alfred Politz has done qualitative surveys for the Heritage Station group. C. E. Hooper Inc. has discovered fm stations appearing all over its radio



ANNOUNCING – ELECTRON CORPORATION'S COMPLETELY AUTOMATED FM STATION!

- COMPLETE AUTOMATION
- 24-HOUR ULTRA-HI-FIDELITY PROGRAM SERVICE
- SINGLE ANNOUNCER-ENGINEER OPERATION
- COVERAGE THAT SATURATES
- MEETS ALL FCC SPECIFICATIONS

This complete FM station package has been developed to provide a turn-key installation at a minimum of time and expense. High quality, rugged components are used throughout.

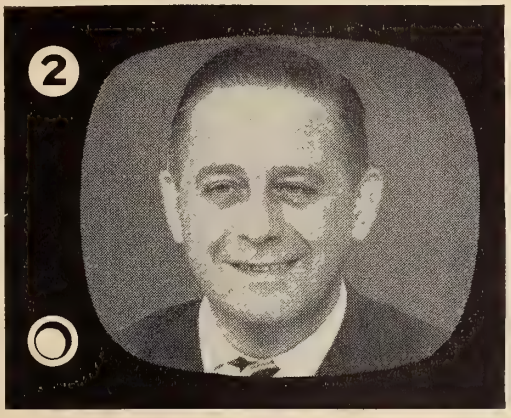
Write or wire for specifications and competitive pricing today!

ELECTRON CORPORATION

BOX 5570 ● DALLAS 22, TEXAS ● ADams 5-3424

SUBSIDIARY OF LING - TEMCO ELECTRONICS, INC.

WMAR-TV VIEWMANSHIP IS THE BIG DIFFERENCE!



The Top Local News Program!
DAVE STICKLE and
"THE SEVEN O'CLOCK FINAL!"
(7:00 P.M. Monday through Friday)

REACHES MORE HOMES THAN ANY OTHER BALTIMORE NEWSCASTER!*



The Top Network News Program!
"DOUG EDWARDS With The News"
(7:15 P.M. Monday through Friday)

REACHES MORE HOMES THAN ANY OTHER NETWORK NEWSCASTER IN THE BALTIMORE AREA!*



MORE PEOPLE IN MARYLAND WATCHED THE PRESIDENTIAL INAUGURATION ON WMAR-TV
Channel 2 than all other Baltimore area television stations COMBINED!**

WALTER CRONKITE, WELL-KNOWN ANCHORMAN ON (CBS) COVERAGE OF THE DEMOCRATIC AND REPUBLICAN CONVENTIONS, ELECTIONS AND INAUGURATION and M.C. on "Twentieth Century", "Eyewitness to History" and other programs was recently named "THE OUTSTANDING TELEVISION PERSONALITY OF 1960" by The Advertising Club of Baltimore.

*ARB Dec. 1960, Nielsen Dec. 1960 Reports **ARB Special Inauguration Day Survey

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION - BALTIMORE 3, MD. CHANNEL 2

Represented Nationally by the KATZ AGENCY, INC.

the key to successful "automatic programming" is PROGRAMMING!

Every radio station operator knows it. That's why astute broadcasters are hailing the new automated radio programming by Magne-Tronics.

For Magne-Tronics top quality programming, on tape, consists of outstanding "name" musical productions from both sides of the Atlantic. Almost 80% of the music is popular and popular-concert, pleasingly balanced with symphonies, vocals and, of course, seasonal and holiday numbers.

PROGRAMMING WITH INFINITE VARIETY

Magne-Tronics music comes in ten 8-hour reels. A new reel added each month keeps the schedule fresh and exciting . . . continually builds your library. The interspersing system in the equipment enables stations to achieve infinite variety in the sequences of the numbers.

PROVED, FAMOUS-MAKE EQUIPMENT AVAILABLE

Specially designed, famous-make equipment (available, if required, through Magne-Tronics) provides continuous, trouble-free automated radio programming — including commercials and announcements.

Yes, with Magne-Tronics you get all the economies of automated broadcasting, **plus** radio programming that gives a lift to your schedule. And priced for economy-minded budgets!

Write today for full details . . . audition tape — and exclusive rights in your market.

*Be sure to look into the Magne-Tronics background music service which broadcasters are finding a valuable station asset. Exclusive franchises in preferred markets still available.

Magne-Tronics, INC.
49 West 45th Street, New York 36

In Canada: Instantaneous Recording Service, 42 Lombard St., Toronto 1, Ont.

Hooperatings (see Hooper story page 92). Many stations have used university research departments and business schools to provide circulation and qualitative data.

The Numbers Game ▪ The big agencies, however, keep wanting numbers comparable to those supplied by am radio, television and print media. They wonder why fm broadcasters can't get organized and produce uniform national numbers. NAFMB has taken steps in this direction under the leadership of Fred Rabell, of KITT (FM) San Diego.

Agency interest is increasing, but not fast enough to suit fm stations. Hundreds of buyers are fm fans and like the medium but they get down to hard facts at the office and they think of it as a narrow, specialized medium.

"Fm must be approached in a commercial way," said Alice Wolf, N. W. Ayer timebuyer. "There must be some way to make it succeed," she pondered, adding, "but of course you know there's more advertiser interest and fm buying every year." But she suggested fm programming should be more diversified. "It's not good for all accounts," she said. Among Ayer fm clients are Hamilton Watch and Steinway. Michigan Bell has been showing interest in fm.

Edward C. Fleri, media supervisor of BBDO, New York, said, "The calibre of the fm audience is due to the programming, not the physical facilities." As to numbers, he said, "We need audience data. What are stations delivering? Are people listening? The audience profile information is good but there is little research reflecting the size of the audience."

Ray L. Stone, radio-tv timebuyer at Maxon Inc., New York, described fm's progress in the last two years as "spotty." He said, "The faults that existed two years ago are still there—lack of selling, promotion, education and research."

He said the test of fm will come with keyed-response campaigns in which both results and cost-per-1000 are matched with newspapers, television, magazines and other media. The Maxon agency is not currently buying fm. About a year ago it bought some fm time from General Electric.

'Disappointed' ▪ Joe Gans, head of the New York agency bearing his name and a longtime fm booster, is "frankly disappointed because fm hasn't fulfilled its potential." He contends fm should supply a needed service midway between tv and am programming, adding that the public wants more than good music.

Mr. Gan's agency has been described as one of the heaviest buyers of fm advertising in the country. Among current accounts are *Harpers* in over 50 markets, *American Heritage* magazine, *Time* magazine, and Cadie Products.

Two years ago Mr. Gans was con-



"RCA Color TV Tape... Equal of Color Live!"

—says William B. McGrath, V.P. and Managing Director, WHDH-AM, FM, TV, Boston

"Here at WHDH-TV we are enjoying great success with our RCA Color Television Tape operation. Taped programs, commercials and special events sparkle in color. We find color *tape* the equal of color *live*—and with the convenience and ease that only RCA TV Tape can give.

"RCA Color TV Tape Recorders have completed our RCA color facilities. We do all our local programs in color. By adding the client convenience of television tape to the new dimension of color, we have an unbeatable combination for success."

RCA Color TV Tape Recorders are proving themselves in installations like WHDH because they are designed for color. Picture quality is virtually built in, thanks to multiple monitoring checks. You can check through the entire system for the very best picture. Precision head-wheel interchangeability for color, too, means you can play back tape on any machine, regardless of where it was made.

More and more broadcasters are specifying RCA TV Tape for color operation because it is part of a completely matched line of color equipment available from one single source—including color TV tape recorders, studio color cameras, 3-V film cameras and projectors, color monitors, switching and special effects. They find service before and after the sale of the kind that only RCA with its broad background in color television can perform.

Find out how you can get live color quality with tape convenience. See your RCA Representative. Or write to RCA, Dept. RC-22, Building 15-1, Camden, N. J.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

QXR FM NETWORK

... the nation's biggest FM radio network, reaching a quality audience for quality advertisers in major metropolitan markets with New York Times news and the good music format of WQXR, America's Number One Good Music Station.

●

Albany-Troy, N. Y. WFLY-FM
Allentown, Pa. WFMZ
Baltimore, Md. WITH-FM
Binghamton, N. Y. WKOP-FM
Boston, Mass. WXHR
Buffalo, N. Y. WGR-FM
Hartford, Conn. WCCC-FM
Ithaca-Elmira, N. Y. WRRA-FM
Jamestown, N. Y. WJTN-FM
Olean, N. Y. WHDL-FM
Philadelphia, Pa. WDAS-FM
Poughkeepsie, N. Y. WKIP-FM
Providence, R. I. WPFM
Rochester, N. Y. WROC-FM
Southern New Jersey WSNJ-FM
Syracuse, N. Y. WSYR-FM
Utica-Rome, N. Y. WRUN-FM
Washington, D. C. WASH-FM
Worcester, Mass. WTAG-FM

Non-interconnected group

Chicago, Ill. WFMF-FM
Cleveland, Ohio WDOK-FM
Detroit, Mich. WLDM-FM
Indianapolis, Ind. WFBM-FM
Kansas City, Mo. KCMO-FM
Los Angeles, Cal. KCBH-FM
Miami, Fla. WWPB-FM
Milwaukee, Wis. WFMR-FM
Minneapolis, Minn. KWFM-FM
Norfolk, Va. WRVC-FM
Pittsburgh, Pa. WLOA-FM
St. Louis, Mo. KCFM-FM
San Diego, Cal. KFSD-FM
San Francisco, Cal. KAFE-FM

●

Ask to see our new slide presentation on the amazing growth of FM radio.
Call or write us today.

THE QXR NETWORK

229 West 43 Street, New York 36, N.Y.
LAckawanna 4-1100

vinced fm's future was "absolutely rosy," with possibility of a "boom" in four or five years. His February 1961 view is about the same. "Fm stations must have more than music," he told BROADCASTING. "Their programming often isn't up to par. But I'm still enthusiastic about fm's future." He reminded that the audience is growing despite the lack of promotional help from manufacturers.

"Fm can't be bought on a cost-per-1000 basis," he said. "It can't be bought by the numbers, by a nose count or by sets sold." He's encouraged by signs of a "mass-media approach" through trade association activity and low-cost sets.

Walker-Rawalt, national representative firm, now represents 28 major market fm stations (selling individually or as a group), Quality Music Fm Stations. All are located in the first 50 markets, according to C. Otis Rawalt, vice president.

"Fm got off the ground in 1960 and 1961 is even better,' Mr. Rawalt said. "Our fm billings for the first two months of this year are ahead of the first quarter of 1960. That's the direction radio is moving—into fm. Advertisers are showing more interest. They know their commercials can get good exposure."

Mr. Rawalt noted a trend toward separate programming by fm adjuncts of am-fm operations. He predicted several other representatives are getting ready to move into fm. "The trend is turning," he added. "Fm stations are starting to sell harder and are contacting national advertisers."

Hooperatings beginning to show fm listeners

All of a sudden fm is developing conspicuous numbers symptoms. While factory set sales zoom 70% in a year and the number of stations increases, fm still faces the demand of agencies for ratings and cost-per-1,000 data—numbers that are consistently applied to the purchase of advertising.

The newest development that has come in recent weeks, according to Fred H. Kenkle, of C. E. Hooper Inc., is the appearance of one or more fm stations in a score of metropolitan Hooperatings.

"One year ago they rarely showed," Mr. Kenkle said. "Now they have ratings in a score of cities. A 5 or 6 rating isn't unusual any more. We're terribly conscious of fm in the last two months and fm stations are starting to subscribe to our service."

Among cities where fm stations are appearing in Hooperatings are San Francisco, Chicago, Houston, Indianapolis, Pittsburgh, Los Angeles, Albany, Syracuse, Washington, Toledo, Wilmington (Del.), Allentown (Pa.), Cleveland, Kansas City, Lansing (Mich.), Lincoln (Neb.), Denver, and Bakersfield, San Bernardino and Sacramento (Calif.).

Audience too is superior, Politz reports

Fm families are the best families for advertisers, according to a 1960 survey conducted for Heritage Stations by Alfred Politz Media Studies in five West Coast markets.

The Politz firm based its findings on the type of audience reached per advertising dollar spent in the fm medium. Here are the Politz fm breakdowns as announced by Heritage:

- Almost twice as many high-income families as mass media; 43% of fm families have an annual income of over $7,000 compared to only 27% of the mass audience.
- One-third more college-educated heads of households; 49% of fm heads of households have a college education (only 33% of all heads of households have attended college).
- One-third more professional, managerial, sales or clerical heads of households; 54% of fm family heads are in this category (only 40% of the total population are thus occupied).
- One-third more two-car families; 32% of fm households own two cars (compared to 23% of all households).
- Almost three times as many automatic clothes dryer and food freezer owners; 43% of fm households own dryers; 49% own freezers (only 16% and 18%, respectively, of all households own these major appliances).
- One-fourth more households which made home improvements; 53% of fm households made some home improvements last year (compared to only 40% of the mass audience).
- One-fourth more larger households; 58% of fm households contain three or more people (compared to 46% of non-fm households).

In a survey of five of the top 25 markets, Politz found :

The fm market is a third (30.3%) of all households.

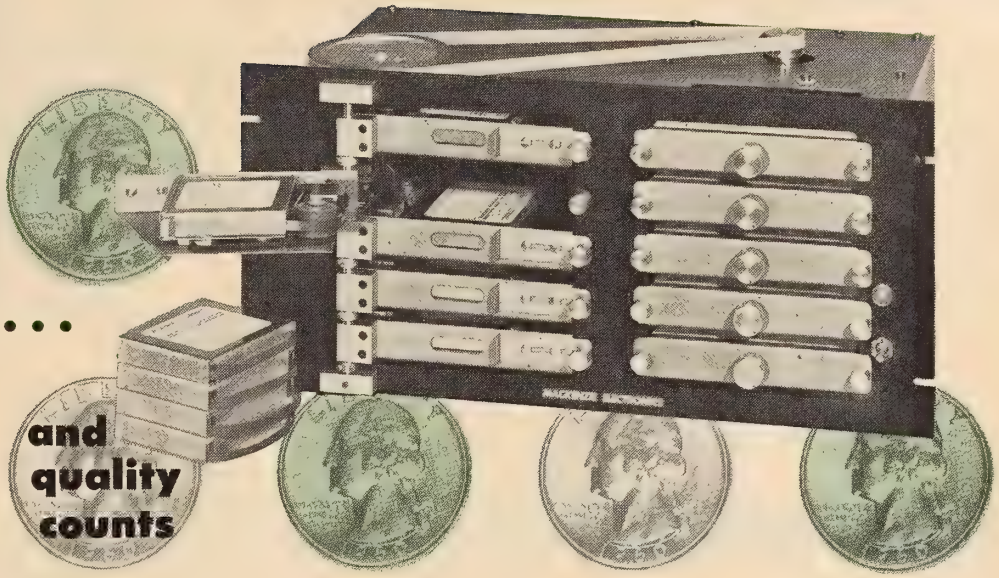
The fm market listens 3 hours 22 minutes per weekday compared to 1 hour 59 minutes for am (Radio Advertising Bureau figure for am).

Fm's share of the market is rapidly expanding, with 39% of fm receivers purchased in 1958 and 1959.

When time

5CPB FIVE-CHANNEL SELECTIVE PROGRAM REPEATER





is money . . .

and quality counts

USE MACKENZIE "INSTANT" AUDIO

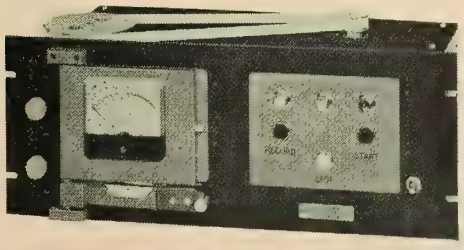


Proven by millions of hours of continuous service

NOTHING FASTER... NO HIGHER QUALITY!

The completely transistorized 5CPB features perfect quality and greatest reliability. It is the fastest automated audio unit you can get... carefully designed and built to give you the continuous, dependable service you need.

A PERFECT COMPANION! MacKenzie 1CPR Instant Recorder—and single-channel playback repeater—assures perfect pre-recorded announcements...made in leisure time. Provides natural live quality reproduction...instant playback...instant automatic erasure, interlocked against accidental operation. Saves waste motion, lost time... makes every precious second count...for **you!**



Check how MACKENZIE "Instant" Audio can save you at least four minutes of saleable time each day . . . or at least 120 minutes of saleable time per month! Send coupon TODAY!

MACKENZIE 5CPB Five-Channel Selective Program Repeater gives you quick returns on your investment

TIME IS MONEY! And every second saved...every miscue or fluff that you eliminate means more time to be sold... fewer penalties...and all of these mean greater return on your investment.

The ruggedly built, completely dependable MACKENZIE 5CPB contains five continuous loop tapes that may be used simultaneously or individually...plays pre-recorded spots, announcements, commercials, station breaks, jingles, music bridges, sound effects...any material requiring precision cueing and instantaneous stop-start operation. Saves seconds-minutes-hours...puts money in **your** pocket!

Gentlemen,

☐ Please contact us immediately.

☐ Please mail me the complete story on MACKENZIE money-making equipment.

Name_____

Title_____

Company_____

Address_____

City_____ State_____

Norman J. Ostby, General Manager

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

1025 NORTH Mc CADDEN PLACE, HOLLYWOOD 38, CALIF. / HOllywood 3-5186

Networks fill many functions for stations

NEW ENTRANTS IN FM FIELD INDICATE GROWING INTEREST

Fm networking, like the medium as a whole, is making steady progress. "At least we're going up while the am networks are going the other way," one fm broadcaster said.

The main network operations differ somewhat from am networks in the broad base of their functions. They serve as combined program sources, live, tape and disc; perform as national or regional representatives in many respects; provide national accounts, though it's often a tough sell, and supply promotional aids. All these are often on a much looser basis than is the case with am networks and their affiliates.

Among new entrants in the field are Fm Broadcasting System, operated by Sidney J. Wolf, head of the huge Keystone am transcription network, and the Heritage Stations group headquartered in Bellingham, Wash., with International Good Music Inc. as parent company. IGM owns five of the Heritage fm outlets. Rogan Jones, KVOS Bellingham, Wash., founded the project.

Fm networking is successfully operated by the QXR Network of WQXR-AM-FM New York, owned by the *New York Times*. It claims the largest national account in fm history—five-weekly, five-minute 52-week commentaries for Chrysler Imperial automobiles on the 19 QXR stations interconnected by radio and the stations associated with the network by tape. Young & Rubicam, New York, is agency. The series is titled *The Imperial Press Club*.

Business is fine, according to Elliott M. Sanger Jr., executive vice president of WQXR-AM-FM. "Last year was better than 1959 and 1958," he said. "Prospects are bright and we're very optimistic." And he added, "We're making money." Accounts include Cadillac, Olds, Hamilton Watch, Citreon, Grace Lines, Sabena airlines, among others. Marine Midland Banks recently bought a Boston Symphony series on the QXR New York division. The network claims 2.7 million fm families (33.7% penetration) in its total coverage area, 730,400 for the New York State division.

Sales Up ▪ Concert Network, operating four classical-music stations in the Northeast, enjoyed "a considerable increase in business" in 1960, according to H. Stilwell Brown, general manager. Its stations are WBCN (FM) Boston, WXCN (FM) Providence; WHCN (FM) Hartford; WNCN (FM) New York. In addition it serves several affiliates. WAVA (FM) Arlington, Va., Washington suburb, is an associate station.

A novel tiein with WOR-AM-FM New York for Philadelphia Symphony concerts provides several stereo combinations, WOR carrying the right channel on both am and fm, and WNCN (FM) carrying the left channel. Mr. Brown said 16% of the families around New York have two fm sets. WNCN recently signed a 16-week contract with New York Telephone Co. through BBDO.

FMBS is headquartered in Chicago and has national sales offices in New York, Detroit, Los Angeles and San Francisco.

John Hartigan, FMBS secretary, said stations must provide timebuyers with audience composition and coverage data before fm can be recognized as a major medium. "Then it can become as commercial as other media," he said.

All FMBS stations are members of National Assn. of Fm Broadcasters. National advertisers are offered the entire FMBS lineup on which they have a minimum schedule of 13 weeks, using one announcement per day seven days per week on each station. Maximum schedule is based on 52 weeks and three announcements per station per day. The minimum 13-week, 71-station rate (one commercial daily each week on each station) is $205 for one announcement (one-minute) or $1,400-plus per week, a 13-week campaign total of $18,672.



QXR Network (fm), keyed from WQXR-FM New York, emphasizes the high-income level claimed for its regional audience with this type of promotional art.

Heritage is now operating in 20 markets with its automated tape program service, based on serious music. The program service is labeled Heritage Music. Stations are represented nationally by Heritage Representatives.

Heritage Expands ▪ John D. Tuttle, administrative vice president at Bellingham, Wash., headquarters, said Heritage will enter six other major markets in the near future. He said two syndication salesmen are on the road and stations will be added at the rate of four to six a month. Fred Von Hoefen has been named national sales director in New York. Sales offices are also maintained in Detroit, Chicago, Los Angeles and San Francisco.

Heritage is adding an am program service based on automated tape but using lighter music.

Among accounts are Langendorf bread, which recently renewed on the West Coast through Botsford, Constantine & Gardner, Book of the Month, Tuborg beer and Matson Lines.

Westinghouse Broadcasting Co.'s four fm stations launched a non-commercial, non-duplicated program service about 18 months ago. They are: WBZ-FM Boston, KYW-FM Cleveland, KDKA-FM Pittsburgh and KEX-FM Portland, Ore.

Westinghouse fm outlets have locally created program formats, but it is economical for them to make "group buys" when program packages of interest to all are available.

Automation is becoming more important to fm stations, with Heritage, Magne-Tronics, Programatic (Muzak subsidiary) and others added to the vast supply of music available to am stations. Automated tape can be bicycled around to various stations.

WPFM

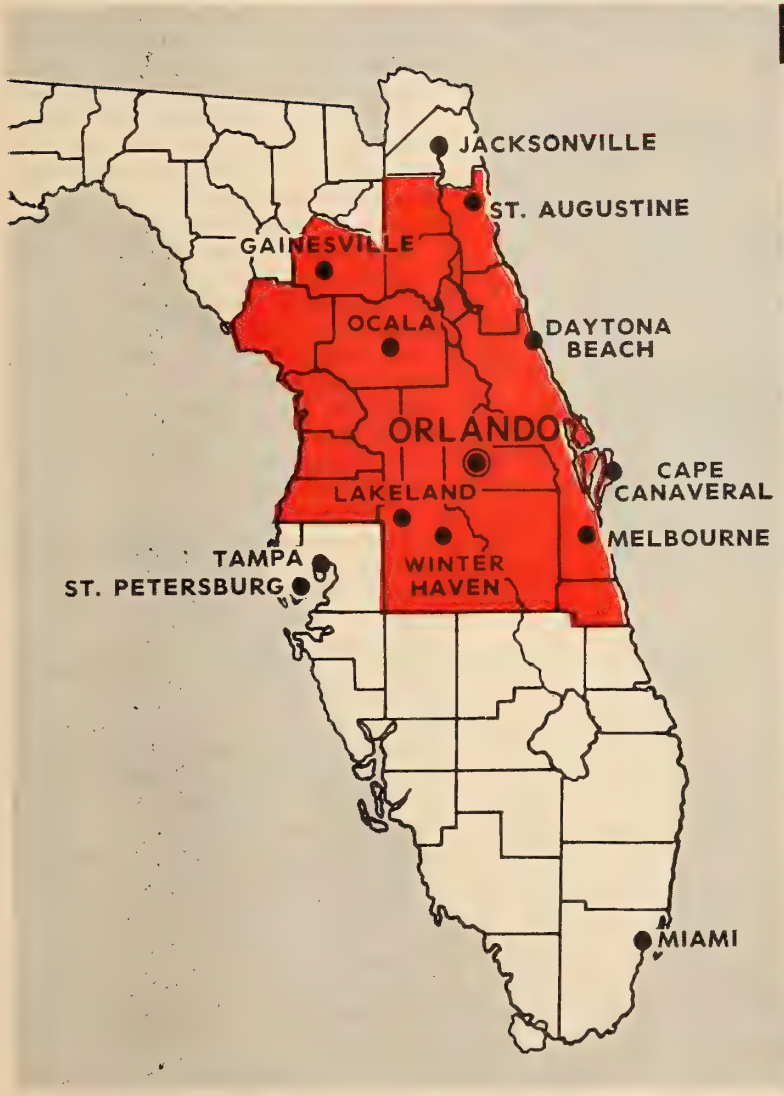
The Pioneer Good Music Station in Rhode Island Serving Southeastern NEW ENGLAND

Prov.—35.1% FM Penetration
16th FM Mkt. in U. S.

Write or phone Karl Kritz for success stories—local and national
GA. 1-7500, 1
108 State Street
Providence 8, R. I.
National Sales Rep.

QXR network sales
229 W. 43rd Street, N. Y. 30, N. Y.

CENTRAL FLORIDA MARKET EXCLUSIVE



Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Coverage based on 1960 ARB report.

THREE CENTRAL FLORIDA TV STATIONS DRAMATICALLY PROVE VIEWER PREFERENCE WITH LATEST ARB COMBINED FREQUENCY INDEX OF 10.6

MORE VIEWERS WATCH and are loyal to these Central Florida Stations than any others.

FLORIDA'S ONLY INLAND MARKET with primary and Grade B TV coverage over **ground.** No signal waste over ocean.

EXPOSE YOUR SELLING MESSAGE over 1,143,600 consumers.

ORLANDO is the third fastest growing metropolitan market in the U. S.

WAREHOUSES for some products distributed in the Central Florida market are located in seaports of Jacksonville, and Tampa, but the CONSUMING Central Florida market is penetrated only by WESH-TV, WDBO-TV, and WLOF-TV.

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.



Tighten Up Your Programming Format with the

GATES SPOT TAPE RECORDER



A tight, on-the-nose format means more ***sales appeal*** for your station.

With the Gates Spot Tape Recorder, control room operations are greatly simplified and perfect program continuity is maintained. ***You stop wasted motion!*** Operation is simple and exact . . . you simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest.

On ***one*** tape 13″ wide are 101 announcements, jingles, themes, station breaks or any other program content up to 90 seconds duration each. ***This is versatility!***

Through planned rehearsals using multiple voices, background effects and themes, each announcement is aired with ***professional perfection.*** When complete, the tape automatically reverses and then cues up for ***split-second*** airing of the next spot. Erase any track not needed and record a new one as schedules change. The adjacent track is not affected.

Spot Tape Recorders are now available for immediate delivery.

Place your order today.

GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

Opinions differ on value stereo will have for fm

Stereo or multi-dimension sound promises (1) to carry fm broadcasting into exciting new heights and gross income or (2) to saddle the medium with an over-rated gimmick whose value already has been wrecked by high-pressure promotion. It all depends on who's talking. Competent experts are heard on both sides.

The FCC is currently considering a technical report submitted last October by the industry's National Stereophonic Radio Committee, an industry group that conducted extensive field tests of six different ways of multiplexing (mx) or hitching one or more fm subcarrier signals to the main carrier.

In essence, multiplex (mx) stereo is based on carrying a program on the main fm carrier and adding a separate pickup to a subcarrier. The FCC adopted the mx idea several years ago with the thought of letting fm stations earn extra money by transmitting communications services (taxi dispatching, paging and background music, for example), as well as stereo.

Impatient fm stations eagerly await the FCC's decision, due within two or three months. The Commission may approve any one of the six systems or some hybrid form. The systems tested were developed by Murray Crosby, Calbest, Multiplex Development, EMI, Zenith and General Electric.

A lot of paper work remains to be done by the FCC. Some of its problems include the selection of a stereo system free of cross-talk and capable of delivering high-grade stereo. Crosby-Teletronics was actively promoting its version of stereo in mid-February at the Washington Hi-Fi Show and at a news luncheon. M. Robert Rogers, show chairman, described stereo as "one of the most revolutionary developments in the broadcasting field." He formerly owned WGMS-AM-FM Washington.

There are hints that when the FCC picks a system, the action will take the form of a report and order. This is as final as an FCC action can get, and it could mean that mx stereo adapters for fm sets will be on sale in 1961.

Stereo boosters often argue the service will be the "one big thing" they need for identification with advertisers and agencies and a startling feature that will set fm apart from am radio.

The FCC has issued some 300 authorizations for non-broadcast mx services such as background music, paging and similar functions but there is no record of the number of these grants that are in active operation.

This oversimplification of stereo-mx progress indicates the whole business is in a fluid state, awaiting FCC action and then public reaction.

CAN RCA FORCE COLOR EVOLUTION?

■ So far it and subsidiary NBC are making only major push

■ But there are signs others may soon get behind the leaders

The long-expected, long-awaited, long-delayed "breakthrough" in color television is emerging, not in the sudden sunburst sense of the word, but slowly and gradually, more like the first light on a clear, cold morning.

Or, in a more appropriate metaphor, like a peacock unfurling his feathers—slowly and deliberately.

A check of some of the leading television stations across the country finds that virtually all of them are convinced that color is the coming thing—and that most are doing something about it. What they are doing, as indicated in the sampling (see page 100), ranges from literally all-out to relatively limited and spasmodic color ventures or reliance primarily or even exclusively upon their networks, and of course a great many stations are as yet doing nothing at all about color, network or local.

But it seems clear that in important markets in all sections of the U.S. more and more viewers are gradually getting more and more exposure to color.

Here is a status report on some of the principal elements by which the progress of color television toward recognition as a major communications and advertising medium may be judged:

Sets in Use ▪ The best available estimates, although not official, put the current U.S. total at 600,000 to 650,000. Annual output is gaining at a rate which, although the unit figures look small in comparison to black-and-white sales, is impressive in terms of percentage advances. The generally accepted estimates, for instance, say that production



totaled about 115,000 sets in 1959, rose 30% to 150,000 in 1960 and probably will go up another one-third or more to top 200,000 this year. By comparison, incidentally, black-and-white sales are currently running behind last year's levels, and have been for several months.

Manufacturers ▪ RCA, which developed and still by any yardstick is the biggest manufacturer and promoter of compatible color, is still carrying the ball almost single-handedly: It is believed to account for close to 95% of all color set production. But color is getting more than lip-service from a growing number of other manufacturers. Admiral Corp. has been turning out color sets in significant numbers for the past two years, and Emerson-DuMont, Magnavox, Olympic and Packard-Bell also are currently marketing color sets. The Westinghouses, General Electrics, Zeniths and Philcos have not indicated plans to go into color right away (although some of their retailers have indicated very clearly that they wished they would, and RCA quite frankly is relying on its offering of color to strengthen and expand its ties with dealers and distributors for franchises covering not only color sets but other RCA consumer products as well).

RCA meanwhile experienced a color breakthrough of its own last year: For the first time it made a profit on color set sales which could be "measured in seven figures," according to Brig. Gen. David Sarnoff, RCA board chairman, who has spearheaded RCA's color activity from the beginning. It was the second year that RCA had operated "in the black" on color, but it was the first million-dollar return, in profits, on a

There's plenty of color film programming available

Color film programming in fairly substantial quantities is available for television stations but distributors acknowledge there has been as yet "no great rush" for such product from tv stations.

The added cost for color film prints, which syndicators pass on to stations, appears to have held up demand for color programming. The bulk of color product consists of film cartoons, both those produced originally for theatres and those made expressly for tv. Feature films swell this total and there are available some serials produced over the years. But there appears to be scant inducement to produce new series in color. Stations ordering programs produced in color usually request black-and-white prints.

Distributors reported that product available in color includes the following:

National Telefilm Assoc.: 20th Century-Fox features (68).

Colorama Features: Pine Thomas Post-'48 (19).

Seven Arts Associated Corp.: Warner Bros. Post-'50 (26).

Lopert Pictures Corp.: J. Arthur Rank and other foreign producers. Post '48 (26).

Jayark Films Corp.: *Bozo's Cartoon Storybook* (156 six-minute episodes); *Jayark Blockbuster Features* (5).

Sterling Television Co.: *Captain Sailor Bird Cartoons* (190 5½-minute episodes); *Adventure Theatre* (78 half-hours).

Banner Films Inc.: *Judge Roy Bean* (39 half-hours), *Speedway International* (39 half-hours), *Cartoon Classics* (216 five-minute episodes); *Banner Features.*

CBS Films Inc.: *Terrytoons Cartoon Library* (200), *Deputy Dawg* (104), *Heckle and Jeckle* (104); *Mighty Mouse* and *Tom Terrific* for CBS-TV's *Captain Kangaroo.* (All cartoons run about 7 minutes). (Number undetermined.)

Independent Television Corp.: *Best of the Post* (26 half-hours), *Diver Dan* (104 seven-minute, animation-live action episodes), *Golf Tip of the Day* (195 five-minute episodes).

Official Films: *Spunky & Tadpole* cartoons (130); *Adventures of Sir Lancelot* (14 half-hours).

Television Industries Inc.: *Minute of Prayer* (365 one-minue featurettes).

MCA-TV: Paramount Pre-'48 features (9).

Flamingo Films Inc.: *Stars of the Grand Ole Op'ry* (96), *Superman* (52).

California National Productions Inc.: *Danger Is My Business* (39 half-hours); *Cameo Theatre* (26 hours); *Gumby* (22 half-hours).

United Artists Assoc.: Warner Bros. Pre-'48 features (25); United Artists features (55); RKO features (25); *Popeye* 7-8 minute cartoons (114); *Mel-O-Toon* 6-minute cartoons (52) and Warner Bros. 7-minute cartoons (311).

Ziv-UA: *Cisco Kid* (26).

total RCA color investment which has been estimated at $130 million. The manufacturing industry's total color sales, including station equipment as well as sets, amounted to $100 million in 1960.

Gen. Sarnoff also has predicted that most television manufacturers will be engaged in the production of color sets within two years, three at the outside.

Networks ▪ Like RCA among manufacturers, its subsidiary, NBC, is carrying the color ball almost single-handedly among networks.

CBS-TV is hewing to what it calls a "middle-of-the-road" course. It has color equipment, including video-tape machines converted for color use, and it feels that color will be "a big plus, eventually." But it also has taken the position that while it is spending "hundreds of thousands of dollars a year on color activities," it will "put our millions into programs which can be seen in *all* television homes . . . until the sale of color sets indicates more than just partial acceptance by the public." Its color programming consists of an occasional *Red Skelton Show* and a special now and then.

ABC-TV is programming nothing in color, but like CBS-TV it says it's ready when the time comes: "When American viewers show, by their purchase of color television sets, that they want color tv, ABC will start broadcasting in color. Our studios in Los Angeles, New York and Chicago are equipped to broadcast color within days of a go-ahead. ABC has not set a definite figure of a specific number of color sets in the hands of the public to trigger its start of colorcasting. The public will cue us—they will let us know, not only by the eagerness with which they start buying color sets, but by their demands for color direct to us and through our affiliates."

While the other networks are playing it cool, NBC has been playing it big. In 1960 NBC-TV programmed more than 1,000 hours in color—an average of almost three hours a day—and at year's end was colorcasting almost 80% more than at the same time the year before. Indications are that 1961 will be even bigger: A weekly Walt Disney hour and a number of Disney specials, for example, are among the sure additions set for the existing color schedule in the new season.

Apart from its steadily expanding list of regular colorcasts NBC-TV inaugurated in late 1960 a concept of special color days which already has been broadened in 1961. On the first "Color Day"—last Nov. 11—more than nine hours of color programming were broadcast. This was followed on Dec. 8 by "The Most Colorful Night of the Year," on Feb. 9 by a second "Color Day" in which 18 out of 20 programs were carried in color (everything except two shows that had been pre-filmed in black-and-white), and in March there will be a "Festival of Color" in which for a week (March 13-17) 90 minutes of afternoon programming will be added to the regular color schedule.

Aside from regular and special programming, much of NBC-TV's sports coverage has been in color, including championship tennis, the World Series, All-Star baseball game and football bowl games.

Film Programming ▪ The number of film programs available in color—both syndicated programs and feature films—is substantially larger than the casual observer might think, and much of it is being programmed in color, although the distributors as a whole report that the demand for color prints is by no means heavy according to the usual standards (for details on film product available in color, see separate story, page 97).

Advertisers & Agencies ▪ Almost a hundred advertisers sponsored regular color series on NBC-TV last year, and 23 sponsored color specials. In both cases, color commercials were used occasionally by many advertisers and exclusively by a number. In addition, this year Reynolds Tobacco has used color commercials on the black-and-white *Wagon Train,* Whitman candy used both color and black-and-white commercials on the *String of Beads* special, and Ballantine Beer is using color tape and color film commercials in its *Sing Along With Mitch* series.

Users of exclusively color commercials on 1960 NBC color specials were American Telephone & Telegraph Co., Chrysler, Ford Motors, General Motors (United Motor Service and AC Spark Plugs), Hallmark Cards, Minute Maid, Pontiac, The Smith, Kline & French Pharmaceutical House and U. S. Steel. Those using only color commercials in regular NBC series included Chemstrand, RCA, Chevrolet, Ford, General Motors and Plymouth.

On CBS-TV, four 1960 color specials were accompanied by color commercials: General Motors on *The Danny Kaye Show,* Timex on a Red Skelton special, Whitman Candy and Benrus Watches on *Wizard of Oz,* and Ford on *Christmas Star Time.* In addition commercials of Johnson's Wax and Pet Milk, regular sponsors of *Red Skelton Show,* were in color whenever the show was done in color.

For both advertisers and agencies, the value of color has been documented in research. One study, for example, by Burke Marketing Research Inc., commissioned by WLWT (TV) Cincinnati, found that the impact of color on commercials is such that, in effect, 1,000 color homes are equal to 3,589 black-and-white homes. The study showed not only that more people will watch a show in color than in black-and-white (if given a choice), but a greater share will recall the advertising, consider it persuasive and remember more details than is the case among black-and-white viewers (BROADCASTING, May 16, 1960).

Profile of the Audience ▪ Another factor holding interest for advertisers and agencies is the composition of the color audience. A study by Market Facts Inc., made for NBC a year ago, showed that the median income of color-set families is $13,123 as against $5,417 for the U.S. as a whole. In addition, 41% of the color owners were found to have incomes exceeding $15,000, as against a national average of 3%. At the other end of the scale 9% of color owners have incomes of less than $5,000, as compared to 45% in the country as a whole. Almost half—48%—of the color owners were classified as "proprietors, managers, officials," whereas 10% of the U.S. population fits that influential description. In addition, 51% of the color owners were found to own two or more cars, as against 13% for the U.S. average.

Color Set Costs ▪ There is a lot of talk about "when mass production brings prices down." Actually, they probably won't come down much. The $495 price-tag on RCA's least expensive model isn't expected to drop significantly in the foreseeable future. RCA is tooled up now for mass production: It "mass produces" color sets continuously. More importantly, the circuity in color sets is little different from that in black-and-white; it's the color tube that makes the difference in cost, and unless somebody comes up with a much less costly way of producing tubes—tubes using one gun instead of three, for instance—the difference is apt to stay substantially where it is now. Marketers do not feel, however, that this difference is a real deterrent to color buying.

Stations ▪ The last time NBC checked, which was some months ago, a total of 367 stations were equipped to rebroadcast color programs fed them by a network. Of these, 179 are NBC-TV affiliates, which means that approximately half are affiliates with CBS or ABC, even though those networks currently are feeding little or no color programming. In all, 104 stations were equipped to originate some kind of color locally: 100 could handle color slides, 99 could broadcast color films and 37 could originate local live color. These 104 stations included affiliates of all three networks and some non-network stations.



Type 315B/316B 5,000/10,000 Watt AM Transmitter

MORE ACCEPTANCE! Every one of these progressive stations bought a new Type 315B/316B 5,000/10,000 watt transmitter from Continental Electronics. This positive proof of the acceptance of Continental transmitters and related equipment is the best reason we have for telling you to call Continental today . . . you cannot make a better investment for tomorrow!

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In Philadelphia WFIL-TV colorcast the famous Mummers Parade early in January. This marathon telecast began at 11 a.m. and continued through 5:30 p.m. This was the third straight year that the station had originated the colorcast of this parade. WFIL-TV was the first station in the area to telecast color.

Color adds zest to sport, or symphony

EVERY TYPE OF PROGRAM IN CROSS-SECTION OF LOCAL ORIGINATIONS

With more than 100 stations equipped to originate some kind of color and nearly 40 capable of originating live multi-chrome more and more viewers are given the opportunity of seeing other than network programs in their natural hues. These programs vary from sports and parades to symphony concerts.

Following is a cross-section report on what a few of these stations are doing at the local level:

WHDH-TV Boston: During the last baseball season, WHDH-TV Boston originated 26 Boston Red Sox games in full color. These included both day and night contests. The results of the night as well as the day games were "extremely gratifying," according to William B. McGrath, vice president and general manager. The station uses a high sensitivity color tube in the night baseball pick-ups.

WHDH-TV has been programming in color since November 1957. At the present time it originates more than four hours per day of local color programs, including children's shows, news, public service, weather and feature film fare, most of which are live.

Some of the advertisers who have been sponsoring WHDH-TV include the Great Atlantic & Pacific Tea Co., Atlantic Refining Co., Northeast Airlines, Sandran, Standard Brands, and Calgon on the various news and weather shows. The station reports it also has a wide assortment of participating advertisers for its other color originations.

Mr. McGrath says it is difficult to give a percentage figure on the extent to which color has added directly to the station's revenue. But he points out that since WHDH-TV is the only New England "full color" station, this had added substantially to its prestige. Color, he added, has given the station's staff "tremendous experience" in every phase of the business and will be a strong factor in the station's future growth.

"Here at WHDH-TV we are highly satisfied with what we have been able to accomplish in color tv programming during the past 3½ years," Mr. McGrath declared. "We are greatly enthused about the tremendous possibilities of color tv for the future. This enthusiasm for color is reflected in our entire operation—not only local, live programming but in our full schedule of color video taping as well. Boston is a color-conscious market and the future of New England television is indeed colorful."

WGN-TV Chicago: During 1961, WGN-TV plans to present "more live color programs" than any other station in the country. Its color schedule will include 130 day home baseball games of the Chicago Cubs and White Sox for the second consecutive season, and all of its live shows, encompassing 40 hours per week (exclusive of baseball).

WGN-TV's accent on color has been accomplished without benefit of any network programming. The station's philosophy regarding color is summed up by Ward L. Quaal, vice president and general manager of WGN Inc.

"We believe in color because it's *better* television. Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion.

"In 1961 television will have its most successful, and certainly, its most colorful year. We have made considerable investments in this medium for better television. Our faith in the future of color television is reflected in the fact that our new radio and television center on Chicago's north side will be an all-color operation on live programming, plus increased emphasis on use of color prints on feature and syndicated film product."

The major color productions on WGN-TV during the past six months were: *Great Music from Chicago,* now in its second year; *Treetop House* series on education, and *Chicagoland Church Hour.* The station intends to continue with these programs and on Feb. 18 scheduled a two-hour colorcast of the Chicago Automobile Show.

As part of its large schedule of local color programming, WGN-TV carries cartoon features, syndicated films and feature films. It presents about 2½ hours of syndicated color films weekly and carried nine color features over the past six months.

WNBQ (TV) Chicago: Since 1956, NBC's WNBQ has presented all of its local live programs in color. WNBQ bills itself as "the world's first all-color television station," and currently telecasts 14 hours a week in local color apart from an average of 36 hours of network color. It recently started using color newsreel films on its regular newscasts, and since late 1959, with the help of a video-tape battery now totaling four machines, has been active in promoting the use of color commercials by local clients. Polk Bros., Chicago's biggest retail appliance dealer, uses pretaped color commercials exclusively in its post-midnight programs throughout the week. Henry C. Lytton (clothier) and John M. Smyth (furniture) are also heavy users of color commercials.

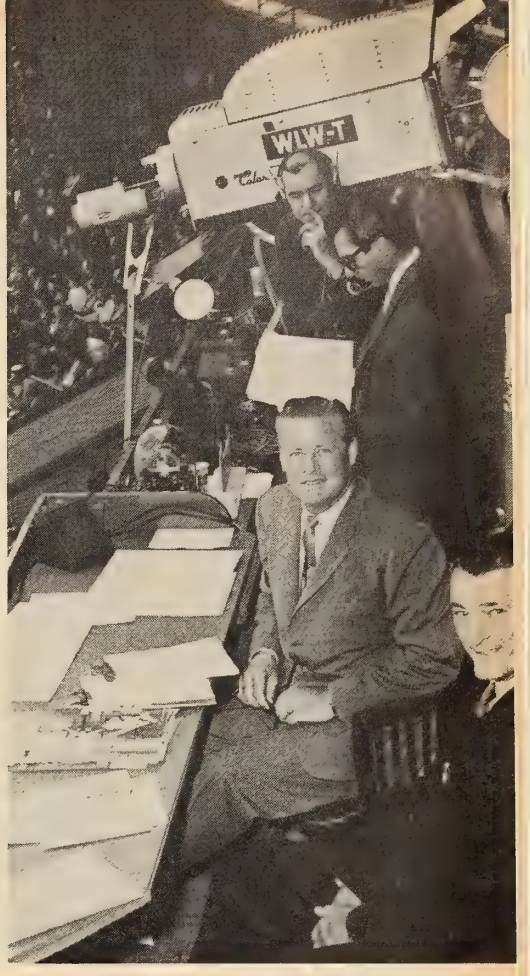
One of WNBQ's most ambitious color productions is an alternate-week half-hour, *Artists Showcase,* which started last fall and which presents, live, the NBC Chicago concert orchestra and young classical music talent. Other local color presentations include religious programs, education, public affairs and farm shows as well as news and weather reports. The station averages two feature films in color each week but currently carries no syndicated color films.

Lloyd E. Yoder, vice president and general manager, thinks television "is on the threshold of a major breakthrough in color." He said: "In 1960 we found more and more local advertisers becoming aware of the sales potential of color television. . . . One of our biggest clients, Polk Bros., is especially bullish. It was at Sol Polk's suggestion that WNBQ video-taped in color the inauguration parade coverage of NBC-TV, which Polk Bros. sponsored as a repeat broadcast in place of this client's regular late-night programming. Also, Polk conducted a color television open house at its seven Chicago locations on Jan. 2, attracting thousands of Chicagoans who watched the Tournament of Roses Parade and the Sugar Bowl football game in color."

WLWT (TV) Cincinnati: More than 42 hours of color programming currently are being telecast by WLWT Cincinnati each week, of which approximately one-half is provided by NBC-TV. But this total does not include network specials local originations of basketball games or late night movies.

This color output is one sign-post of the confidence that Crosley Broadcasting Co., owner of WLWT, has in the tinted medium. Its faith in color was amply supported by the results of a three-month survey commissioned by Crosley last year (BROADCASTING, May 16, 1960). R. E. Dunville, president of the Crosley Broadcasting Corp., outlined the results of the survey and touched upon other implications of color tv in the following statement:

"With the overwhelming effectiveness of color commercials versus black-and-white as indicated by recent color surveys, it is only a question of time when black-and-white will be the exnated color programs of all types and is one of the pioneer outlets in the medium.



Color television camera of WLWT (TV) Cincinnati is located behind home plate where it pivots to permit sportscasters to handle live color commercials. Three color cameras are used to cover the games. The Crosley station is currently programming 42 hours of color each week, of which about half is provided by NBC-TV. In sports it colorcasts not only baseball but basketball and football games as well.



The 1961 Fort Worth Stock Show Parade was televised in color this year by WBAP-TV. The station has origi-

ception rather than the rule. Based upon the study, when commercial effectiveness in color indicated three-and-a-half times more effectiveness in color than in black-and-white, a 5 or 6% penetration of color immediately becomes a 25% share-of-audience increase in color homes. It is our sincere belief that the Crosley stations will be doing a great proportion of their total fare, whether live or by film, in color. . .

"In creating a market for color, it has been Crosley's premise that color must be 'mass demonstrated.' The ability of Crosley Broadcasting to televise in color under normal lighting conditions all sports events (and with strategic placement of color receivers in public places) has created an even greater demand than any other form of promotion."

Regularly scheduled live color shows on WLWT include two daily audience participation shows—*The Paul Dixon Show* and *Ruth Lyons' 50-50 Club*—which have attracted 15 and 18 local and national advertisers respectively. Public service programs carried regularly in color include *World Front, Probe, Church By the Side of the Road, A Family Affair, U. C. Horizons* and *City Manager.*

The station's largest color project within the last year was said to be its colorcast of a night baseball game from Crosley Field in Cincinnati on May 16 (using a new, highly sensitive tube developed by WLWT engineers with General Electric). This "first" was viewed on color sets in the ballroom of the Sheraton-Gibson Hotel by more than 500 guests, including civic officials, clients, agency executives, members of the press and RCA and NBC officials. In all last season, WLWT carried 23 home games in color, which were sponsored by Hudepohl Brewing Co., Sohio and Colgate.

Other color highspots of the past year: on Sept. 27, 1960, the station colorcast the celebration of a pontifical mass in honor of Archbishop Karl J. Alter of Cincinnati on the occasion of his 75th birthday; on Nov. 11-12-13, the station marked "Color TV Weekend" with the presentation of 24¼ hours of color programming.

WWJ-TV Detroit: The complete NBC-TV color schedule, plus about 9½ hours of color film originations are carried each week. Heart of the local color film schedule is the *George Pierrot Presents* series of hour-long travel-adventure programs, presented seven days a week and in color since October 1955 (before that in black-and-white since February 1953). WWJ-TV also carries about two hours a week of syndicated films in color.

WBAP-TV Fort Worth: Since the first of the year, WBAP-TV has scheduled three special local colorcasts—and it is no surprise that they had a strong Texas accent.

On Jan. 27, the station covered the Southwestern Exposition and Stock Show parade in a one-hour remote, sponsored by Stetson Hats and Luskey's Western Store. On Jan. 31, the station scheduled a 30-minute remote from the Amon Carter Museum of Western Art, showing the art collection in the recently-completed museum. And on Feb. 4, WBAP-TV presented three hours of color coverage of the Stock Show Rodeo, sponsored by Old Milwaukee beer.

WBAP-TV has been colorcasting for 6½ years. It carries 30 hours of NBC color programs each week and all local live programs are in color.

The station carries 3½ hours weekly of syndicated film in color (including cartoons) and schedules feature films (other than black-and-white) on special "color days." WBAP-TV hopes to add to its color schedule of live programs. A new 30-minute weekly show, *Teenage Downbeat,* was scheduled to start on Feb. 18. In the planning stages are the showing of a color feature on a regular basis each week and a group of public service programs with a panel of community leaders discussing civic problems.

The current local schedule in color includes news, weather, women's interests and sports shows, in addition to syndicated product.

Roy Bacus, manager of WBAP-AM-FM-TV, said: "Since WBAP-TV has been telecasting in color 6½ years, color circulation has increased to an extent that nearly everyone 'considers color' for his next purchase. Considerable telephone response is evident when there are variations in published color schedules. The color future at WBAP-TV means that every plan for new shows will find color utmost in consideration. All new show intros and closes are created in color. Preference is given to purchase of new shows when in color.

"Color has been an effective sales promotion tool for the total station image since we are the only area station doing consistent color programming."

WSAZ-TV Huntington, W. Va.: An hour and a quarter of feature films in color have been presented each week since about Dec. 1, plus an hour and a half of color cartoons, on top of 27 hours of NBC-TV color each week. All ID's and many promos are also in color. Said C. Thomas Garten, vice president and general manager:

"We are of the opinion that within the next two to three years color telecasts will grow tremendously in number as well as in local live presentations. For some time all [of our] sets, etc. have been designed for live color; it will be a comparatively easy matter to go into local live color. The viewing public is becoming more and more aware of the tremendous amount of color now on our air . . . More and more dealers are putting their sales efforts behind color receivers. There is no doubt that presentation of color programming increases the station's image. . ."

WFBM-TV Indianapolis: Last May color tape came into daily play at the Indianapolis Motor Speedway and the $50,000 Golf Tournament at the Speedway course. Enlisting the cooperation of RCA and a giant NBC mobile unit, WFBM-TV did 18½ hours of taping on track and greens.

Fifteen quarter-hour *Trackside* telecasts were taped at the Speedway with the broadcasts sponsored by Bryant-Hedback Co., air conditioning and heating firm. Golf pickups totalling 3½

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 20, 21, 23, 24, 27-March 1 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 20, 21, 23, 24, 27-March 1 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 20-24, 27-March 1 (10:30-11 a.m.) **Play Your Hunch,** part.

Feb. 20-24, 27-March 1 (11-11:30 a.m.) **The Price Is Right,** part.

Feb. 20-24, 27-March 1 (12:30-12:55 p.m.) **It Could Be You,** part.

Feb. 20-24, 27-March 1 (2-2:30 p.m.) **The Jan Murray Show,** part.

Feb. 20-23, 27-March 1 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Feb. 20 (8:30-9:30 p.m.) **Astaire Time,** Chrysler through MacManus, John & Adams.

Feb. 22, March 1 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Feb. 22, March 1 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 23 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Feb. 24 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine through William Esty (Eastern U.S.) and co-op.

Feb. 25 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Feb. 25 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Feb. 25 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Feb. 26 (6-6:30 p.m.) **Meet the Press,** co-op.

Feb. 26 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 26 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.



The most exciting new profit ingredient in local broadcasting is

COLOR TV!

Today, 104 TV stations, network and independent, are equipped for local color. Most of them are programming in color on a regular daily basis.

Other stations, in large and small markets, are tooling up—33 plan to acquire live equipment, 44 plan to acquire film equipment in the near future. These station operators know that they must invest in color *now* if they want to enjoy improved profits in the '60's.

Look what local color can mean to you:

- Color provides an exciting *promotable plus.*
- Color builds station prestige . . . strengthens station image in minds of viewers and advertisers.
- Color doubles program ratings in color homes.
- Color commercials have greater impact—3½ times recall over black & white.
- Color attracts new local advertisers. Department stores, automotive dealers and others need and want color.
- Color wins praise from newspaper TV critics.

If you want to know more about profits in color, call or wire William Boss, Director, Color TV Coordination, RCA, 30 Rockefeller Plaza, N.Y.C. Columbus 5-5900.

RCA The Most Trusted Name in Television



Air France Public Relations personnel stand ready to serve you in New York, Chicago, Los Angeles, Montreal, Mexico City.

hours were underwritten by the local Fallender Construction Co., Falls City Beer and Mennen.

WFBM-TV telecasts *Frances Farmer Presents* in color Monday-Friday. This means all live segments of the 5-6:45 p.m. show, plus the feature film when color prints are available. Other color on WFBM-TV includes an average 20 hours a week of NBC programming.

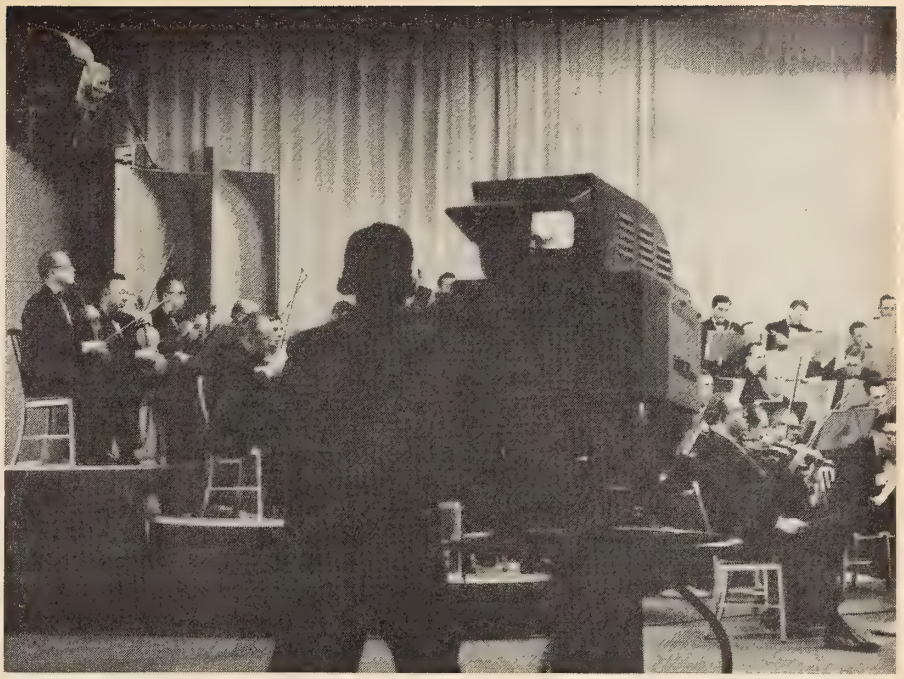
Color has not affected sales directly, but Don Menke, manager of WFBM-TV says it has added to the medium's appeal and "there is no doubt that color television has enhanced our image in Indiana." Since introducing color in their part of the state, WFBM-TV and dealers have seen receivers move into good-income homes. Mr. Menke looks for the mass-market break-through by 1963.

WISH-TV Indianapolis: Some color telecasting is being done, but WISH-TV takes a restrained view of color's importance to the public at the current stage of color's growth. The station carries in color the limited schedule of color offered by CBS-TV; carried a color movie in early-evening time once a week for 13 weeks before Christmas and is currently carrying a syndicated color program, also in early-evening time once a week, but from this experience "can only conclude . . . that color does not materially increase our audiences," according to Robert B. McConnell, vice president and general manager. He said that when color seems more important to the public than it does today, he expects CBS-TV to increase its color schedule "and we will, of course, make an effort to expand color activities locally."

WFGA-TV Jacksonville, Fla.: This station designed its studios for color, signed on in color and at present does 10¾ hours of regular chrome a week, plus local and network specials and 18 hours of regular NBC programming.

Set distribution is slow but WFGA-TV thinks the continuing experience with color is valuable and encourages viewers to consider color when they shop for new tv sets, according to Jesse H. Cripe, vice president and general manager. Examples of the station's special efforts in color are a public-affairs documentary on the Federal Aviation Agency operation in Jacksonville and the annual Christmas symphony program. Regular weekday color includes live early morning shows, news and weather, *Romper Room* and the late afternoon cartoon.

KCMO-TV Kansas City: Color is programmed on a daily, weekly and special basis. KCMO-TV finds it a strong attraction to color set owners, most of whom, the station feels, will tune a color show over something in black-and-white that they might otherwise prefer. If a program is changed from color at the last minute, "the switchboard really gets a workout," S. B. Tremble, manager of KCMO-TV, says.



WGN-TV color cameras move in for a close-up of the Chicago Symphony Orchestra during a recent telecast of 'Great Music from Chicago.'

While his station makes no extra charge for color and doesn't think advertisers can be led into it until a bigger audience is available, Mr. Tremble believes that "color is so good and color commercials have such a terrific impact that it is unfortunate more advertisers do not get into color on an experimental basis."

KCMO-TV's color schedule: Daily cartoons and live interludes on the afternoon *Early Show,* with monochrome feature films following the color cartoons; one night a week of color feature film on the *Five Star Theatre; Cartoonland* for a half hour Saturday mornings and 15 minutes Sunday mornings; most of *The Sportsman's Friend* with Harold Ensley, who shoots all his film in color; CBS network and special local shows.

KHJ-TV Los Angeles: This independent station started programming color film on Oct. 30, 1960, piled up 45 hours of color the first week and has been averaging about 25 hours a month since then, mostly in features. In addition, it has carried five 90-minute color specials, *Children's International Film Festival,* consisting of selected foreign films, under the sponsorship of RCA Victor Distributing Corp. KHJ-TV also filmed the 1961 Tournament of Roses Parade and carried it in color the same night. "We feel that color has been a very promotable factor for the station and has established another plus and bonus to the present station image and prestige," according to Program Director Hal Phillips.

KRCA-TV Los Angeles: This NBC-owned station, currently is adding close to 11 hours of color each week to the approximately 37½ hours it gets from the network. The local total consists of 8¾ hours of live color—news, sports, weather, public affairs, etc.—plus two hours of feature films every other week, a weekly half-hour of syndicated film, and two weekly half-hours combining live and film.

The station is especially proud of a series of special Christmas programs colorcast on Dec. 24-25, 1960, and a new series of half-hour music-discussion programs, *Hollywood Record Room,* which started early this month and are seen once a week. In addition KRCA-TV does its edition of the "Doerfer Plan" public affairs programming in color, and has plans for two half-hour color specials in connection with local art exhibits.

"KRCA supplements NBC network color with local color programming at every opportunity," according to Vice President and General Manager Thomas C. McCray. "There is no question that color adds a powerful dimension to the enjoyment of the viewer and the prestige of the station. It also enhances the effectiveness of the advertiser's message. We have definite proof that clients turn to KRCA because color facilities are available to them."

WTMJ-TV Milwaukee: A strong conviction that there is a profitable future for color tv has been backed up with equipment and programming since 1953. Color "certainly has made a very definite contribution to the station's total image," says George Comte, vice president and general manager of the *Milwaukee Journal* station, which claims pioneer honors in Wisconsin.

COLOR ADDS ZEST TO SPORT, OR SYMPHONY continued

WTMJ-TV originates a half-hour of live color Monday-Friday and each week averages 2¾ hours of color film, all added to 23-25 hours of NBC color. In addition, the station participates in the NBC "Color Day" promotions and undertakes such local specials as a one-hour Christmas play that was a year in the making. This was the ancient "Play of Coventry," telecast in color Sunday, Dec. 18, as part of the monthly *Community Drama Series.*

The weekday, live color show is *Woman's World,* a "spot carrier." The weekly film budget of color includes a half-hour of syndicated programming and about an hour of travelog. The Saturday night movie is in color every other week, 10 p.m.-12:30 a.m. On NBC's Color Day Nov. 11, WTMJ-TV did all local live shows and the afternoon movie in color for a total of 4½ hours to extend the nearly 12 hours of network color.

WDSU-TV New Orleans: The excitement and flavor of New Orleans' traditional Mardi Gras celebration were captured in color by WDSU-TV, which alloted six hours of color programming from Feb. 10 through Feb. 14 to coverage of this annual spectacle.

The Mardi Gras presentation represented a special all-out effort by the station. But WDSU-TV has been color-conscious for several years and in April 1960 it added three local color programs to NBC-TV's extensive Wednesday schedule. It started to promote Wednesday as "Color Day," when these local color programs were added—*Today With Six,* an early morning news and weather show; *Byline,* an interview program with personality Mel Leavitt as host, and *Patio Playhouse,* a feature film program.

These local color efforts, when added to an average of 16 hours of network color programs each week, permit WDSU-TV to give New Orleans viewers "more color tv than ever before," according to A. Louis Read, executive vice president of the station.

This year's Mardi Gras coverage in color by WDSU-TV included three parades and the grand meetings of the courts of Rex and Comus, two of the organizations that sponsor the event. Mr. Read explained that the live color coverage of these remotes was made possible through the cooperation of NBC and RCA, which sent mobile color units to New Orleans for the carnival festivities.

The organizational parades that were covered were Hermes on Feb. 10; Mid City on Feb. 12 and Rex on Feb. 14. The meeting of the courts of Rex and Comus, the traditional climax and closing of the Mardi Gras events, were shown in color on Mardi Gras night (Feb. 14) at 11:30 p.m.

The Mardi Gras parades, WDSU-TV officials point out, require many months of preparation. The remote units were situated along the parade route at the point where the cameras were able to best capture the spirit of the spectacle and the crowd participation.

In discussing the expanded Mardi Gras coverage this year, Mr. Read said: "Certainly few events lend themselves so naturally to color television, as does Mardi Gras, one of the most inherently colorful celebrations anywhere. The enthusiastic response which we received after introducing color during last year's Mardi Gras encouraged us to expand our color coverage in 1961."

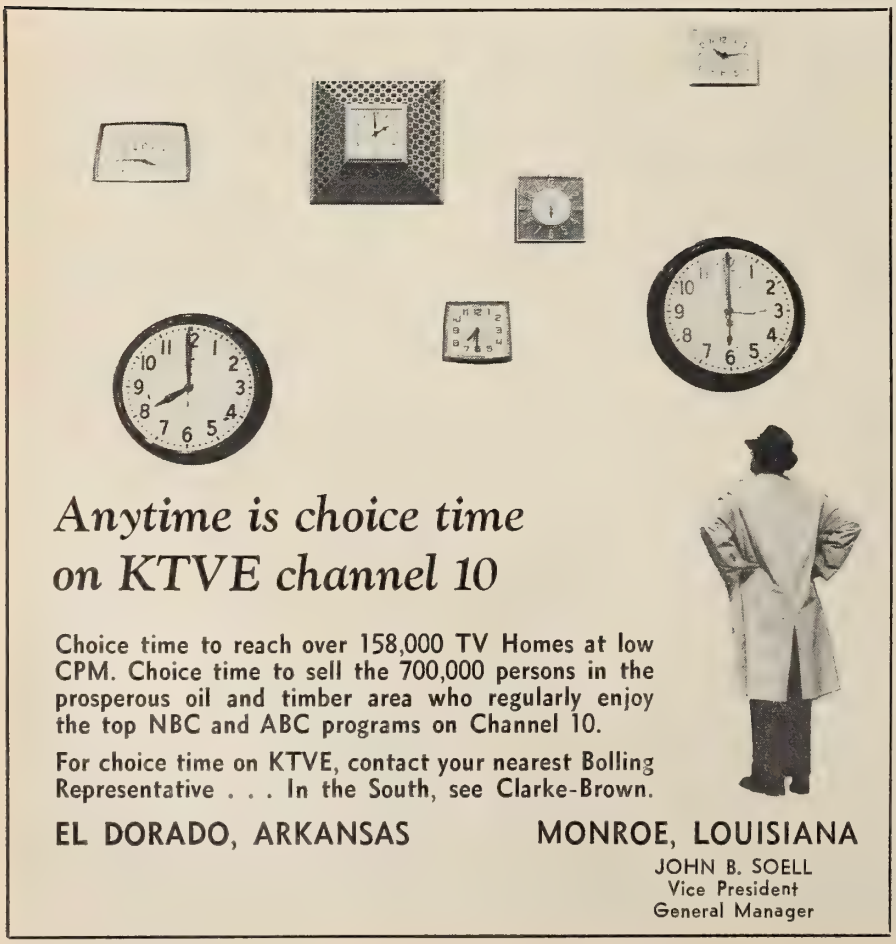
WNBC-TV New York: This NBC o&o, puts on 2½ hours of color film programming each week on a regular basis —apart from network color—but sets a lot of store by color specials, for both audience and commercial reasons. It is especially pleased with results of a sequence of fashion shows for which it gives credit to color almost exclusively. The first, in March 1960, was presented in conjunction with Macy's under the sponsorship of Alpine cigarettes—and more than tripled the usual sales in Macy's European copies department. In all, WNBC-TV has done four such shows in color under various sponsorships, aside from color specials on art and other subjects.

The two color shows in WNBC-TV's regular schedule are the Saturday morning *Children's Theatre* and the Friday afternoon *Movie 4.*

William N. Davidson, vice president and general manager, says that "both our image and our prestige have been enriched by color, with sponsor and public alike. A program in color carries with it a 'class' label that is almost implied. . . . The value to the advertiser of commercials in color is limited only to the economics involved: and the balance will continue in favor of color selling as color sets in use increase. . ."

WOR-TV New York: An independent, WOR-TV started carrying color films last October and had reached a total of about 160 hours in color by the end of January. This was accomplished through *Million Dollar Movie,* which presents the same movie 16 times in the course of a week, and *Kingdom of the Sea,* a series of weekly half-hours. At least five other color features are scheduled during the next two months, and two syndicated half-hours in color are to be added in March. WOR-TV plans a steady expansion in color programming, which it feels already "has definitely added to our prestige in the local market."

WKY-TV Oklahoma City: This station



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E. NEWTON WRAY, President & General Manager

COLOR ADDS ZEST TO SPORT, OR SYMPHONY continued

has been eagerly straining forward in color since 1954 and augments an average 25 hours of NBC color a week with local originations, including the Sunday afternoon feature movie. For NBC-TV "Color Day" promotions last Nov. 11 and Feb. 9, WKY-TV colorcast all its local programs, news and weather, too, on top of the network fare.

The Oklahoma Publishing Co. station ordered RCA color equipment in September 1949 and took delivery of cameras in February 1954, the first ones off the production line after NBC's, Norman P. Bagwell, WKY-TV's vice president and general manager, recalls. The chrome units went on the air April 8, 1954, and on April 23 WKY-TV originated in color a 30-minute Saturday evening special for NBC, "Square Dance Festival," featuring county-music ensembles and billed as another "first" for an independently owned station.

Oklahoma Gas & Electric Co. that year and the next sponsored more than 260 color hours for a bill that exceeded $50,000. Over the long haul, the major buyer of color time has been Dulaney's, the RCA distributer in Oklahoma City. WKY-TV lays claim to being the first independently owned facility to program live color locally and now WKY-TV wants to go all-color as soon as set sales warrant. Color has been a big prestige-builder for his station, Mr. Bagwell is convinced.

KMTV (TV) Omaha: What was hailed as the "biggest color tv promotion" in Omaha history took place Feb. 8-12 when KMTV (TV) supplied a total of 42½ hours of color programming to visitors who attended the "Home Show" of the Omaha Home Builders in the city's Civic Auditorium. This total during the three-day period included both regularly-scheduled network and local programs over KMTV and other color shows fed to sets in the auditorium via closed circuit.

KMTV cooperated with the Sidles Co., Omaha area RCA Victor distributor, in this promotion. Sidles arranged to have RCA color set dealers in the KMTV booth at all times to answer questions and to distribute literature. On Feb. 9, which was NBC-TV's "Color Day," Sidles bought a saturation spot campaign on KMTV to encourage traffic in dealers' showrooms.

Throughout the past year, KMTV has attempted to promote color through scheduling special programs as well as its regularly-carried shows. The station considered its Christmas program presented on Dec. 18, 1960 (8-8:30 p.m.) its "most spectacular effort." It was called *'Twas The Night Before Christmas* and was written and directed by KMTV director Art Janz and produced by Norman Williams, the station's production manager. It spotlighted the 14-voice Potpourri Chorus, presenting traditional as well as little-known carols. The program was sponsored by the John A. Gentleman Mortuary, Omaha.

Another undertaking that KMTV views with pride was the "all color" day, believed to be the first conducted by a local station. From sign-on to sign-off one day last year, the station carried 17 hours of color programming, with NBC-TV supplying seven hours and KMTV the remainder, including church services, news, dramas, opera, feature film, sports, music and many live features. Fifty Omaha area RCA dealers were open from noon to midnight on that day (a Sunday) and each reported 250 to 600 visitors came in.

KMTV carries about 30 hours of NBC-TV color programming each week and schedules eight hours of local color programs each week. The latter include *Noon Edition* news show (Mon-Fri, 12-12:30 p.m.), sponsored by participating advertisers; *Over The Garden Fence,* (Mon.-Fri., 12:20-12:30 p.m.), sponsored by the Earl May Seed Co., Omaha; *Conversations,* a program geared to women's interests (Mon.-Fri., 12:30-12:45 p.m.) and which is unsponsored because of its public service nature; *Name and Claim* (Mon.-Thurs., 12:45-1 p.m.), an audience participation program sponsored by various advertisers; *The Market Place* (Fri., 12:45-1 p.m.), a women's interest program, which is unsponsored and *World's Greatest Cartoons* (Mon.-Fri., 5-5:30 p.m. and Sat., 11-11:30 a.m.), sponsored by participating advertisers.

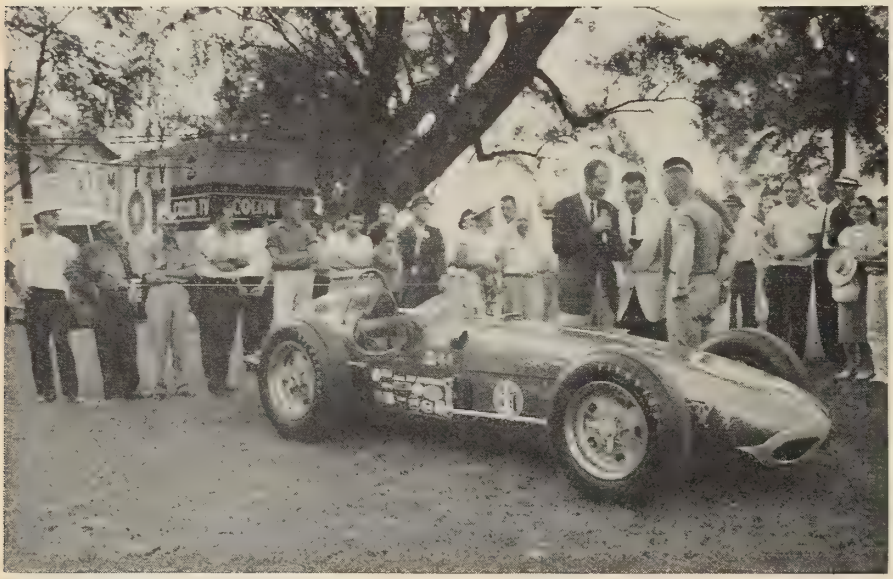
According to KMTV General Manager Owen Saddler: "Regarding color's contribution to the KMTV image, we can say unequivocally it has helped greatly. Color is not only a fine addition to a station's overall program capability, but is a definite stimulus to experiment and try new program ventures. . . Further, the numerous times that manufacturers have reported Omaha first in the nation in color set sales are definite reflections of our station's prestige and impact in this market because up till now we have been, and are, the only Omaha station originating and promoting color."

WFIL-TV Philadelphia: For 6½ hours last Jan. 2, Philadelphia area viewers were spared the rigors of standing on cold street corners in jammed crowds to view one of the city's landmark events—the annual Mummer's Parade. In the comfort of their living rooms, viewers could witness the gala event in color over WFIL-TV. The colorcast (11 a.m.-5:30 p.m.) was sponsored by Procter & Gamble, Sun Oil Co., Schmidt's Beer and P. Lorillard & Co.

Roger W. Clipp, general manager of WFIL-AM-FM-TV, hailed the station's coverage of this event in these terms:

"Color is the future of television. We are convinced that the audience prefers color.

"Let me cite just one example. When WFIL-TV this past New Year's Day telecast the traditional Mummers' Parade in color, we achieved an unprecedent 52% average share of audience. We believe that the addition of color was largely responsible for the Mummers' Parade chalking up unheard of audience superiority against the famous football bowl games. Look at these



In Indianapolis WFBM-TV programmed remote colorcasts daily from the famed Indianapolis Motor Speedway during May of last year.

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COLOR ADDS ZEST TO SPORT, OR SYMPHONY continued

average ratings: Mummers' Parade, 29, Orange Bowl, 16; Mummers' Parade, 33, Sugar Bowl, 6; Mummers' Parade, 40, Cotton Bowl, 9.

"Although industry research to date is admittedly not conclusive, we are convinced that there is a decided audience swing to outstanding color features, such as the Mummers' Parade and leading network color programs such as the *Dinah Shore Show*. This is a trend that is snowballing to the advantage of the network carrying color.

"WFIL-TV was the first station in the Philadelphia area to telecast in color. WFIL-TV telecasts more than 16 hours of locally-originated color programming. Because we are so firmly convinced that color is our future, we have supported these color efforts consistently and intensively through advertising, promotion and publicity.

"Color movies more goods for the advertiser. Color gets bigger ratings for the programmer. Color can mean more revenue for the independent broadcaster and for the network. . ."

Regularly-scheduled local color programs over WFIL-TV include *Breakfast Time* (Mon.-Fri., 7:30-9 a.m., participating sponsors); *Color Television Newsreel* (Mon.-Fri., 7-7:10 p.m. and 11:10-11:15 p.m., RCA and RCA Whirlpool); *What's The Weather* (7:10-7:15 p.m. and 11:10-11:15 p.m., Bell Telephone Co.); *The Best of The Post* anthology series (Sun., 6:30-7 p.m., Sun Oil Co.) and *Starr Theatre* (Mon.-Fri., 6-7 p.m.), featuring live personality with color cartoons. The station receives no color service from ABC-TV.

KFSD-TV San Diego, Calif.: Although not equipped for live originations, KFSD-TV averages two to 2½ hours of color films programming a week, in addition to about 30 a week via NBC. It is getting some business as a result—from color set dealers—and about a year ago sold a special local color film to a patio construction firm which felt that "the type of person who owns a color set would be the best kind of potential client for a new patio." KFSD-TV also has developed a series of ID's, "Your Window to the World," done entirely in color. Says William E. Goetze, vice president and general manager:

"We feel that color definitely adds to our station image in both local and network programs. We have been especially impressed with the impact created by shows filmed here in San Diego. These shows have caused wide public comment. Certainly the family that owns a color set develops a greater loyalty to a station that regularly programs color. We believe that as techniques continue to improve in both origination and reception, color will continue to play a larger and larger part in local broadcasting."

KTVU (TV) San Francisco-Oakland: An independent, this station is doing about eight hours a week in color film programming, using both features and syndicated programs, and finds that "color has been a factor in several important sales." William D. Pabst, general manager, said that "the fact that 26 of the 40 films were in color was one of the reasons Gateway Chevrolet picked up half-sponsorship of the Sunday-Monday evening package" of Seven Arts-Warner Bros. post-1950 films. Other color advertisers include Burgermeister beer, Italian Swiss Colony wines and Imperial margarine.

"From our viewer mail," said Mr. Pabst, "it seems evident that people with color sets will select a color program over any black-and-white offering. RCA estimates 75,000 color sets in our coverage area, and this is a figure worth considering. We plan to add more color to our schedule soon.

"From the standpoint of image, color transmissions establish rank of the stations with color set owners. Strictly from income alone, color set owners are community leaders. We don't want to miss the boat when it comes to building image with any portion of the community opinion molders."

KING-TV Seattle: In 1955, KING-TV started colorcasting slides. It currently carries about 30 hours of NBC-TV color per week, plus a weekly syndicated show and the cartoon elements of a children's show on weekdays. In addition, most of its slides are telecast in color. Officials say color hasn't "appreciably affected" revenues yet but that they are "aware of the present importance and unlimited future of color television" and expect it to figure more and more prominently in the station's operations.

KHQ-TV Spokane: Telecasting color since 1954, KHQ-TV has had a color remote unit in operation since 1956. The station operates from color-equipped studios and last fall added two video tape machines equipped for color. Live color coverage of the Armed Forces Day parade has been an annual event since 1956, and the station has also had considerable experience colorcasting the live portions of a half-hour daily local newscast. RCA dealers and distributors recently joined KHQ-TV in presenting a series of afternoon movies in color. Noting that KHQ-TV also carries NBC-TV's complete color schedule, President Richard O. Dunning said:

"As more and more color sets are put in homes, we believe color will become an even more important part of our programming. The significant fact is that color is not some future dream, but it is here, and today is part of our regular program service."

KPLR-TV St. Louis: "Some color movies and occasionally a St. Louis Cardinals baseball game in color," are carried by KPLR-TV but currently it originates no studio programs in color.

KVOO-TV Tulsa: Color is being pushed via newspaper ads, billboard promotions and the mailing of monthly color program schedules to a list that now totals some 1,500 names. KVOO-TV carries NBC-TV's entire color schedule, does all its ID's in color and broadcasts color films as available. It recently ran 10 full-length features in color under the sponsorship of Dulaney's, RCA distributor in Oklahoma. These "added considerably to our income, but we in turn spent a fair amount of money in promoting them," according to General Manager John Devine. He added: "Our attitude toward color is still very enthusiastic. . . . We are known as the color station . . . and will continue to push this fine facet of television in order to grow with the industry."

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NBC

Kennedy, Minow see eye to eye

BETTER PROGRAMMING AIM OF BOTH, WASHINGTON IS ASSURED

The President of the U. S. is vitally concerned about good television programming and will take a personal and active interest in seeing that "quality" shows are presented in a goodly number.

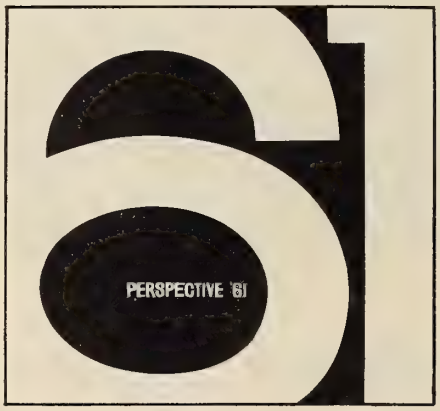
"He will get on the telephone to Newt Minow when he wants something done."

Authority for the above is one of President Kennedy's close associates. This was borne out last week when the President sent a personal wire to Bob Hope congratulating the comedian for his sports award program.

And this, in a nutshell, serves notice on network and stations—both radio and tv—of just what facet of their operations will most concern the New Frontier symbolizing the present Administration. The President was careful to pick in Newton N. Minow, as chairman of the FCC, a man who shares his philosophies.

In both his public and private utterances, Mr. Minow has been positive about one thing—the FCC has both the authority and the duty to see that broadcasting offers the public something better in the way of programming than it has in the past.







And, just how will this be done? Mr. Minow mentions a close scrutiny of promise vs. performance at license renewal time. Another member of the Kennedy team said "quality" programming will be accomplished through "fear, the moral persuasion technique and with an obvious club over the broadcasters' heads."

"Jack Kennedy wants an improved tone of programming," a presidential associate stated. "He wants ample opportunity, also, for more local programming incorporating local views and talent. This interest of Kennedy's is bound to be reflected in Minow's thinking."

Much has recently been made of the fact that the President reads several daily newspapers. Missing from the public press is the intelligence that the tenant at 1600 Pennsylvania Ave. is a tv fan. He is reported to be an "avid" viewer of news programs and specials. He will tell an associate that "this I saw [on tv]" rather than "this was called to my attention."

Television as a medium to reach the people is all-important to President Kennedy, one of his principal advisors during the campaign confided. "He will go to the people via tv when his proposals and programs face trouble," it was pointed out. "He will do this through the question and answer format, at which he is best. He is not particularly good in just a straight speech. The best vehicle for the President to get front-page headlines is through Q&A tv sessions and he will make wide use of this method."

Mr. Minow's Commission ▪ And what of the FCC? Will there be far-reaching changes in organization, number of commissioners and appropriations when the President gets reorganization powers? Probably not, presidential sources say, despite the strong recommendations and criticisms of Special Presidential Assistant James M. Landis (BROADCASTING, Jan. 2).

Congress, the FCC and broadcasting all viewed with alarm the Landis report to the President when it was first released. Since that date, however, the author himself has backed down considerably, close observers feel, and assurances reportedly have been given that most of his recommendations will not bear fruit.

For example, Mr. Landis' recommendation that an office of "overseer" over the regulatory agencies be established in the White House—placing the executive in direct conflict with the legislative branch which so zealously guards its right to oversee the agencies —no longer is causing concern among members of Congress.

President Kennedy met two weeks ago with Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and reportedly allayed the congressman's fears. Of his meeting with Rep. Harris, the President said: ". . . We are going to continue to work together to try to speed up the procedures of the regulatory agencies and improve their action.

"Whether we should have such a White House liasion [as recommended by Landis] or center is a matter we are going to consider. The Congress bears special responsibility for these agencies and, therefore, I think it is probably not likely that major responsibility in this area would be released to the White House and I am not completely sure it is wise."

The Chief Executive said that Mr. Landis was "asked to come to the White House," not as the agency czar which he had recommended, "but merely to work with the White House and with the interested members of Congress. . . . He is going to stay some months and do that."

Senior Kennedy's Support ▪ It has been reliably reported that the person most interested in James Landis and his report was Joseph Kennedy, father of the President. The Landis recommendations were hand delivered to the then President-elect last December in Florida by the senior Kennedy. "Landis got the idea that he should be the agency czar and this was not the President's thinking," according to a source close to the situation. "Congress was vitally concerned and Landis had to be pulled down to size before an open revolt erupted. His contributions to the new Administration will be at a minimum."

The presidential source said that Mr. Landis will remain at the White House only a few months and then "quietly slip away." Echoing this view, a Demo-



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NTA

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JUdson 2-7300
LOS ANGELES: 8530 WILSHIRE BLVD.
OLeander 5-7701
CHICAGO: 612 N. MICHIGAN AVE.
MIchigan 2-5561

cratic member of Congress said that he is no longer concerned about any effort of Kennedy-Landis to usurp authority where Congress claims sole jurisdiction. "I don't mind admitting that I was vitally concerned for awhile, however," he stated.

While Mr. Landis was considered a power to contend with, however, Congress was preparing its siege guns for an all-out battle. The House Commerce Committee, "afraid that we are going to have quite a round over the Landis report," ordered a thorough analysis of the recommendations and conclusions. "There was not much we could agree with," a committee member said. "You can bet your bottom dollar that our responsibility is not going over to somebody else and we will stand by and see them take it over."

A brief Senate appraisal of the Landis report: "It is viewed with considerable misgivings, if not disdain." Still another Hill view: "The report shows Landis will go out of his way to step on people's toes whether he has to or not."

Assurances to Minow ▪ Did Newton Minow have any misgivings about guiding the FCC's destinies under the New Frontier? Mr. Minow himself has not said but it is known that he was assured by the White House that Mr. Landis would not have any authority as an "overseer" of the commission and that the chairman would deal directly with the President when matters of mutual concern arose.

Mr. Minow has not seen the President since his appointment to the FCC but a meeting has been scheduled soon after he takes over as chairman. The 35-year-old Chicago attorney said that he also expects to confer with Mr. Landis but has not done so as yet.

The President has requested the power to reorganize agencies of the government—authority withheld from President Eisenhower during his last two years in office. The reorganization bill already has cleared the Senate and is not expected to meet serious opposition in the House—with Congress retaining the right to item-veto any action of the President.

Mr. Landis said that when such reorganization powers are forthcoming, he will appoint a "task force" to take a close look at the FCC. He said this group will then report directly to him and that he will pass the conclusions on to the President with personal comments. Mr. Landis himself concluded that there was just about everything possible wrong with the commission.

The Chairman's Views ▪ Mr. Minow sees no drastic revisions or shake-ups in the FCC table of organizations under the New Frontier. He said that talent and dedication of the staff will make it possible to accomplish most of the things he wants done. "I intend to award talent and will push good men up," he explained in discussing his plans.

The new chairman, who was confirmed by the Senate last week, has been encouraged by interest shown in his program by present broadcasting and advertising professionals. He said that many persons now employed in the industry, at much higher salaries than the FCC could offer, have asked for the opportunity to join Mr. Minow's commission. "There is an interest in this thing and tremendous strides can be made," he emphasized.

Mr. Minow got a pretty good idea of how the commission staff is functioning through a full-day presentation staged by present Chairman Frederick Ford (BROADCASTING, Jan. 23). An even more comprehensive appraisal will be available a few months after he takes office when an independent survey being conducted by Booz, Allen & Hamilton, management consultants, is completed (BROADCASTING, Dec. 5, 1960).

Networks and stations are underestimating the tastes of the American public with the current programming fare they are putting forth, Mr. Minow said in connection with his announced drive to upgrade the over-all product. The government cannot specify a certain program at a given hour but it has the duty to encourage quality programming and "I intend to do so," he said.

The new chairman conceded that this is "certainly a sensitive area" because of the censorship question but stressed that certain things can and must be done. These will include a close inspection and scrutiny at renewal; increased monitoring of individual stations; industry encouragement for self improvement.

Mr. Minow indicated that he thinks ratings are among the reasons for poor programming and told the Senate Commerce Committee that he "certainly will" do something about them. He said they properly fall within the purview of the FCC and that something is wrong when the various services vary so widely. If a station offers nothing but westerns for three years because of ratings, then that station will have a serious problem when it applies for renewal.

Mr. Minow already has aligned himself 100% with the move to provide a better opportunity for the development of local shows. During his Senate confirmation hearing, he promised to put his powerful office behind efforts for more and better local programming in prime time. He agreed with the senators that the threat of loss of net-



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WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco, WCBS New York, WEEI Boston, WBBM Chicago: The CBS Owned Radio Stations

work affiliation has stifled local efforts in the past.

Possibly due for an overhaul to include stiffer provisions is the FCC's "statement of policy" on programming issued last summer (BROADCASTING, Aug. 1, 1960).

The Hour is Important ▪ The FCC also will be watching the hour at which a station broadcasts its public service and quality programming, Mr. Minow indicated. For instance, a 6:30 a.m. or midnight offering will not count much with the commission in considering the overall offering. Mr. Minow's championship of educational tv is well known and he said that he hopes to liberalize rules for etv stations to make it easier for them to get on the air and continue operation. One proposal which will get a thorough study will be to allow etv stations to sell time and accept advertising—strictly forbidden under present rules.

From the House of Representatives and the Senate comes widespread support for Mr. Minow's programming views. During his confirmation hearing two weeks ago (BROADCASTING, Feb. 13), senator after senator attacked current programming fare.

The charge that FCC activity in programming is censorship is "completely out of line," a Hill spokesman said last week. Such a function is necessary to keep stations under "a continued state of tension" and forestall a feeling of self satisfaction. The worst thing that could happen, he said, would be for the government to dictate programming. The next worst thing, he felt, would be for broadcasters to be given a free rein with "the almighty dollar becoming the dictator of programming."

Industry Prepares ▪ Taking stock of the growing trend in Washington, the industry already is making moves of its own to beat the New Frontier to the punch. At the NAB board meetings the past fortnight, association President LeRoy Collins warned that if tv programming isn't improved, "we're whipped before we start" (BROADCASTING, Feb. 13). As the first move, the NAB put new teeth into its codes and pressed for tightened voluntary controls.

One of the major problems facing the industry, a broadcasting executive said, is the failure of critics to realize that tv cannot be both educational and entertaining for every minute, 15 hours a day, seven days a week. He stressed that the efforts of the New Frontier are not needed to make most broadcasters aware of their obligations.

Critics of the network offerings, however, already are pointing to tentative 1961-62 programming plans as a case in point (BROADCASTING, Feb. 6). As one congressional critic put it: "If these plans bear fruit, there will be more horsewhippings, shootings and delinquency on television than ever before." Chairman Minow has made it plain that he subscribes to the congressional theory that the radio spectrum is a natural resource and, as such, belongs to the public. "The public is not now reaping the dividends it deserves from its property and indications are that it will not unless the FCC intercedes," a congressional critic charged.

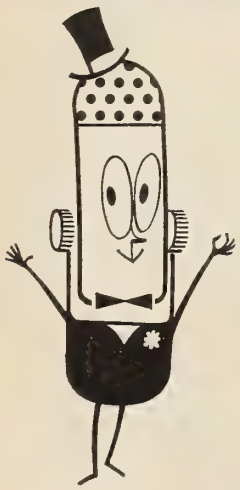
Away in Space ▪ Future communications, including tv, by space satellites will play a major role in communications planning under the New Frontier. The FCC already has recognized the need for planning and policy decisions and has assigned a commissioner, T. A. M. Craven, and a lawyer, Paul M. McDonough, to the problem.

A recent report of the Senate Aeronautical & Space Sciences Committee stressed the importance of formulating policy without delay (BROADCASTING, Dec. 5, 1960). The report said the U. S. must determine the benefits of space telecommunications and be ready to negotiate for space frequencies when the International Telecommunications Union meets in Geneva in 1963. "Critical decisions" are needed promptly because of the emerging significance of artificial satellites in global communications, the report said.

And, for the first time, the Senate Commerce Committee included a chapter in space communications in its request for funds during the new Congress. The enabling legislation included the standard investigation of communications with this language added: "including a complete review of national and international telecommunications and the use of communications satellites." Committee Chairman Warren Magnuson (D-Wash.) stressed that the whole field of communications will be tremendously changed by the use of satellites.

"A policy for space communications, probably via the use of satellites, must be established and this will lead to a review of the entire spectrum by both military and civilian users," Sen. Magnuson said. Rep. Harris and Sen. Vance Hartke (D-Ind.) already have introduced bills calling for an investigation of the spectrum.

On domestic allocations, Sen. Magnuson said: "Tv channel allocation is a continuing problem and we are forced to continue to urge the FCC to act. A special *ad hoc* committee of outstanding experts appointed by this committee to study the allocation of tv channels has reported and more hearings will be necessary. . . . To date, the



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Mr. Lee speaks from experience, as do scores of other successful station operators who know Programatic's concepts of *leadership programming* mean more profitable station operation.

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City_____ Zone_____ State_____

*WJEF-FM will increase power from 115 KW to 500 KW Spring, 1961.

FCC has failed to develop a specific policy. . . ."

The commission, however, soon will send a new proposal to the senator's committee. It will be hinged on a push for all-channel receiver legislation and a plan to set up a pool of uhf channels to be assigned whenever and wherever they will be used. The FCC also will encourage vhf stations to operate simultaneously on uhf to ease the way for a shift to the upper frequencies of all tv if it is ever deemed advisable.

More of Congress ▪ The 87th Congress will have to move fast to equal the record of its immediate predecessor, the 86th, in approving broadcast legislation. The old Congress was the most productive of any in recent years in passing new laws covering radio-tv, the FCC and the Communications Act. In spite of this record, however, many perennial industry proposals already are back again for consideration.

Moving quickly into the new session, the Senate Commerce Committee already has held hearings on Sec. 315 and more are promised in March—as soon as the FCC reports finally on coverage of the 1960 election. Even before the 87th convened, however, the House Campaign Expenditures Committee aired the controversial equal time provisions of the Communications Act (BROADCASTING, Dec. 5, 1960). After hearing testimony from industry and government leaders, this body said that proposals to repeal Sec. 315 in its entirety should be "fully explored."

Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce Committee Communications Subcommittee, who chaired the recent hearings, has given little encouragement to the advocates of outright repeal but has promised broadcasters a further liberalization. There has been little criticism of industry coverage of the presidential election with the cramping provisions of equal time suspended; a permanent injunction (S 204) against Sec. 315 was the vehicle for Sen. Pastore's hearings (BROADCASTING, Feb. 6).

This bill, introduced by Sen. Magnuson, will reach the Senate floor soon after the additional March hearings and Sen. Pastore has given broadcasters hope that congressional action will go beyond a permanent exemption of presidential campaigns. He has warned, however, that there is "no chance" for outright repeal but thought that some "compromise idea" will be forthcoming.

A second subcommittee of the Senate Commerce Committee, headed by Sen. Ralph Yarborough (D-Tex.), also is planning hearings in the immediate future on Sec. 315. Unlike the legislative sessions already held, the Yarborough hearings will deal with specific complaints lodged by candidates or their supporters against stations and networks during the 1960 campaigns.

That Other Body ▪ The Sec. 315 picture is not so favorable in the House. "How can broadcasters expect to get 315 repealed," a prominent Democratic congressman asked last week. "I'm not so sure permanent suspension for the President is such a good thing, either," he continued. It was in the House that the temporary relief faced its stiffest opposition last summer, winning on the House floor only after lengthy debate and a standing vote.

Rep. Harris' committee will take up Sec. 315 after the Senate acts. He, too, probably will schedule hearings. Adding impetus to the move for a permanent injunction was the statement by the President that he would be willing to debate his Republican opponent in 1964 (BROADCASTING, Feb. 6).

The House Commerce chairman has committed his committee to hearings during this Congress on *ex parte* legislation; longer hours for daytime stations; trafficking in licenses; allocations;

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Model 300 Frequency Meter. Measures audio frequencies to 30,000 cps in 6 ranges. Integral power supply and input level control.



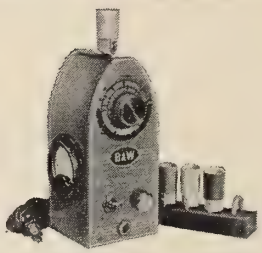
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- Calibration: Distortion measurements ± .5 db. Voltage measurements: ± 5% of full scale at 1000 cycles
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WQXI uses its voice to reflect the personality and pace of Atlanta . . . and to promote projects that make Atlanta a better place in which to live. Its accent on community service is part of a vibrant new *Exciting Radio* format. In its first month, according to C. E. Hooper, *Exciting Radio* increased the WQXI Atlanta audience share by almost 100% in *both* the morning and the afternoon. *Now, more than ever, Atlanta's best buy is WQXI!*

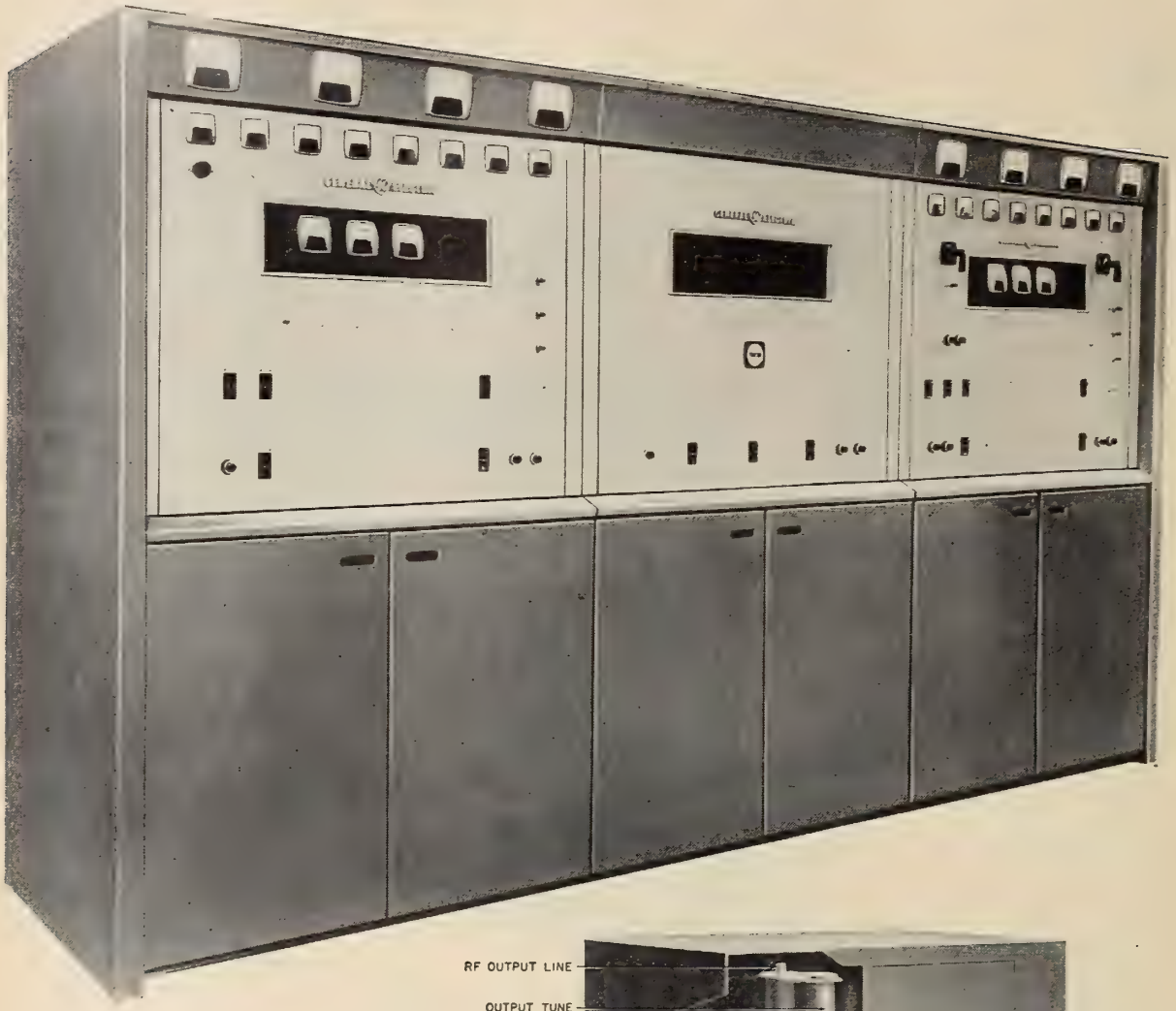
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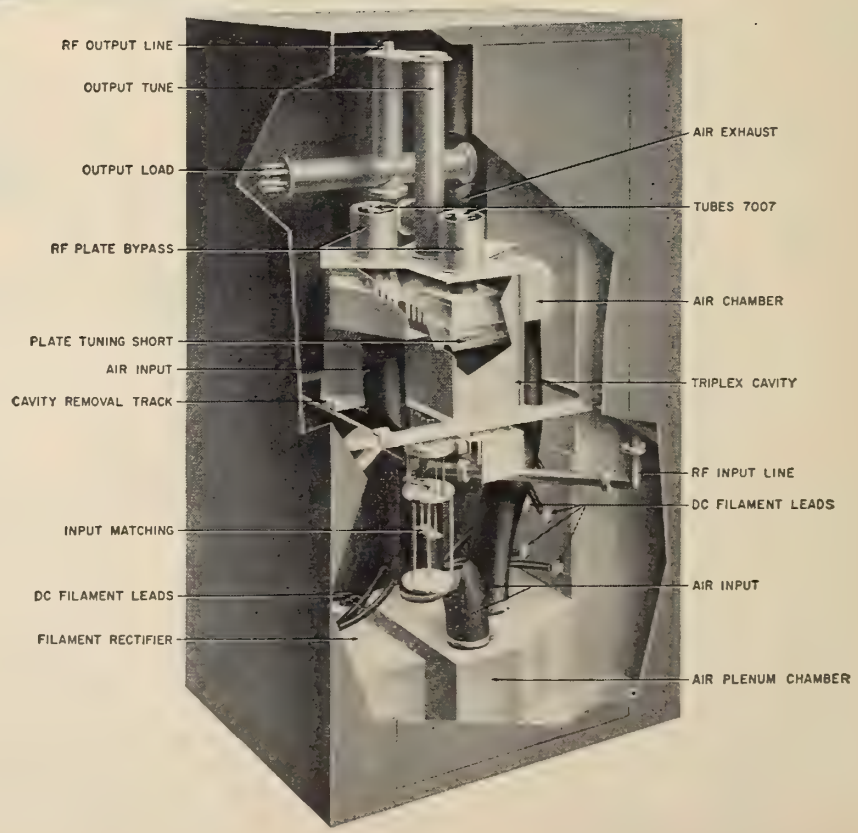


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The TF-14-A amplifier is housed in three standard size cubicles designed to mount side by side in a straight line. The rectifier cubicle, however, may be placed in a remote location since operating controls are in the aural and visual cubicles.

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The General Electric VHF high-channel TV power amplifier Type TF-14-A is designed to provide 35 KW sync peak power for channels 7-13. Your present 5 KW transmitter provides ample power to drive the TF-14-A amplifier to a full 316 KW ERP signal when you employ a standard three-bay helical antenna (2,000-foot tower or higher), or a 12-bay batwing antenna (1,500-foot tower or higher).

Important new design features assure higher picture quality, greater reliability, and simplicity of operation. A new and exclusive double-stud output loading control delivers optimum output matching. The "brute force" bias supply, a 3 phase bridge circuit whose output is filtered for reduction of the 360 cycle component, eliminates problems associated with vacuum tubes. The unique triplex cavity with three parallel tubes makes possible the use of fewer components, protects against detuning. DC filaments improve video signal-to-noise ratio. Separate aural and visual reflectometers, specially designed by General Electric, provide maximum antenna protection, internal amplifier protection. And the new "built-in" electronic r-f sweep generator simplifies tuning.

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GENERAL ELECTRIC

KENNEDY, MINOW SEE EYE TO EYE continued

educational tv financial aid, and probably pay tv and network regulation. On his bill to ban off-the-record presentations to members of the FCC (HR 14), Rep. Harris stated: "I pledge my best efforts to see to it that this legislation will be enacted. . . ." As a further indication of what broadcasting can expect from Congress this year, the Arkansas Democrat told those attending the 35th anniversary of the *Grand Ole Opry* in Nashville:

"Congress will have to re-examine some of the premises on which our American system of broadcasting is based. Congress must ask and answer questions as—what happens to the opportunity for local self-expression on radio and tv stations? What happens to the need for developing and using local talent in radio and tv programming? What happens to programs designed to serve minority groups and special tastes? . . ."

A Network Yolk ▪ In its final report to Congress, Rep. Harris' Legislative Oversight Subcommittee recommended that a bill calling for network regulation be re-introduced "and made the subject of legislative hearings" (BROADCASTING, Jan. 9). Rep. Harris immediately introduced such a measure (HR 1164)and sentiment for the proposal is growing weekly in Congress and elsewhere.

"Network regulation is coming for sure and they [networks] have only themselves to blame when it happens," a member of the President's official family predicted just last week.

Last March, the subcommittee commissioned the American Statistical Assn. to make an independent study of the statistical validity of rating services. The report by the three-man ASA committee is overdue on the Hill and indications are that it will lay the groundwork for a thorough investigation of ratings by the Harris committee.

One final recommendation was made in the oversight report. With that investigative body expiring Jan. 3, it recommended the establishment of a permanent subcommittee of the Commerce Committee for continued agency surviellance. This subcommittee would have its own staff and special appropriations and it is understood that enabling legislation will be introduced in the near future.

Magnuson's Pet ▪ Sen. Magnuson twice has pushed legislation through the Senate authorizing federal subsidies for the establishment of etv stations only to see both measures die in the House. He has scheduled a new round of hearings beginning March 1 on his bill which would grant each state up to $1 million. Prime supporter in the House is Rep. Kenneth Roberts (D-Ala.), who is the author of an etv bill which calls for each station to match any federal monies it receives.

Communications matters will continue heavy on the Senate side when Sen. Pastore takes his subcommittee to Salt Lake City and Cheyenne, Wyo., tomorrow (Tuesday) and Wednesday for on-the-spot reports from booster operators. Congress authorized vhf repeater tv stations just last summer and the committee wants a first-hand report on how the system of spreading tv signals in the Northwest is working.

As in past Congresses, several industry bills which always are introduced and often get hearings but no action, again are before the 87th. These include bills to ban the advertising of alcoholic beverages in interstate commerce, prohibit the broadcasting of horse race and gambling information, outlaw pay tv, establish a federal commission on ethics and office of administrative practices, legalize professional sport tv blackouts, set up a cabinet-level post on communications and transportation, have the government pay campaign expenses and charge fees for FCC services.

The later proposal, which has been cropping up for many years, may get a close scrutiny—from both the legislative and executive branches—this session. It is known that the Budget Bureau is studying ways and means to make licensees of the FCC and other agencies pay for services rendered by the regulator. The Kennedy Administration, it is reported, already has expressed interest in such proposals to obtain badly-needed extra revenue.



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Many Kennedy aides know radio-tv

When the Administration has a radio-tv matter to work on, the President will not be lacking in industry-indoctrinated minds for advice.

First, there is J. Leonard Reinsch, executive director of the Cox stations, who has long been active in top Democratic circles. Mr. Reinsch was manager of the 1960 Democratic convention in Los Angeles and served President Kennedy as tv consultant during the campaign. He will continue to be on call on a consulting basis and probably will be appointed to an advisory committee.

On the President's legal staff are Myer Feldman, former broadcaster, and Richard N. Goodwin and Lee C. White, who have served with congressional committees investigating the FCC and the industry. Mr. Feldman, legislative assistant to the President when he was Sen. Kennedy, recently sold KLAD Klamath Falls, Ore., and his 30% of WADK Newport, R. I. (BROADCASTING, Nov. 28, 1960). He also formerly had interests in KOMA Oklahoma City and KITO San Bernardino, Calif.

Mr. Goodwin was the center of controversy while a staff attorney for the Legislative Oversight Subcommittee. He did much of the leg-work in the tv quiz investigations and while still on the subcommittee staff bylined an article in *Life* magazine billed as an "expose." Soon after the article was published, he joined Sen. Kennedy's staff. Mr. White was counsel for a special Senate Small Business Subcommittee which conducted hearings on the continuing efforts of daytime stations to broadcast longer hours. He authored a report which was critical of the FCC for its failure to take action in the case. Mr. White was administrative assistant to Sen. John Cooper (R-Ky.) just prior to joining the White House staff.

The cowboys are being put to pasture

TV PILOTS FOR '61-'62 LED BY ACTION, COMEDY AND CARTOONS

That hard-riding champion of the American viewer, the television cowboy, has been unhorsed by other heroes who get there first afoot or with more modern locomotion, if this year's spring crop of new pilot films correctly indicates a trend.

Fewer than 10 western pilots are on the list, a number matched both by new drama series and documentaries as the spring selling season gets into full swing.

Action-adventure shows lead the list, comedies are a strong second and, surprisingly, animated cartoon programs are in third place. The flood of pilots in these categories obviously was inspired by the successes of adventure, comedy and cartoons in the current season. The predominance of hour-long episodes among the action-adventure offerings also is clear evidence that the popularity of such programs as *The Untouchables* and *77 Sunset Strip* have not gone unnoticed by the pilot makers.

Already the networks are busily showing advertisers and agencies those new shows in which the former have vested interests, usually through pilot-financing, and which tentatively have been listed in network fall programming schedules. Producers of pilots with no network angel just as avidly are presenting their new programs to the same potential buyers on the one hand and trying to persuade networks to add these shows to their schedules on the other, even if it means scratching some already scheduled for the 1961-62 line-up.

The programs listed do not, of course, represent all the pilots to be presented this spring. Nor will all of the pilots in this list be produced. At this time of year each day sees new titles added and old ones dropped, in accordance with the changing ideas of their producers as to what will or will not be salable for fall. Many small companies come into being, make a pilot or two and fade from sight, some never even achieving the permanence of a listing in the telephone directory. A few larger program producers refuse to divulge any information about their plans. Their number, incidentally, has increased since the Los Angeles visit last fall of a delegation from the FCC to inquire into the nature of network tv programming.

The programs briefly described below, however, do represent a fair sample of what is being offered.

Action-adventure

Acapulco—A pair of Korean War veterans, coming to this Mexican coastal resort town in search of fun and romance, find them both and adventure too when they meet the father of a former pal, killed in Korea. He is a retired criminal lawyer whose former underworld associates don't want him to remain retired. Ralph Taeger and James Coburn are the heroes, with Telli Savalis as the old attorney an Allison Hayes and Bobby Troup also regular members of the cast. Billy May will compose and conduct the music for the series, which producer-writer John Robinson's Libra Enterprises is producing in cooperation with Ziv-UA for NBC-TV. The half-hour series starts Feb. 27 in a Monday, 9-9:30 p.m., time period, with R. J. Reynolds Tobacco Co. as sponsor.

The Asphalt Jungle—A deputy police commissioner in charge of field operations in a modern American metropolis (Jack Warden), a tough captain on his staff (Arch Johnson) and a young sergeant trying hard to make a name for himself (Bill Smith) are the central characters of this hour-long series, produced by Arthur Lewis at MGM-TV, which will start on ABC-TV April 2 as a Sun. 9:30-10:30 p.m. series. Duke Ellington wrote the background score.

The Beachcomber—A highly successful businessman decides to take life easy as a beachcomber, finds this even more active and exciting than big business, in the half-hour tv series that Filmaster is producing at Winter Park, Fla. Four of the 39 episodes had been completed by Feb. 1. Nat Perrin is the producer, Cameron Mitchell the star.

Cabana 54—Shelter Island Inn in San Diego Harbor is the locale for this half-hour series which combines action and



James Coburn and Julie London star in 'Acapulco,' an action-adventure half-hour being produced by Libra Enterprises and Ziv-UA for NBC-TV.

adventure with a healthy dash of espionage. Richard Garland stars as the club owner who is also an undercover agent. Sam Gallu produces for California National Productions. Pilot is ready for running.

Caribbean—Rory Calhoun stars in this hour-long romantic adventure series which Four Star will produce for Calvic Productions, company owned by Mr. Calhoun and Vic Orsatti which previously produced *The Texan.* Richard Simmons wrote the script for the pilot, which will go into production the end of the month, while a second unit is shooting background footage in the Caribbean.

The Corrupters—The records of the Kefauver Committee and other crime investigating groups provide the basis for the episodes of this series of the adventures of a newspaper labor reporter-columnist. The hour-long series is produced at Four Star by Leonard Ackerman and Don Burrows for ABC-TV.

Counter-Intelligence Corps — McCann-Erickson Productions is cooperating with Desilu in the production of this hour-long series based on the exploits of former CIC agents, created by Josef Shaftel, who is also the executive producer. Leonard Kantor wrote the opening episode, a two-parter titled "Teheran."

Crawford's Key—A man who owns his own island off the Florida coast is the central figure in this action-adventure series which Nat Perrin will produce for Filmaster. The pilot script is now being written.



Arch Johnson (l.) and Jack Warden in 'Asphalt Jungle' which is being produced by Arthur Lewis at MGM-TV for ABC-TV showing. Duke Ellington wrote the background music for this big city police thriller.

87th Precinct—The police personnel who work in and out of the station house in New York's 87th precinct, familiar to readers of the Ed McBain mystery stories on which the hour-long tv series is based, are the characters of the tv programs which Hubbell Robinson Productions is filming at Revue for NBC-TV. Boris Kaplan produced the pilot.

Everglades — This is a Ziv-UA produced adventure show written by Budd Shulberg and directed by Andy McLaughlin. The half-hour series, which may be considered by CBS-TV for next season, stars Ron Hayes.

The Force—Exploits of the Royal Canadian Mounted Police will form the basis for this series of hour-long adventure dramas which Joseph Mansfield will produce at Warner Bros. The series is not yet cast and the initial script is still in work.

Homicide—The homicide bureau of a big-city police force provides the setting and personnel for this 60-minute series of police dramas, not yet cast, which Mort Briskin will produce for Desilu.

The House on the Rue Riviera—Adventure on the Cote d'Azure, where the great and near-great, the wealthy and the want-to-be-wealthy rub shoulders on the beach and at the gambling table (the series formerly was titled *Monte Carlo*), is developed in this hour-long series which Douglas Hayes is producing in color at 20th Century-Fox Television for NBC-TV.

The Hunters—Big game hunting in Africa is the theme of this series of 60-minute programs formerly titled *Tanganyika,* which Robert Blees is producing at 20th Century-Fox Television for ABC-TV. William Self is executive producer.

The Impatient Ones—American fliers of World War I, the gay, reckless boys whose exploits in the air over the front were matched only by their adventures in Paris streets and bistros, are the heroes of this half-hour series now in preparation by Q.M. Productions for ABC-TV. Quinn Martin is the producer. Series has not been cast.

The Insiders—A New York publicity man (David Janssen) spends more time keeping his clients out of trouble than getting them into the papers in this Screen Gems series of hour-long adventure dramas. William Sackheim is the producer, Elliott Silverstein the director and Richard Alan Simmons the writer. Polly Bergen is guest star of the pilot, which is ready for showing.

Kovach—John Robinson is writing and will produce the private detective series of half-hour programs for Libra Enterprises in cooperation with Ziv-UA.

The Lady in Red—Suzanne Lloyd is starred in this half-hour adventure series which Shirley Mellner is producing for Heritage Productions.

Las Vegas—Peter Graves stars as a public relations man who doubles as a trouble-shooter for the plush hotels and gambling houses in the Monte Carlo of the West. The hour-long series being packaged by Goodson-Todman for NBC-TV. Andrew J. Fenady is the producer; the series is being filmed at Paramount.

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5541	10,000	110	4-1000A	1,000	110
5681	75,000	110	4x500A	500	120
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THE COWBOYS ARE BEING PUT TO PASTURE continued

Las Vegas File—The police files of the city of Las Vegas and Clark County, Nev., are the source of the story material for this series of hour-long dramas which Jules Schermer will produce at Warner Bros. with Peter Breck and Mike Road starred. (Not to be confused with *Las Vegas,* which Goodson-Todman is producing at Paramount for NBC-TV.)

The Man From Telegraph Hill—Dan Dailey stars in the title role of this hour-long series of adventure dramas produced and written by Richard and Mary Sale for Desilu.

Man in the Middle—Robert Sterling plays the part of a New York night club owner who is also an amateur archeologist with a penchant for solving mysteries and helping people in trouble. Donna Douglas co-stars. Robert Sparks is the producer; Oscar Rudolph the director and Margaret and Paul Schneider the writers of the Screen Gem half-hour series. Pilot is already filmed.

The New Breed—The elite squad of the Los Angeles Police Dept., young men who fight crime with brains rather than brawn, provides the setting for this half-hour series starring Leslie Nielsen which Q.M. Productions is producing for ABC-TV. Quinn Martin is executive producer.

The No. 1—Highlights from the lives of the greatest reporters of all times and the stories they covered are presented in dramatized form in this hour-long series which Nat Perrin will produce for Filmaster.

Number 7 Cannery Row—Robert Knapp portrays a Pinkerton-type guy with a business called the Pacific Maritime Security Corp. in this on-and-off-shore series of half-hour adventure dramas which is being filmed on the California coast in the Carmel-Monterey area. Sam Gallu produces for California National Productions. Pilot is ready to be seen.

Open File—The police files are full of unsolved cases for which this half-hour drama series will attempt to present logical, although not necessarily the actual, conclusions. Vernon Clark produced the pilot for the series in which David Brian is host. Herts-Lion International Corp. is producing in cooperation with ABC Films.

Panama — Three adventurers join forces to undertake difficult assignments which take them to many interesting places and much action in a Central American setting. John Larkin will produce this hour-long series in color on location for NBC-TV.

Patrol Boat 999—Based on the book of the same name by Harold Waters and Aubrey Wisberg, this hour-long series deals with the U. S. Coast Guard in the prohibition era. Lindsley Parsons is executive producer; Mr. Wisberg is producer-writer; Lindsley Parsons Inc. is producing the series in association with Allied Artists.

Police Doctor—Authentic experiences of a police surgeon assigned to Los Angeles Central Receiving Hospital provide the basis for this series of half-hour dramas, starring Richard Carlson and produced by Henry Kesler for California National Productions. The pilot is ready for showing.

Portofino—Lisa Corbett portrays a young widow in this hour-long adventure-romance-dramatic series whose home base setting is a small hotel on the Italian Riviera where she and three bachelor friends of her late husband reside. Bruce Geller wrote the pilot which NBC-TV is filming at MGM-TV.

Solitaire—Ray Danton and John van Dreelen are to star in this hour-long adventure drama series with a European background. Howie Horwitz will produce at Warner Bros.

The Dick Powell Show—Dick Powell will host this hour-long anthology series of contemporary adventure dramas which Four Star Television is producing for NBC-TV. Mr. Powell will also star in one out of every three of the 39 programs.

Rio—Roy Huggins, creator of *Maverick,* also conceived this hour-long contemporary adventure series, dealing with two Americans running a travel agency in Rio de Janeiro. Adam West and James Best play the leads. Series is now in production at Desilu and on location in Brazil. Alvin Cooperman is executive producer for Ron Com Productions.

Satan's Waitin'—Raymond Walston stars in this modern-day suspense-adventure-romance series of half-hour episodes which Don Fedderson Productions is planning.

17 Battery Place—Ron Randell stars as an investigator for the Port of New York Authority in this Revue series, to be filmed in New York and Hollywood.

Shannon—George Nader stars as an insurance investigator assigned to protect his company's transportation clients from hi-jackers, thefts, etc. in this half-hour tv Screen Gems series. Producer: Robert Soarks; director: James Neilson;

Foreign-mades being offered on U. S. market

ASSOCIATED TELEVISION OF LONDON MAKES STRONG BID

In addition to U. S.-produced film for tv, there are also series produced abroad by foreign companies that are available for sale in this country. For example, Associated Television of London, which distributes in the U. S. through subsidiary Independent Television Corp., New York, has successfully sold its seven newest filmed series to overseas networks, and hopes to do the same here.

In the works are six 26-week half-hours and one hour-long show. *The Adventures of Sir Francis Drake,* being made on location in London and in the Mediterranean area right now, consists of fictionalized episodes based on the exploits of the famed seaman. Anthony Bushnill produces the MGM-made series, while Terence Morgan stars as Sir Francis. This series and the other six have been sold to Associated Tv for 12 British stations; to Associated Tv Stations of Australia for seven stations, and to Associated Tv Stations of Canada for the CBC Network.

Ghost Squad, the one hour-long series, which goes into production April 27 at J. Arthur Rank Studios in England, is an adventure-drama-detective show starring Sir Donald Wolfit. The show, in which the characters appear in various disguises, is produced by Connery Chappell.

The adventures of a roving photographer in Monte Carlo, *Riviera,* which goes into production June 15, will be filmed by Victerene of France on location in Monte Carlo. Dennis O'Dell is producer. No star has been selected as yet.

Harry Fine is producer of an ATV series to be filmed by MGM of England in Jamaica, B. W. I. in August. The romantic-melodramatic series will be called *Montego Bay.* Filming of *Mike Mercury Super Car,* a children's adventure show employing electronically controlled puppets, has already been finished and now is being shown on ATV outlets abroad.

Only the titles are available on two ATV stories scheduled to go into production in September and October respectively. They are *King, Queen and Knave* and *Grand Tour.*

writer: John Hawkins. Pilot is complete.

Swiss Family Robinson—The children's classic of the shipwrecked family and their adventures on an uninhabited island will become a half-hour tv series, produced by Fritz Goodwin for Filmaster. The pilot script now is being written.

Three to Get Ready—Joby Baker, James Callahan and Joe Partridge have been signed for the leading roles of a pilot, co-pilot and flight engineer of a global air charter service in this comedy-adventure series which Bud Yorkin and Norman Lear will produce under their Tandem Productions aegis, in association with CBS-TV and Paramount Studios. The hour-long pilot was written by Mr. Lear, who will also produce it, with Mr. Yorkin as director.

Three White Hats—Joseph Campanella, Ron Foster and L. Q. Jones are starred in this series of half-hour programs based on the present-day Texas Rangers. Wilbur Stark and Al C. Ward produce for California National Productions. The pilot film has been completed.

Tightrope—Mike Connors will again be starred in the hour-long version of the earlier half-hour series which Clarence Greene and Russell Rouse are preparing at Screen Gems for broadcast on ABC-TV. Quinn Redeker will be featured.

Tramp Ship—Neville Brand stars in this series of half-hour adventure-dramas which Don Fedderson Productions is producing at San Pedro, Calif., harbor and Desilu. John Brahms directs the initial segment; Fred Henry is executive producer, Milton Merlin associate producer, John Stephens production supervisor and Judy Adkins casting director. Dick Patterson, Mike Manor, Buddy Hayes and Mike Galloway are cast for continuing featured roles in the series for which an 8,000-ton cargo ship has been leased as chief locale of the action.

War Birds—World War I pilots, the first men to fly airplanes in military combat, are the protagonists in this half-hour series in which Wayde Preston and Don Francks have the leading roles. Sam Neuman and Al Simon produced the pilot for California National Productions.

Woman in the Case—A woman is the central figure in each of the hour-long dramas in this anthology of suspense stories, whether as criminal, vic-



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tim or innocent bystander. Paul Monash is filming at MGM-TV for NBC-TV, with name stars as guest stars of each week's program, and a continuing host not yet selected.

Animation

The Alvin Show—Alvin, mischievous member of the chipmunk choral group, stars in this half-hour animated cartoon series created by Ross Bagdasarian, who supplies the voices here as he did on the records which started Alvin and his friends on the road to fame. Sy Gomberg created the series which Herbert Klynn is producing at Format Films.

Calvin and the Colonel—Calvin, a bear, and the Colonel, a fox, are the central characters in this animated half-hour series which TV Spots is producing for ABC-TV. Freeman Gosden and Charles Correll, radio's Amos 'n' Andy, will provide the voices for Calvin and the Colonel; Joe Connolley and Bob Mosher, who wrote and produced *Amos 'n' Andy* for 15 years, will produce the new series.

The Green Hooper—Although the main characters in this half-hour animated cartoon series are talking animals—a frog named Hoppity, a bear, Fillmore, and Professor Waldo, a wolf—Bill Scott and Jay Ward, co-producers, say it is beamed at an adult audience. Jay Ward Productions has a pilot ready for showing.

Keemar, the Invisible Boy—Magic and mischief blend humorously in this half-hour animated series, based on an original story by Herbert Klynn and Jules Engel. Lou Carlino wrote the pilot, which Alan Zaslove will direct at Format Films.

Muddled Masterpieces — The art classics are satirized in this five-minute color animation series which Gerry Ray, Sam Nickelson, Bob Ganon and Norm Gottfredson have ready for production at TV Spots.

Shaggy Dog Tales—A talking dog wins a scholarship to a university and runs into many unusual experiences in this five-minute color animated cartoon series. TV Spots is the production company; Gerry Ray, Sam Nickelson, Bob Ganon and Norm Gottfredson are the producers.

The Shrimp—The laughter and tears of the world of kids show up in this sentimental series of half-hour animated comedies created by Sy Gomberg from his own magazine stories and produced by Herbert Klynn at Format Films.

Simpson and Delaney—The escapades of a Laurel-and-Hardylike pair of roving comedians provide the theme for this half-hour animated cartoon series which Jay Ward and Bill Scott will co-produce for Jay Ward Productions. Simpson is the strong man. Delaney the puny runt with a cunning brain whose larcenous ideas are the source of most of the team's troubles. The pilot script is now on the drawing board.

Sir Loin and His Dragon—A British Don Quixote, highly idealistic and just as impractical, constantly gets into jams from which his valet, a sensible dragon, has to rescue him in this half-hour cartoon comedy series. Gerry Ray, Sam Nickelson, Bob Ganon and Norm Gottfredson completed the pilot at TV Spots.

Sweetie—Phil Rapp, creator of the Baby Snooks character made famous by Fannie Brice on radio, has included many of the Snooks characteristics in his new creation, Sweetie, six-year-old girl and central character in this half-hour animated cartoon series of domestic comedies. James and Anthony Pabian of Pabian Productions will produce, in association with Mr. Rapp.

Top Cat—A group of alley cats, feline equivalents of the Dead End kids, will be featured in this half-hour animated cartoon series, now on the planning board at Hanna-Barbera Productions. William Hanna and Joseph Barbera will co-produce.

Comedy

All in a Day's Work—Carl Reiner wrote the pilot, which Sheldon Leonard produced for this half-hour character comedy series dealing with the life of a tv comedy writer, Dick Van Dyke and Morey Amsterdam starred. Carlendan Enterprises (Reiner, Leonard and Danny Thomas) filmed the pilot.

Baron Gus—A Luxembourg baron (Ricardo Montelban) marries an American girl (Pippa Scott) and starts to see the United States, traveling in a trailer drawn by a Jaguar. John Hess, who wrote the Alex Guiness tv show, *Evil Scheme of Jebal Deeks*, is writing the series, with Dan Petrie directing at MGM-TV for CBS Films.

The Joey Bishop Show—Joey Bishop plays the fall guy in an advertising agency in this half-hour series. The pilot, produced by Sheldon Leonard and Lou Edelman, has been filmed and will be seen as a segment of *The Danny Thomas Show* on March 27.

Bus Stop—The William Inge play, a

smash hit on Broadway and in theatrical motion pictures, becomes an hour-long series which 20th Century-Fox Television will produce. William Self is executive producer.

The Jack Carson Show—Jack Carson plays the part of the driver of a charter bus, going wherever the charterer wants it to, in this half-hour Screen Gems comedy series. He is also a bachelor trying to rear a 7-year-old niece and to avoid matrimony. Robert Sparks will produce the pilot.

The Jeanne Crain Show—Jeanne Crain plays a top model and John Vivyan the editor of a swank fashion magazine, who are also married and the parents of two children, in this sophisticated situation comedy series of half-hour shows being produced by Screen Gems. Tony Owen is the producer, Norman Tokar the director and Barbara Hammer the writer. The pilot has been completed.

Coffee, Tea or Milk?—An air hostess, portrayed by Barbara Nichols, is the central character of this series of half-hour situation comedies, which Herman Saunders is producing at Mark VII Productions. Filming is scheduled to start late in February.

The Colonel's Lady—Eve Arden is starred in this half-hour comedy produced by Stanley Roberts for Ardley Productions.

Daddy-O—The *Dobie Gillis* team of writer Max Schulman and producer-director Rod Amateau are again collaborating in this new CBS Films comedy series about the man who plays an addle-pated father on a tv series and wants to quit because his real family keeps confusing him with his tv character. Don Defore is "Daddy-O" with Lee Phillips co-starred.

The Drum Beater—The exploits and predicaments of a press agent provide the theme of this hour-long series starring Pat Harrington and Andy Clyde. Edward J. Montague produced the pilot for Bonnaker Productions.

Father of the Bride—Leon Ames stars in the title role of this half-hour comedy series based on the best-selling novel, with Ruth Warrick, Myrna Fahey and Burt Metcalfe also regular members of the cast. Rudy Abel, producer, and Robert Maxwell, executive producer, filmed a full-hour pilot, which includes vignettes from a number of episodes as well as one complete half-hour, "The Wedding," which will be shown at the 11th of the 26-week series. Katherine and Dale Eunson wrote the pilot episode and will do a minimum of 13; they have completed story outlines of all 26. MGM-TV is producing the series. Anton Leader directed the pilot.

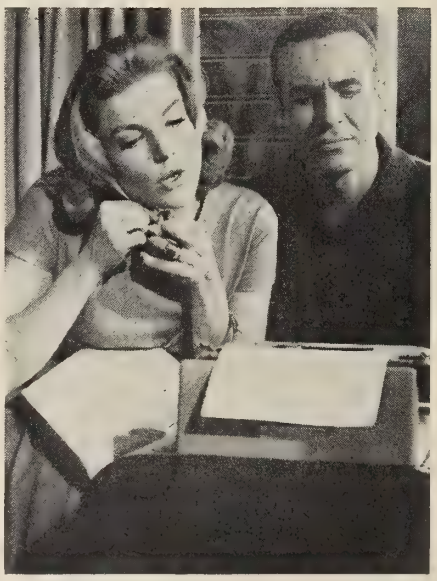
Johnny Fletcher — Frank Gruber wrote the books on which this half-hour series is based. Mr. Gruber produced the pilot for the Frank Gruber Co. Johnny Goddard and Read Morgan are starred.

Fractured Flickers—Take an old silent movie, cut it down to a half-hour and edit it for comic effects, disregarding the original story line, add a supercilious host named H. Carleton Fotheringill and you'll be doing what Jay Ward and Bill Scott of Jay Ward Productions have done with the pilot for this series. Hans Conreid portrays Mr. Fotheringill.

The Ginger Rogers Show—Glamorous Ginger Rogers portrays a fashion designer in this half-hour romantic comedy series which William Self is producing at 20th Century-Fox Television.

The George Gobel Show—Two different scripts have been prepared for this series, which will bring George Gobel back to tv each week in a domestic comedy with his tv wife, Alice, as yet uncast, and both will be tested before the pilot is filmed. Gomalco Productions is producing.

Phil Harris and Alice Faye Show—Desilu in association with NBC-TV is producing this half-hour domestic comedy series dealing with the fictionalized home life of this musician married to an actress.



Ricardo Montalban and Pippa Scott star in the new CBS Films pilot 'Baron Gus,' a comedy in which Montalban plays a European newspaperman covering the U. S.

Harry's Girls—Larry Blyden portrays a song-and-dance man traveling through Europe with three American show girls in his act in this romantic comedy series. Three half-hour episodes have been filmed for MGM-TV on the French Riviera. Ralph Levy is the producer; Alan Jay Lerner the executive producer; Joseph Stein, head writer and script supervisor.

The Hathaways—The twist to this domestic comedy is that the family consists of Father (Jack Weston), Mother (Peggy Cass) and three youngsters who are chimpanzees (the Marquis Chimps) rather than human children. Screen Gems is producing the half-hour series for ABC-TV.

Hazel—Shirley Booth stars as the housekeeper for a wealthy family, a character inspired by the *Saturday Evening Post* cartoons, in this half-hour Screen Gems series. James Fonda produces with Harry Ackerman as executive producer; William Russell directs and the scripts are written by William Cowley and Peggy Chantler. Pilot is now in preparation.

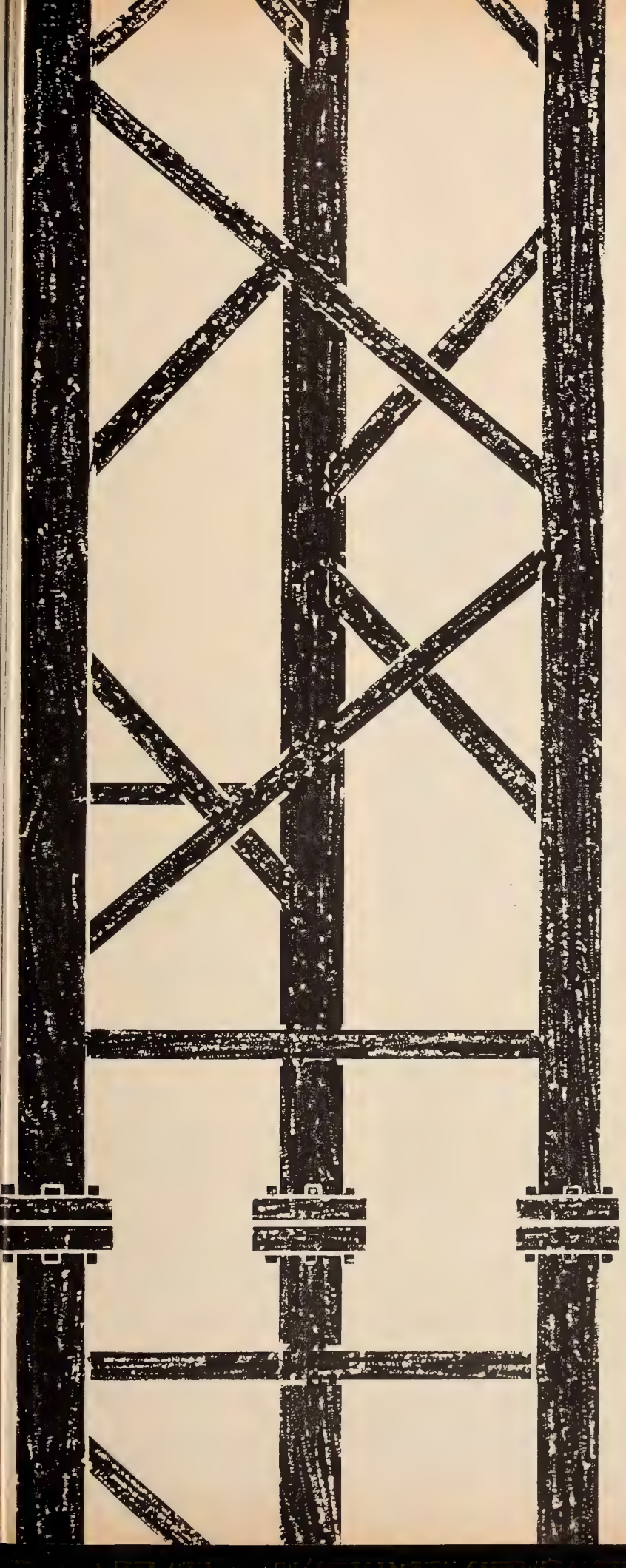
Her Honor O'Connor—The trials and tribulations of a female judge are humorously expounded in this half-hour series created by Michael Kraike and Clark E. Reynolds. Not yet cast, the series is scheduled to go into production this spring with Alvin Cooperman as executive producer for Ron Com Productions.

The Holidays Abroad—Dan Duryea and Margaret Hayes are starred in this half-hour situation comedy series which Josef Shaftel is producing for Desilu.

Jimmy and Me—A talking dog, "Mike," and his boy, "Jimmy," are the central characters in this half-hour comedy created by Ray Berwick. Arthur Lake does Mike's talking and is also producer of the series. Irving Cummings is executive producer; Emil Newman, musical director, and Charles R. Marion and Nat Tanchuck are among the writers. Mr. Berwick also directed the pilot, filmed at Desilu for Berwell Productions.

Ladies in Retirement—Two aging stars continue their friendly rivalry into their days of retirement in a home for old actors in this half-hour comedy-drama. Estelle Winwood and Gladys Cooper are starred. Buddy Bregman is the producer for Heritage Productions.

Margie—The movie "Margie" which 20th Century-Fox made some years ago with Jeanne Crain as star is now being turned into a half-hour tv series by 20th Century-Fox Television. Hal



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Goodman and Larry Klein are co-producers; William Self is executive producer.

Mickey and the Contessa—Eva Gabor and Mickey Shaughnessy are starred in this half-hour comedy series which Cy Howard will produce at Desilu for ABC-TV.

Mister Doc—Dean Jaggers stars in the title role of this sentimental comedy, a period piece set in 1905. Frank Gabrielson, the writer; Ralph Nelson, the producer, and Ruth Gates, prominent in the cast, formerly served in similar positions with *Mama,* nostalgic tv series which ran for several season with Peggy Wood starred. Pilot was filmed at Desilu by CBS Films.

Mother Is a Freshman—Gertrude Berg and Sir Cedric Hardwicke star in this half-hour schooldays comedy series which Four Star has sold to General Foods for broadcasting next season. Tom McDermott produced the pilot.

Mr. In-Between—Three landlubbers who don't know their bilge from the flying bridge jointly buy a boat and are launched on the adventures which make up this half-hour comedy series. Pilot script is ready for casting; Nat Perrin will produce for Filmaster.

My Fifteen Blocks—Danny Thomas, financing the pilot for this new half-hour comedy series, promises it will be "one of the first new story ideas in television in years," but refuses to divulge any details until he has it ready to show.

My Wife's Brother—Comedians Rowan and Martin are starred with Carole Cook in this half-hour situation comedy series which Cy Howard is producing at Desilu for ABC-TV.

The Janis Paige Show—This is a musical-comedy half-hour tailored to the talents of its star. William Asher is producer-director for Desilu.

Permanent Waves — Hope Holiday, Kathleen Freeman, Dee Arlen and Beverly Wills co-star in this half-hour situation comedy series concerning the adventures of four girls who are making the Navy their career. Jerry Lewis Enterprises is the production company; Ernest D. Glucksman is the producer. The pilot is now being shown to agencies.

Sweet Sixteen—The home life of a typical American family—father, mother, Miss 16-year-old, younger sister and baby brother—is portrayed by George Murphy, Janet Gaynor, Suzie Kaye, Barbara Neaird and Donald Washbrook in this half-hour series for which the pilot was written and produced by Ed James, creator of *Father Knows Best.* John Rich is the director. Series is being filmed at Desilu by Home-James Productions for NBC-TV.

You Can't Win 'Em All—Bob Schiller and Bob Weiskopf are the writers of this comedy half-hour series on Desilu's list for production for fall. It has not yet been cast. Show is based on *The Long Season,* novel of the home life of a big league ball player, written by Jim Brasnan, pitcher of the Cincinnati Red Legs.



In the new Desilu series Dan Duryea and Margaret Hayes are starred. Called 'Holidays Abroad,' it is produced by Josef Shaftel.

The World of Lisa Boston—Ruth Roman stars as the curious and intrepid editor of a women's magazine, who travels the globe in search of material, accompanied by a conservative male photographer, not yet cast. Phil Shuken and John Greene wrote and will produce the pilot, which Herts-Lion International Corp. is filming with and for ABC Films.

Documentary

Crime and Punishment—Interviews, unrehearsed and uncensored, conducted by newscaster Clete Roberts, with long term inmates of San Quentin Prison, make up the contents of this half-hour taped series, which also includes a commentary by Richard A. Magee, director of corrections for California, on each program. Collier Young is the producer, with Robert H. Hill as associate producer. Collier Young & Assoc. is producing the series for syndication.

David Brinkley's Journal—The NBC reporter-commentator will review the week's news and give his personal reactions to it, while the tv audience looks over his shoulder, so to speak, and eavesdrops on his relaxed, post-deadline observations, which will be shown in color, live, tape and film. NBC News and Public Affairs Dept. is packager-producer of the half-hour series, scheduled for the 1961-62 season.

Lie Detector—William A. Schmidt, pioneer user of the lie detector, will be featured on this half-hour series which offers anyone ever accused of lying about anything the chance to prove his veracity by taking a lie detector test on camera on this new series which KHJ-TV Los Angeles is co-producing with Andrews-Spears, who made the pilot. Ralph Andrews is host on the half-hour programs which KHJ-TV is taping for syndication. KHJ-TV also will broadcast the series in Los Angeles, Fri., 7-7:30 p.m., starting Feb. 24.

Nightside—The award-winning radio series originated by KMPC Los Angeles is turned into a five-minute tv series depicting the colorful and off-beat side of the city after dark. Don Reed is narrator of the series, directed by Richard Cunha and produced by Fritz Goodwin for Filmaster. Three pilot episodes have been filmed.

Success: It's Up to You—How to get a job, how to keep it and how to make it a stepping stone toward a better job just about sums up the subject matter of this self-help series of half-hour semi-documentaries. Dr. Donald Curtis is the narrator-counselor. Elnora M. Rock produced the pilot for El-Von Productions.

Drama

Big Brothers—The Big Brothers of America's files of case histories of the boys they have befriended provide the stories dramatized in this series of half-hour dramas created and produced by Ralph Andrews. Meredith Willson will be host with a weekly guest star (Jack Haley in the pilot) of this series, which Andrews-Spears Productions is filming in cooperation with Screen Gems.

Cain's 100—"Cain" is a bright young lawyer, played by Mark Richman, who heads a government law enforcement agency battling syndicated crime; the "100" are the members of the crime syndicate most wanted by the authorities; the time is now. Paul Monash created, wrote the pilot and is executive producer of this hour-long series, being

produced by MGM-TV for NBC-TV.

The Greenhorn — Mickey Rooney portrays the same Eastern city boy in the early West that he did on *Wagon Train* in this series which Revue is readying.

Dr. Kate—Jane Wyman portrays Dr. Kate Pelham Newcomb, whose life of dedication to the people of rural Wisconsin is described in Adele Comandini's novel, *Dr. Kate,* in a half-hour series which Josef Shaftel will produce at Desilu for ABC-TV. Willard Parker plays Dr. Kate's husband. Harry Essex wrote the pilot script.

Dr. Kildare—Dick Chamberlain portrays the role which Lew Ayres had in the MGM feature film on which this MGM-TV half-hour series is based. Raymond Massey plays Dr. Gillespie, the role of Lionel Barrymore in the movie of 20 years ago. Norman Felton is executive producer of the series, an Arena Production program, with Herbert Hirschman as producer. Boris Sagal will direct the pilot, written by E. Jack Neuman.

The Lawyer—Lin McCarty portrays a crusading attorney fighting for the underdog in this series of hour-long dramas produced by Hubbell Robinson Productions at U-T for ABC-TV.

M.R.—Comparative laws around the world are the basis of this 60-minute series to be produced by Dozo S.A. Productions in various foreign countries. Initial script was produced in Japan in association with Nichibei Eiga Co. Ltd. John Florea is creator-producer. Pilot is ready for showing.

Our Town—Nat Perrin will produce a half-hour series based on Thornton Wilder's Pulitzer Prize-winning play for Filmaster. Script is being written.

Small Town D.A.—This half-hour series is based on the book of the same name by Robert Traver, for 14 years the district attorney in a small city in northern Michigan. Mr. Traver also wrote *Anatomy of a Murder.* Ziv-United Artists will produce the series for ABC-TV.

Tramp Ship—Neville Brand stars in this half-hour dramatic series of the captain and mate and passengers of a modern tramp ship. Don Fedderson Productions are producing the series, based on an idea bought from Jack Lord.

Education

Art—Just for the Fun of It—California artist Charles Bragg talks about painting and demonstrates the fundamental principles in this informal half-hour series which Medallion Tv Enterprises is taping for syndication. Alan Lane is the producer.

The World Book—Dr. Frank Baxter will be host of this half-hour educational series, aimed at a teenage audience, which Ralph Andrews created and Ralph Andrews Productions will film in association with World Book Encyclopedia.

Interview

Great Day in Sports—Interviews with sports stars, past and present, on their greatest sports moments, backed up with stock film footage, make up this five-minute series, created and produced by Ralph Andrews, with Vin Scully, L.A. Dodgers broadcaster, as host. Andrews-Spears Productions has a pilot ready.

Raw Deal—Any one who thinks he's had a raw deal is invited to appear on this program and air his grievance, but the person accused of creating the raw deal also appears to give his side of the story in the half-hour show. Ralph Andrews created and will produce the series, with John Milton Kennedy as host. Andrews-Spears Productions has completed the pilot.

Miscellaneous

The Daring Deeds of Donny Dru—A seven-year old boy (Scott Lane) with a vivid imagination transforms the everyday problems of home life into



Guests will visit singer Jo Stafford on the 'Jo Stafford Show Specials.' Show will have an informal musical format with guests such as Ella Fitzgerald and Peter Sellers dropping in on Miss Stafford.

fantastic adventures in this half-hour Screen Gems NBC-TV series. Jeff Donnell plays the mother and Del Moore the father, with Cheryl Holdridge as the teen-age sister. Clarence Greene and Russell Rouse will produce the pilot from a script which they wrote with Steven Ritch, which Oscar Rudolph will direct.

Famous Ghost Stories—Vincent Price is featured as (g)host of this series of half-hour dramatizations of classical ghost stories. Bert I. Gordon produced the pilot of this high-budget anthology series for Herts-Lion International Corp.

Guess Who? — Dramatized events from the lives of famous people make up this five-minute series, with the home audience invited to identify the person concerned. Host is Art Baker; Ralph Andrews created and produced the pilot for Andrews-Spears Productions.

Judge for Yourself — Goodwin Knight, former Governor of California, will be the host on this series of five-minute programs which dramatize the incidents leading up to a true legal case, with the actual decision given only after the home audience has had a chance to make its own judgment on the matter. Ralph Andrews is creator-producer for Andrews-Spears Productions. Pilot is completed.

Now Is Tomorrow—Events that are possible but not probable, such as the election of a woman as President, are dramatically depicted in this half-hour anthology series created by Harve Bennett and Burt Rosen. Charles Bickford is the host of this Ron Com series. Alvin Cooperman, executive producer, has completed the pilot.

Observation—Contestants from the audience are shown certain objects and try to identify them before the buzzer sounds for prizes in this audience participation show which Don Fedderson Productions is preparing for ABC-TV to start late in the spring as a five-a-week daytime show. Abe Stark is producer; Fred Henry, executive producer.

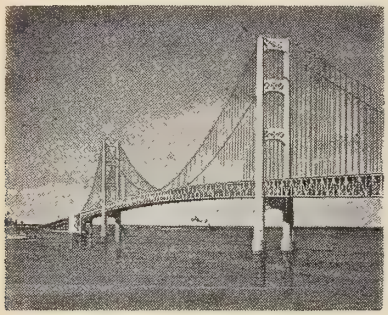
Ramparts—NBC News and Public Affairs Dept. got cooperation from the Defense Dept. and related civil agencies such as National Aeronautics & Space Administration in preparing this half-hour filmed series with the nation's power-for-peace activities of today. Irving Gitlin is executive producer.

The Unbelievable—Unlikely things that actually happened are recreated with tongue-in-cheek presentation in this five-minute dramatic series, created and

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7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2300 **MORE** Homes Reached Than Sta. B
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

* ARB (March, 1960)



Network Representative Elisabeth Beckjorden

THE COWBOYS ARE BEING PUT TO PASTURE continued

produced by Ralph Andrews, with Baxter Ward as host. Andrews-Spears Productions has a pilot ready to show.

U.S.A.—Bill Burrud, whose other non-fiction programs, *Wanderlust, Treasure, Vagabond* and *Holiday,* have filmed their footage in all parts of the globe, will travel the United States in this new series of half-hour color programs which Bill Burrud Productions is packaging in association with the Jerry Ross Organization. Gene McCabe, Burrud executive vp, will supervise production.

Walt Disney's Wonderful World of Color—Harry Tytle, European representative of Walt Disney Productions, and Steve Previn, contract director, have delivered two hour-long color programs for the NBC-TV series and plan to film one this summer in Vienna and another this fall in Paris, in addition to the ones being produced in the U. S.

What Do You Want?—Groucho Marx will attempt to counsel his guests, including many well-known individuals, on how to achieve their hearts' desire in this new half-hour series, which John Guedel is producing (Guedel Productions) to replace *You Bet Your Life.* There will be no quiz, but the guests will have a chance to win $1,000 by answering one question at the end of the show.

Musical

The Curt Massey Show—Curt Massey and Martha Tilton sing and converse in this music-variety series video taped in color from its live showing on KRCA(TV) Los Angeles, where it has been a popular five-a-week, 15-minute early evening series for the past two years. Robert Cawley produces for Medallion TV Enterprises.

Jo Stafford Show Specials—Guests such as Ella Fitzgerald and Peter Sellers will visit Jo Stafford and chat and sing with her on this series of hour-long shows which Independent Television Corp. is producing.

Take My Advice—Dr. Lorine Johnson, Ph.D., Hedy Lamarr, Carl Reiner and Bob Sweeney as panel members, plus George Fenneman as moderator, will advise guests on how to handle personal problems on this half-hour show which Guedel Productions will present.

Sports

$100,000 Hole in One—Two top professional golfers aim for aces each week and compete for big money prizes in this half-hour series which Mitchell J. Hamilburg Productions is producing in association with Jerry Ross and Hal Marienthal, with Fred Briskin as executive producer-director and Jesse H. Martin as associate producer. Jerry Barber is referee and commentator; Gil Stratton, sportscaster for KNXT(TV) Los Angeles, is host. Pilot was filmed in Los Angeles in January, with Mike Souchak and Dow Finsterwald on the tee.

Million Dollar Bowling—Ralph Story is master of ceremonies in this hour-long show where bowlers will compete for prizes up to $1 million. Ralph Andrews is producer with Erwin Buckspan as co-producer for Trojan Productions.

Western

The Jayhawkers—A western, but with light touches, laid in the period shortly after the end of the Civil War. Robert Blees is the producer of the hour-long series at 20th Century-Fox Television, with William Self as executive producer.

The Outlawed—Frontier justice in the late 19th century is the basic theme of this series of hour-long dramas, starring Mike Galloway. Margro Productions is the producing company, Margia Dean the producer. The pilot is completed.

Russell—Fess Parker stars in this "different" western series, based on the life and paintings of Charles M. Russell, noted American artist. Bordon Chase created and will write the half-hour programs, with Gordon Kaye as producer for CBS Films. Series will make liberal use of Russell's paintings of the Old West.

Tumbleweed—A drifting cowboy, neither gunslinger nor bounty hunter, moves from place to place, helping to resolve a situation in each half-hour episode. Richard Trotter stars as Tumbleweed Jones. Tom Corradine & Assoc. has completed the pilot.

The Yank—James Drury stars in this post-Civil War series of western action half-hours as a young doctor trying to "bind up the nation's wounds." Andrew J. Fenady produces for Goodson-Todman.

Florida beckons to tv film producers

IT HAS ALMOST ALL KINDS OF SCENERY, PLUS ECONOMY, CONVENIENCE

Balmy Florida, with year-round sunshine, is becoming an increasingly important tv film production center.

There's no danger Hollywood's supremacy is about to be challenged. Rather, this Florida expansion takes the form of a trend that is catching the attention of major agencies, advertisers, broadcasters and the military.

With its concentration of defense installations, Florida offers a convenient place for the production of the training and technical films used by the Air Force, Navy and other branches of the service.

But there are other reasons Florida is on the way upward in the tv film business:

▪ Every possible natural setting is available, except high mountains and snow. There's even horse country.

▪ Outdoor commercials are in demand.

▪ Important savings in travel costs and time are available for New York agencies in shooting tv commercials. Madison Avenue is becoming aware of the economy and convenience of Florida shooting.

▪ Several production companies are turning out excellent product at a price Hollywood can't very well meet. There's little feather-bedding and both union and non-union crews can be used.

▪ Technical and talent pools are developing, especially in the Miami area.

▪ Studio and equipment can be leased, with no need to ship in heavy gear for special shots, feature productions, commercials or backgrounds.

A rather recent entry in the Florida field, Filmaster, is shooting the seventh in a 39-episode tv film series, *The Beachcomber,* starring Cameron Mitchell. Filmaster, headed by Robert Stabler, has its Florida headquarters at Winter Park, adjacent to Orlando. It does tv commercials, military films and industrial work out of Winter Park. In addition it uses Republic and California Studios in the Los Angeles area. Filmaster has produced commercials for du Pont, Super Suds, Gold Medal flour, Cashmere Bouquet soap, Marlboro and Chesterfield cigarettes, Timex and Elgin watches, Carling beer and others.

In at Start ▪ Rainbow Pictures Inc., Miami, went into the business in 1948 at the start of television. It is headed by Walter Resce. The Miami studio, built in 1958, is claimed to be the biggest in the Southeast. This week Rainbow will shoot a Kaiser Aluminum series of commercials, with Young & Rubicam as agency. It has just completed a Reynolds Aluminum series of commercials placed by Clinton E. Frank Inc., Chicago agency. Rainbow leases equipment and studios to location crews filming series.

Reela Films Inc., subsidiary of WTVJ (TV) Miami (Wometco Enterprises), operates a complete motion picture production center, renting equipment and studios. All types of laboratory work are handled and video tape recorders are available along with crews. J. Van Hearn, manager of

Now—EASTERN'S Flying Freighters offer

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EASTERN AIR LINES





Tv, feature government and industrial films can be produced with highest quality at reasonable cost in Florida.

Above: Cameron Mitchell, star of Filmmaster's 'The Beachcomber,' tussles with visitors to his island.

Reela, also operates Vizcaya Productions Inc. in Miami.

Camera Equipment Co., New York, has a Miami branch, leasing all types of gear. Other production firms include Soundac, Film Sound Center and Academy McLarty. Location shooting around Miami has been done by Ziv-United Artists for the *Miami Undercover* tv series.

Florida welcomes all this film activity, realizing that even a small group shooting tv commercials may leave $1,000 a day in the state.

Mr. Stabler, a native Californian, became interested in drama and show business at UCLA. After school he entered talent management, including General Amusement Corp. He became vice president of Capitol Records and in 1952 joined Hopalong Cassidy Enterprises, producing 52 episodes of that tv series.

Active ▪ The original Filmaster was formed by Mr. Stabler in 1955 as Filmaster Productions. The company produced 156 episodes of *Gunsmoke* and 78 *Have Gun, Will Travel,* until 1959. "We brought in both shows on schedule and appreciably under budget at a time when production costs were going up," he said. Filmaster produced four CBS-TV *Playhouse 90* programs and won the *Death Valley Days* program from 29 other bidders. Production of a second group of 39 episodes of *Death Valley Days* has just been completed for U. S. Borax via McCann-Erickson. In 1959 Filmaster Inc. was formed to engage in every phase of motion picture production, with a $2 million stock issue sold to the public.

Filmaster figures it will sell *The Beachcomber* to a national or regional advertiser. "We're not in the syndication business," Mr. Stabler said. His winter-spring schedule includes a half-hour *Our Town* series based on the Thornton Wilder classic; *Swiss Family Robinson,* pilot completed; *Mr. In-Between,* comedy; *Crawford's Key,* Florida adventure series and *The Number One,* notable news stories.

"Florida is only half as far from Madison Avenue as Hollywood," Mr. Stabler said. "There's a trend to authentic outdoor tv commercials and we can produce top films at low cost," he added.

Amazed ▪ Some of the Miami production firms voiced amazement at the way New York agencies send big crews of executives and talent to shoot tv commercials. "Sometimes they whip up a junket to Caribbean islands, knowing the jolly old sponsor will foot the bill," one producer said.

Rainbow produced 10 episodes of *Blue Angels,* Navy film for CBS-TV and Sam Gallu, with sponsorship by Continental Oil. Its feature films include part of "Hole in the Head" and next on the list is "Pity Me Not," Gayle-Anthony-Swimmer Productions.

There's everything in Miami, its film operators claim. "All they need to hire is stagehands," one producer said.

The state's commerce and industry is becoming more diversified as the population increases. Newer sophisticated industries are serving the military as well as private enterprise with intricate devices of the era.

In any case, Florida definitely has a promising film future if it can avoid the costly and often unnecessary personnel and the plush overhead items that run up costs in Hollywood.

Sussan hired to develop SG live, tape projects

Screen Gems Inc., New York, announced last week it has retained Herbert Sussan Enterprises, New York, to develop live and tape television projects for the upcoming season. Initial plans call for the Sussan organization to create programs of 60 to 90 minutes.

Mr. Sussan, director of specials for NBC-TV from 1958-60, will develop tv projects for SG from stage, literary and motion picture properties. He reported he hopes to have at least six and perhaps ten programs ready for next season. They are designed for network presentation.

This move places SG in another facet of the television business. The company already is in production and distribution of tv film series, feature film distribution to tv station ownership and tv film commercial production through its Eliot, Unger & Eliot division.

Warner Bros. announce top echelon tv changes

Warner Bros. Pictures' tv production has reached the point that a new echelon of production administrators has been created, it was announced last week by President Jack L. Warner. Three producers are moving up to supervisory posts under William T. Orr, television executive producer, and Hugh Benson, associate to the television executive producer.

The new supervising producers, all long associated with Warner Bros. in Burbank, Calif., are Jules Schermer (assigned to *The Roaring Twenties, Lawman,* and a new show, *Las Vegas*), Howie Horwitz (*77 Sunset Strip, Hawaiian Eye* and *Surfside 6*) and Arthur W. Silver (*Cheyenne, Maverick* and a new series, *Tumbleweed*).

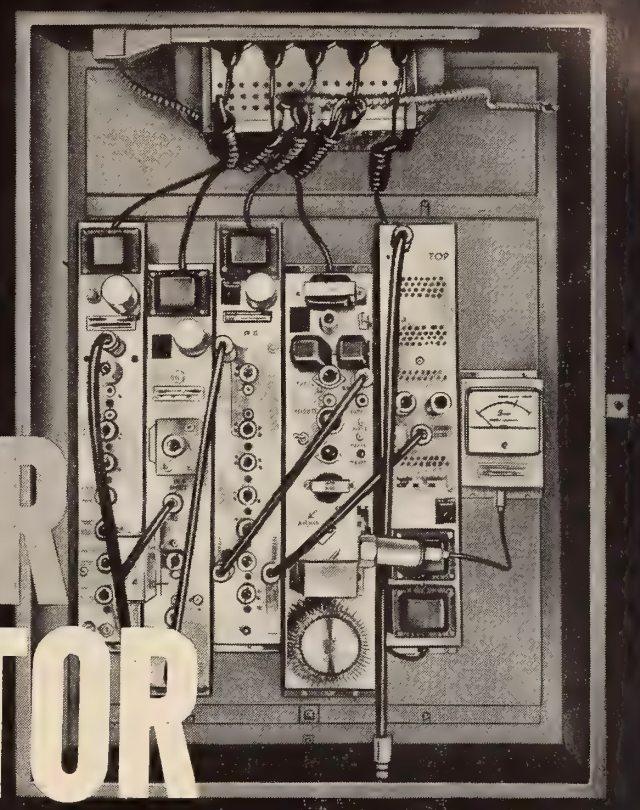
Besides the seven current shows assigned the three supervisors, Warner Bros. has an eighth, *Bugs Bunny,* which like the others is on ABC-TV. Properties in work are *Solitaire, Room For One More, The Force,* and the two named in assignments above.

Repeat for 'Eichmann Story'

On March 15, exactly a month after televising the controversial "The Spy Next Door" (Feb. 15, Wednesday, CBS-TV, 10-11 p.m., EST), CBS-TV will rebroadcast another internationally provocative *Armstrong Circle Theater* play, "Engineer of Death: The Eichmann Story." The telecast will take place the same day the infamous Nazi goes on trial in Israel. "The Eichmann Story," which was first presented on Oct. 12, 1960, has since been brought up to date by revisions made by author Dale Wasserman.

AVAILABLE FROM BLONDER-TONGUE

NEW BENCO LOW POWER TRANSLATOR



MODEL T-1

FCC TYPE ACCEPTED

FEATURES STABLE OPERATION... MINIMIZES 'FALSE' SHUT-OFFS

The new Benco T-1 is the reliable way to increase coverage of existing TV signals. Engineered and manufactured by Benco (Canada) this new translator is now available through the Blonder-Tongue organization in the United States. The T-1 offers a host of advantages over other translators that can be summed up as long life and trouble-free operation, stable operation, foolproof automatic shut-off, and ease of maintenance. It is FCC type accepted.

MINIMIZES "FALSE SHUT-OFFS" CAUSED BY SIGNAL FADING — will not shut off unless the input signal from the remote master station falls below 10 microvolts for longer than 4 seconds.

FOOLPROOF AUTOMATIC SHUTOFF—When the master station goes off the air, this device turns off the transmitter. Ordinary shut-off systems work on the overall signal level. In weak signal areas, where a number of amplifiers must be used, noise generated in the amplifiers can be mistaken for the received signal and transmitted—even though the master station is off the air. The Benco Automatic Shut-Off can tell the difference between noise and the desired TV signal. It cuts off the transmitter anytime the 4.5 MC beat between the sound and picture carriers is missing. A time delay prevents cut off due to momentary signal fading.

PROVIDES STABLE OPERATION EVEN AT THE END OF POOR QUALITY POWER LINES — voltage regulating power transformer supplies the various units in T-1 with stable voltage. Eliminates stress on components caused by unstable supply voltages.

LONG LIFE AND TROUBLE-FREE OPERATION — full sized, underrated transmitting tube in output stage. Less stress on components due to stable operation.

EASY PERFORMANCE CHECKS — a built-in direct-reading power indicator checks power output; built-in test jacks for monitoring plate voltage and current of output tube.

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Primary power source	117 V ±20% 60 c/s
Power Consumption	150W
Temperature Ambient	−30°C to +50°C
Input	75 Ohms
Output	75 Ohms
Recommended Input	50-2000 microvolts
Max. Permissible Power	1 Watt
Overall Noise Figure:	
Low Band	4 db ±1 db
High Band	6 db ±1 db
Frequency Stability	.02%
Gain:	
50 microvolts input to one (1) watt output	105 db
2000 microvolts input to one (1) watt output	73 db
Maximum gain	135 db
Band Width between Carriers	4.5 Mc (±.5 db)
Dimensions of Housing	35" x 28" x 10½"
Weight	130 lbs.

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SHOULD NETWORKS CONTROL SHOWS?

Advertiser, agency spokesmen state case against it

"There are more important things in the long run" than high television ratings, Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son, Racine, Wis., said in a panel discussion before the Chicago chapter of American Women in Radio & Television Feb. 11.

Mr. Smith also thinks network control of programming has become "dictatorial." He called for some degree of advertiser voice in programming since the sponsor bears "ultimate responsibility" for what is aired—at least in the mind of the viewer.

"The networks must control programming up to a point, but not completely," George A. Bolas, vice president and director of media activities, Tatham-Laird Inc., Chicago, said. The networks must allow contributions from sponsors and agencies, he said. Since the networks have newly asserted their control over programming, costs have risen sharply, he said. Programs that used to cost $30,000 when packaged by the agency or sponsor now cost $52,000, he added.

Others discussing who does and who should control tv programming included Sterling (Red) Quinlan, vice president in charge of ABC-owned WBKB (TV) Chicago, and Sid Bernstein, editor, *Advertising Age*.

Mr. Quinlan said the networks "do have final control and they exercise it" today in tv. Posing the question whether anyone but the networks should be involved, Mr. Quinlan said consumer panels advise General Motors about what "should" go into the features or style of its cars, but GM has the right and responsibility of deciding finally just "how" it would manufacture them.

Mr. Bernstein held to his publication's editorial stand for complete advertiser divorcement from programming by a "magazine" format which would allow advertisers to buy only spot "adjacencies" to tv's "editorial content."

The Magazine Concept ▪ Johnson's Mr. Smith, however, disagreed with a magazine concept that would divorce sponsor and programming on the basis of a practical reality: it couldn't be done. Even in spot advertising, the viewer automatically associates the advertiser with the surrounding programming and holds him accountable, Mr. Smith said.

In one sense, he said, "we have the magazine concept now. We have no control over programming except that we do have ultimate control over taste." The tv medium is so potent and intimate, Mr. Smith explained, that the sponsor must have a voice. "We are a guest in the living room and, like it or not, we are responsible." Johnson once scrubbed a story sequence from the Red Skelton series, Mr. Smith recalled, but it wasn't easy. He said Irish groups loudly resented portrayal in one continued skit of a "Kelly" family as being at the wrong end of the social ladder; it was cut after the fourth appearance.

Program ratings have their function, Mr. Smith commented, since "we must look carefully when we're spending several million dollars," but other factors also are important. The efficiency of the overall marketing plan must be watched, he said. Time periods and program vehicles are vital, he explained. He said Johnson is considering public information shows for next fall because their desirable association factor.

He said his company wanted to continue the situation comedy series *Angel* on CBS-TV next fall because its highly favorable association factor and wholesome entertainment values were far more important than the rating. However, because of the low rating "the network said no, so who controls programming?" he asked.

To amplify this point, Mr. Smith quoted the president of his company as saying that even if he could get all the wax business in the country he wouldn't sponsor ABC-TV's *Untouchables*.

Sensitivity to viewer taste has caused the sponsor to develop and bring good programs to the air, something he can't do today under present policy, Mr. Smith said. "If there never had been a Johnson's Wax, there never would have been a *Fibber McGee and Molly*."

Tatham-Laird's Mr. Bolas underscored this. Sponsors and their agencies were responsible for developing daytime television, he said, not to mention such quality nighttime network programs as *Lassie, Dennis the Menace, General Electric Theatre, Armstrong Circle Theatre, Huckleberry Hound* and *I've Got a Secret*.

Ultimate Responsibility ▪ "Many a network advertiser spends more for a television show than his net after taxes," he said, "so how can he sit on the sidelines?" He should have some say in running his business intelligently and practically and that includes some say in his tv program, although not exclusively or completely, Mr. Bolas said. The advertiser does have ultimate responsibility for viewer reaction, he noted.

Mr. Bolas felt ratings are secondary when more meaningful audience and marketing data are available. The advertiser really wants prospects, not people, he said. Today, the network competition is forcing more hour programs on the air because they get higher ratings, he noted. "Agencies now are on the sideline," he said, although they and their clients pay the costs. There must be a more "cooperative venture," he argued.

During another panel on industry trends, Peter G. Peterson, executive vice president of Bell & Howell, Chicago, related the success of his firm's sponsorship of controversial documentaries on ABC-TV, a case history that defies the "folklore of marketing." Now in its third year, the tv series is under contract through 1962, he said, and all of Bell & Howell's money in television will continue to be put into controversial programming.

Mr. Peterson said the viewer-customer is becoming more mature, awakening to thoughtful consideration of the major issues of the times. He said mail response is 40 to 1 favorable to the shows and Bell & Howell's share of market "is at an all-time high."

Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of AWRT, gave the keynote talk on credibility and confidence in tv advertising. She stressed the point that even one local ad with exaggerated claims would "do a discredit to every advertiser on the station," including the national sponsors. She also thought the credibility of the message, not the message itself, is important. She felt "some" of today's radio-tv programming does not create "a favorable climate for the credibility of advertising messages." This credibility is a personal as well as a group responsibility for all those in advertising, she said.

SUMMER SPORTS ON ABC

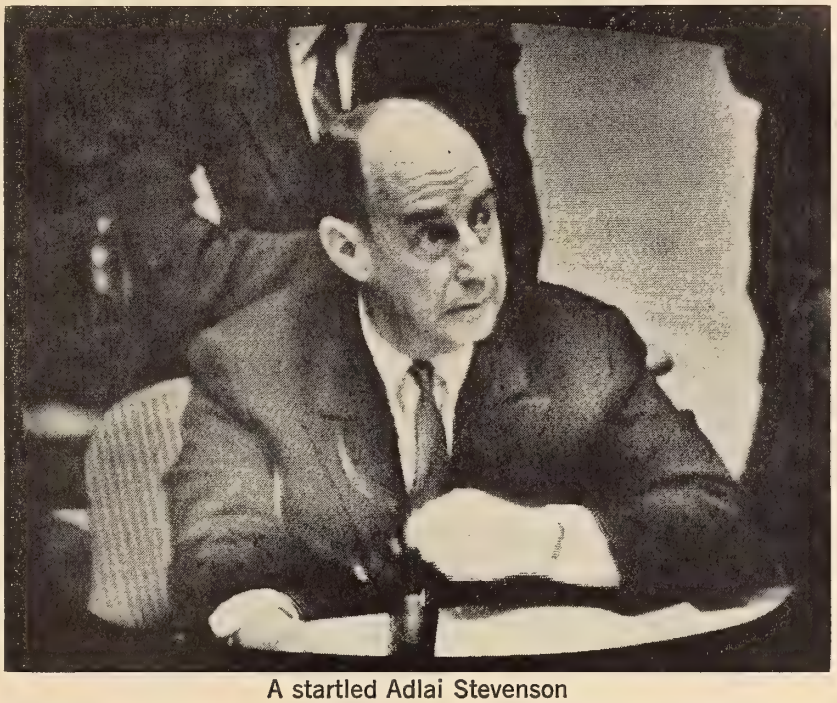
Saturday afternoon specials will have world as a field

A world tour of summer sports spectacles will get underway on ABC-TV April 29, in an unusual programming plan sparked by Roone Arledge, executive producer, Sports Programs Inc., an independent packager producing for ABC-TV. In an interview last week, he said the new series will be presented as "live" as possible, using video tape and production techniques to convey to viewers a close sense of "being there."

Mr. Arledge said the basic concept for the series of 20 late Saturday afternoon programs "is to travel the world to cover sports events that are outstanding in themselves instead of specially set up matches or exhibitions." Stops on his as yet incomplete itinerary: U. S.-Russia track meet in Moscow in July; British open golf tournament; LeMans sports car race; Japanese-all-star baseball game; International golf tournament in Puerto Rico, British soccer championship game; Pennsylvania U. and Drake U. relays; National AAU

Live television cameras catch U. N. riot

CBS-TV cameras in this off-the-tube picture caught the startled expression of U.S. Ambassador Adlai E. Stevenson as he looked up in disbelief when demonstrators in the Security Council's visitors' gallery interrupted his speech Wednesday (Feb. 15). Several newsmen and a U. N. guard were injured in the ensuing violence.



A startled Adlai Stevenson

Sensing the "tense situation" in the Security Council, CBS-TV preempted its regularly scheduled programs at 11:30 a.m. to carry Ambassador Stevenson's speech on the network live. The *CBS News Special Report,* introduced by Richard C. Hottelet, CBS News correspondent at the U.N. continued through the riot, which broke out about 11:45 a.m. The rioting was re-broadcast at noon and again at approximately 12:20 p.m. on video tape. A fourth showing of the riot was presented in CBS-TV's 1 p.m. news program.

While CBS-TV was the only tv network with live coverage of the gallery outburst, all other radio and tv networks interrupted their programs for continuing developments in the Security Council. WNTA-TV New York was on the air from the U.N. when the demonstration started. Mutual, which had two newsmen on the scene, broke into its noon news show with a live pickup of the rioting as it was taking place. At 12:50 p.m., Joseph Coggins reported on MBS that he had recognized eight demonstrators as participants in the pro-Castro and pro-Khrushchev demonstrations last summer outside the Hotel Theresa in Harlem. His report preceded by 45 minutes the State Dept.'s official announcement that the U.N. riot was communist inspired. Armed Forces Radio Network, which was carrying ABC Radio's live coverage, also picked up Mr. Coggin's special report from Mutual, thus getting a jump throughout Western Europe on the Russian interpretation of the demonstration.

CBS-TV followed up its network news beat on Wednesday with a special U.N. report from 11:15 to 11:45 p.m., EST. The network's *Eyewitness to History* program on Friday (10:30-11 p.m., EST) reported on "The U.N. in Peril."

track and field event, and the festival at Seville (bullfights), which may be the initial offering of the series.

Negotiations with various foreign government television services for their cooperation with sports programs are nearing completion. Mr. Arledge will be leaving shortly for France to firm up plans with Radio Television Francaise for use of its coverage of the LeMans race. Aside from the normal coverage, Mr. Arledge also hopes to arrange for special tv feature material, such as possibly having Sterling Moss, champion sports car racer driving over the course to explain the unique problems in advance of the actual race.

Viewers will see each program on the first Saturday after a particular event is concluded. Mr. Arledge would like to see all events conclude on Fridays so that tapes could be flown by jet direct to New York for showing the next day.

Though no advertisers are yet committed to sponsorship, Mr. Arledge indicated he expects an announcement soon.

Dinah, Chevy, reach a fork in the road

NBC-TV TO GRIND OUT FEATURE MOVIES ON SATURDAYS

NBC-TV's purchase of post-1950 feature films and the anticipated departure of Dinah Shore from the General Motors roster (but not from NBC-TV) headlined last week's actions preparing for the new tv season next fall.

The features will be selected from 150 produced by 20th Century-Fox with NBC-TV to program for one year with options for the next two years. On the basis of the one year alone, the network's financial commitment might run as high as $7.5 million.

The network said the features will be slotted on Saturdays at 9 p.m. with each motion picture presented in its full-length, uncut version with most in color.

As expected, the Chevrolet division which has been seeking ways to reduce its long-time association with and commitment to the *Dinah Shore Show* (BROADCASTING, Feb. 6), has decided to drop the program next season but retain the time period) (Sunday, 9-10 p.m.). Last week's report was that *Bonanza* appears to be the front-runner as Chevrolet's choice.

Meanwhile ▪ ABC-TV, meanwhile, noted that *Adventures in Paradise,* will be back for a third season next fall in the Monday, 9:30-10:30 p.m. slot, an announcement eliciting no surprise. CBS-TV got a lick in for the current season by noting the hour-long Ziv-UA show *The Aquanauts* will get a new name. Starting with this Wednesday night's show it will be called *Malibu Run.*

NBC-TV, it was learned, can be expected to continue Miss Shore's association. The star, who is under contract to the network, may be placed in specials next season.

The feature film deal includes such titles as "Titanic" with Clifton Webb and Barbara Stanwyck; "On the Riviera" starring Danny Kaye; "The Desert

Fox" (Sir Cedric Hardwicke and James Mason), and "The Black Rose" (Tyrone Power and Orson Welles). As currently constituted in advance network planning, NBC's decision to program motion pictures on Saturday would place the product against part of *Checkmate*, all of *Have Gun Will Travel* and *Gunsmoke* on CBS-TV, and against *Lawrence Welk* and the fights on ABC-TV (see advance schedule in BROADCASTING, Feb. 6).

Film sales...

Various feature films (NTA): Sold to CJAY-TV Winnipeg, Man.; CBNT-TV Winnipeg; CFCM-TV Calgary, Alta; CFTO-TV Toronto; CKBI-TV Prince Albert, Sask.; CFCF-TV Montreal, and CJCH (TV) Halifax, Nova Scotia. *The Bishop Sheen Program* was sold to CKOS Yorkton, Sask., while *The Tv Hour of Stars* went to CKCO-TV Kitchener, Ont.

Sixty-One for '61 (NTA): Sold to WBZ-TV Boston; KKTV (TV) Colorado Springs; WRAL-TV Raleigh; KCRA-TV Sacramento; WESH-TV Orlando; KMJ-TV Fresno; WDAF-TV Kansas City; KHOU-TV Houston, and KTHV (TV) Little Rock. Now in 65 markets.

Films of the '50's (Seven Arts Assoc.): Sold to KBMT (TV) Beaumont, Tex.; WILX-TV Onondoga, Mich.; WKZO-TV Kalamazoo; WAVY-TV Norfolk, and WTCN-TV Minneapolis. Now in 44 markets.

Miami Undercover (ZIV-UA): Sold to Albers Supermarket for WLWC (TV) Columbus, Ohio; Joseph's Supermarkets in Toledo; Piggly Wiggly Stores, KDUB-TV Lubbock, Tex.; Texas State Optical for KTBC-TV Austin; Rockydale Quarries Corp., WSLS-TV Roanoke; Hanson's Service Station, KVOA-TV Tucson; Richfield Construction and Hart Jewelers, WIMA-TV Lima, Ohio; Knapp Chevrolet and Valley Implement Co., KGBT (TV) Harlingen, Tex., and Lee Optical, KDUB-TV Lubbock. Also sold to WJBF (TV) Augusta, Ga.; KGHL-TV Billings, Mont.; WAST (TV) Albany, N. Y., and KLYD-TV Bakersfield, Calif. Now in 117 markets.

Superman (Flamingo Films): Sold to WREC-TV Memphis; WJW-TV Cleveland; WOI-TV Ames, Iowa; WHYN-TV Springfield; WDAU-TV Scranton; WFMJ-TV Youngstown; KSYD-TV Wichita Falls; KTHV (TV) Little Rock; KPHO-TV Phoenix, and KSL-TV Salt Lake City.

EQUIPMENT & ENGINEERING

Kodak makes move into magnetic tape

Eastman Kodak Co. will expand into the magnetic tape field later this year, it was revealed last week. The tape will be manufactured at the firm's plant in Rochester, N. Y., and will be distributed through Kodak's regular organization of photo dealers.

At the same time, it was indicated that Kodak also will eventually market data recording tape for computers and video tape for film producers. Its associate company in France, Kodak Pathe, has been producing and selling tape for more than 12 years, and its success in the field is said to be a factor influencing Kodak's move.

Digital tv operation would use less bandwidth

Use of digital operation for tv was described to the Washington (D.C.) chapter of the Institute of Radio Engineers last week by William C. Coombs, chief, space telecommunications section, Radio Systems Division, Boulder Laboratories, National Bureau of Standards.

On the assumption that 95% of a tv picture is redundant, Mr. Coombs spelled out a theory which would permit the scanning of a subject on a sampling basis, with the information broadcast via pulse transmission. Use of this system virtually eliminates noise, Mr. Coombs pointed out. The possibility that a pulsed system sampling only 5% of the picture could be transmitted in one-twentieth the bandwidth was also discussed. At the present time, however, pulse transmission of tv pictures requires a larger bandwidth than the present 6 mc.

Demonstrating some of the equipment used in the laboratory experiments was Richard C. Webb, Colorado Research Corp., Broomfield, Colo.

All set sales up; radio production up, tv down

Tv and radio set sales for 1960 surpassed 1959, the Electronic Industries Assn. has announced.

Tv sales were 200,000 more for the 12 months of last year than the year before — 5,945,045 compared with 5,748,676.

Production of radio receivers increased in all categories during 1960.

Total tv set production fell back to 5,708,346 in 1960, compared to 6,349,380 in 1959, including tv sets with uhf tuning—428,527 from 435,571. Fm radio production almost doubled—904,766—compared to 540,522 in 1959. EIA year figures:

Period	Tv	Radio
	PRODUCTION	
1960	5,708,346*	17,126,518**
1959	6,349,380	15,622,357
	SALES	
1960	5,945,045	10,705,128***
1959	5,748,676	8,897,451

*Includes 428,527 tv sets with uhf tuners compared to 435,571 such receivers in 1959.
**Includes 6,432,212 auto radios and 904,766 fm radios.
***Excluding auto radios.

Ampex audio-video re-aligns

Ampex Professional Products Co., Redwood City, Calif., has been reorganized into two individual companies to provide separate manufacturing, research, development and marketing facilities for the audio and video products. The audio division has been consolidated into Ampex Audio Co. at Sunnyvale, Calif., putting both professional and consumer audio products under Herbert L. Brown, company manager and a vice president of Ampex Corp. The video part of Professional Products Co. becomes Ampex Video Products Co. L. E. Good, formerly manager of Ampex Professional Products Co., is now manager of the new company.

Technical topics...

New switching system ▪ A new modular switching system composed of flexible, transistorized modules especially geared for use in the television broadcast field, is being produced and demonstrated by Tarc Electronics, Westbury, N.Y., a division of the Gotham Broadcasting Corp. The system, which provides an infinite variety of switching combinations, requires only 35 inches of panel space on a standard 19-inch rack. It is available with either binary (model vs9400), or decimal switching logic control, and may be ordered with less than its full capability and later easily expanded.

Radar and communications ▪ Two new, small, developmental Nuvistor tubes were described by RCA engineers at the American Institute of Electrical Engineers meeting in New York. A high transconductance, general purpose, small signal Nuvistor tetrode (RCA Dev. No. A-2654H), was devised for use in rf,if, and video circuits. A small-signal Nuvistor triode (RCA Dev. No. A-15211) is designed to provide low-noise amplification in uhf.

Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200 broadcasters who presented these program series over the past several years.

You should feel extremely proud of having played a vital role in the birth of these important books on American history.

LINCOLN FOR THE AGES



76 Distinguished Americans Tell His Story
Edited by
RALPH G. NEWMAN
Published by
Doubleday—**$5.95**

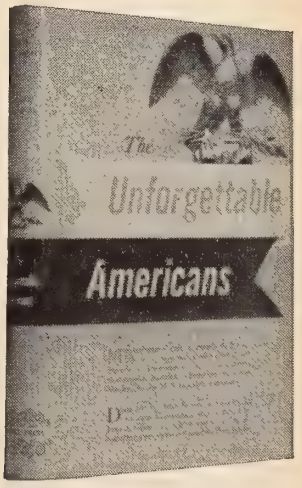
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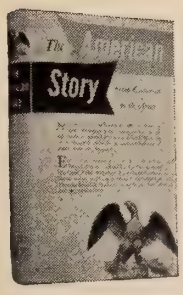
Chicago Tribune:
"Contributions are of outstanding excellence."
"Lincolniana of enduring merit."
Fort Wayne News Sentinel:
"magnificent book"

CHOSEN AS A LITERARY GUILD "Bonus Book"

THE UNFORGETTABLE AMERICANS

Developed by ALLAN NEVINS as a Society of American Historians project
Edited by
JOHN A. GARRATY
Published by
Channel Press, Inc.
Great Neck, N.Y.
—**$6.00**





THE AMERICAN STORY

Edited by EARL SCHENCK MIERS
Published in 1956 by Channel Press, Inc.—**$5.00**
ALLAN NEVINS, eminent author, historian and twice winner of the Pulitzer Prize, in his Introduction to THE AMERICAN STORY, writes: "The book is unique, also, in that it grew out of an application of scholarly talent to the mass media...These papers, now somewhat revised, first reached the public over the radio. They were heard by audiences which certainly aggregated millions of people."

BMI

BROADCAST MUSIC, INC.

589 FIFTH AVENUE
NEW YORK 17, NEW YORK

BROADCAST ADVERTISING


Mr. Fredericks

Charles Fredericks Jr. elected vp of Ogilvy, Benson & Mather, N.Y. Mr. Fredericks, who joined agency in 1956 as account executive, became account supervisor last year. Before joining Ogilvy, he was account executive with The Biow Co., N.Y.

Jay S. Salamon, director of marketing, ASR Products Div., Philip Morris Inc., N. Y., named vp. **Wayne M. Biklen,** who was general manager of Staunton operations at ASR's main plant in Staunton, Va., also named vp.

Thomas H. Young Jr. appointed vp in international department of Fletcher Richards, Calkins & Holden, N. Y. He has been working on U. S. Rubber international account for agency which he continues in addition to new post.

L. L. Trudeau elected vp of Street & Finney, N. Y. Other personnel movements: **William C. Whittemore Jr.** to S&F as assistant vp and account executive; **Charles Reges** joins copy department.

Robert Haag appointed vp in charge of sales and member of board of directors at Alberto Culver Co., Chicago. Other promotions: **Bernard Katz,** national field sales manager; **Robert Davis,** personnel manager; **Sherwin Marter,** New York divisional sales manager; **Ralph James,** Chicago divisional sales manager; **Jack Mathis,** syndicate sales manager.

Frederick D. Sulcer, manager of tv-radio creative department of Needham, Louis & Brorby, Chicago, elevated to account executive. With agency 14 years, he also has been associate copy director and assistant manager of copy department. **John J. Calnan,** group head in tv-radio creative department, named to succeed Mr. Sulcer.

Joseph B. Farrell former vp with Mark Hild & Assoc., joins Anderson-McConnell Adv., Hollywood, as account coordinator.

Robert S. Champion, William A. Stoneberg, Richard J. Dixon, all account executives, and **Raymond S. Thiem,** copywriter, join Earle Ludgin & Co., Chicago.

Jones Hawley, formerly account executive at Hal Stebbins Inc., joins Eisaman, Johns & Laws, Los Angeles, in same capacity.

Alan Johnson, formerly copy group head, Norman, Craig & Kummel, N.Y., named to same post at Mogul Williams & Saylor, that city.


Mr. Amendola

Anthony J. Amendola, member of field marketing group of D'Arcy Adv. since 1956 and most recently assigned to agency's New York office as eastern region account executive for Anheuser-Busch Inc.'s Budweiser beer, appointed manager of D'Arcy's regional marketing service for Anheuser-Busch. He will headquarter in St. Louis.

John C. Hartsuff, account executive of Gray & Kilgore, Detroit, named vp.

M. A. (Jerry) Souers appointed director of media and shows for General Mills, Minneapolis. He fills vacancy created by death of C. S. Samuelson who died Jan. 26. Mr. Souers formerly was manager of broadcast media and shows.

George Plass, marketing manager of Jell-O Div., General Foods, White Plains, N. Y., named special projects consultant to Herbert M. Cleaves, GF's executive vp—marketing. Succeeding Mr. Plass is **Howard R. Bloomquist,** who was marketing manager, Post Div., Battle Creek, Mich. **James R. Darling,** advertising and merchandising manager, Jell-O Div., becomes marketing counselor in corporate marketing area headed by Robert H. Bennett, vp and senior marketing counselor.

Ted Krough and **Bob Haumesser** named co-creative directors in San Francisco office of Honig-Cooper & Harrington. **Fred Herschleb** named manager of art department.

Richard Hassell, formerly senior traffic and production supervisor of D'Arcy Adv., New York, named traffic and production manager of D'Arcy's San Diego office.

George H. Ogle, formerly account executive at Benton & Bowles, N. Y., joins Lennen & Newell, that city, as account executive on Colgate-Palmolive.

THE MEDIA

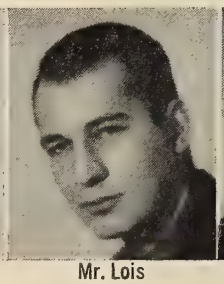

Mr. Wright


Mr. Madsen

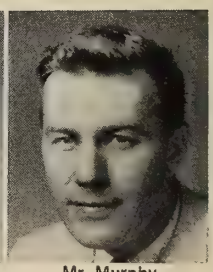
Jay W. Wright, president of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), resigns effective April 1. He will be succeeded by **Arch L. Madsen,** assistant executive director of Assn. of Maximum Service Telecasters, Washington (CLOSED CIRCUIT, Feb. 13). Mr. Wright, corporation president since 1959, previously served as executive vp and administrative vp.

Top executive changes announced at PKL


Mr. Koenig


Mr. Lois


Mr. Grulich


Mr. Murphy

In a series of executive advancements at Papert, Koenig, Lois Inc., N. Y., **Frederic Papert,** president, becomes board chairman; **Julian Koenig** succeeds him as president; **George Lois** is named first vp; **Norman Grulich** becomes executive vp; and **William A. Murphy** is named vp. Mr. Papert, who began with Messrs. Koenig and Lois in Jan. 1960, was formerly creative supervisor, Kenyon & Eckhardt, N. Y., and copy supervisor, Foote, Cone & Belding. Mr. Koenig, who was copy head, Doyle Dane Bernbach, N. Y., from 1958-60, also served Ellington & Co., N. Y., as copywriter from 1952-58. Mr. Lois, art supervisor, previously served Sudler & Hennesey, Lennen & Newell and Doyle Dane Bernbach, that city. Mr. Grulich, PKL's account supervisor, was with Benton & Bowles from 1955-60 as marketing supervisor on Procter & Gamble, and with Philip Morris from 1952-55. Mr. Murphy, PKL media and research director, previously served W. B. Doner, Baltimore.

NCC elects Rev. Spencer radio-tv board chief

The board of managers of the Broadcasting & Film Commission of the National Council of Churches elected **The Rev. Harry C. Spencer** of Nashville, to succeed **Mrs. Theodore O. Wedel** of Washington, D. C., past president of United Church Women, as executive board head. Rev. Spencer, general secretary of the Methodist Television, Radio & Film Commission, will give leadership to the National Council of Churches' Broadcasting & Film Commission, which among other things, is an interchurch liaison with the broadcasting and film industries and carries on a program of religious broadcasting training.

Four new vice chairmen of the commission were also elected: **Rev. Roy P. Adelberg,** New York, director, Dept. of Visual Aids, Reformed Church of America; **Dr. Robert Kirkpatrick** of Union Theological Seminary, Richmond, **The Rev. Everett C. Parker,** New York, director, office of communication, United Church of Christ; **The Rev. C. S. Weesner,** Indianapolis, executive secretary, department of visual services, United Christian Missionary Society. **Lisa Sergio,** Washington, D. C., was elected secretary. All officers will serve a two-year term.


Mr. McCloy

John C. McCloy appointed director of sales for Arizona Network (encompassing some 10 stations throughout state). He has been member of sales staff of KOY Phoenix, key station of network. Before joining KOY he served in executive capacities at KDKA Pittsburgh, WKAT Miami, and WROK Rockford, Ill.

Clyde D. Pemberton, local sales manager of KFJZ Fort Worth, retires. **Charlie Temple,** formerly salesman, promoted to vacancy. Other personnel changes: **Vandy Anderson** to announcing staff; **Aileen Spradlin** to continuity and production office.

Sam Feigenbaum joins sales staff of WEJL Scranton, Pa.

Bill Beaton, general manager of KWKW Hollywood, Calif., resigns to head financial group which plans acquisition of Southern California radio properties and affiliated interests.

Norman P. Bagwell, vp and manager of WKY-TV Oklahoma City, elected president of Oklahoma Television Assn. **Bill Swanson,** vp and manager of KTUL-TV Tulsa, elected vp and

Prior to that he was with CBS, New York. He has not announced future plans. Mr. Madsen, in broadcasting since 1933, served at KSL from early 1930's to mid-1940's in various capacities. He was board member of RAB and was named head of its member services department in 1954, position he held until joining AMST.

Ray Golden, formerly program director of KAYO Seattle, named general manager of KPON Anderson, Calif. Other personnel changes: **Joe Clark** and **Dick Knight** named account executives and air personalities; **Ian Evans** and **Bill Wooten** air personalities; **Harry Shelby** chief engineer; **Neva Ross** traffic manager.

James D. Psihoulis, formerly sales manager of WKWK Wheeling, W. Va., appointed general manager.

James G. Wells, national sales director of Bisbee Broadcasting Co. (KRUX Phoenix and KTKT Tucson, both Arizona), promoted to assistant general manager.

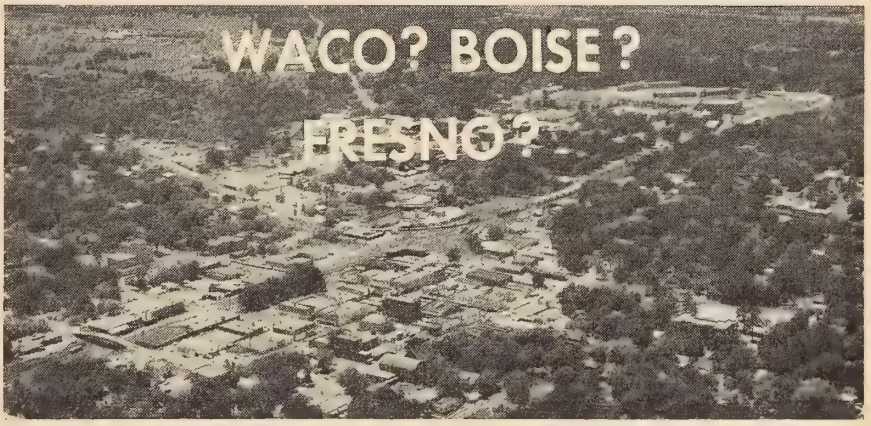
Charles A. Wilson, manager of sales development, WGN-TV Chicago, named director of national sales, Chicago office, KDAL-AM-TV Duluth, acquired earlier this year by WGN Inc. (BROADCASTING, Jan. 23). Mr. Wilson also has been named director of sales, farm division, WGN Inc., to implement all sales efforts involving farm programming on WGN-AM-TV. He has been with WGN since 1948.

Stephen Q. Shannon Jr., director of promotion for KPHO-AM-TV Phoenix, named assistant to executive vp of Meredith Broadcasting Co., Omaha. Mr. Shannon has been associated with Meredith since 1954.

Charles R. Sanders, formerly manager of Sears-Roebuck, Spartanburg, S. C., appointed assistant to president of Spartan Radiocasting Co. (WSPA-AM-TV, that city).


Mr. Haslett

Harry H. Haslett, formerly manager of WSID Baltimore, transferred to New York as manager of WBNX. Both stations are owned by United Broadcasting Co. Before joining UBC, he was associated with WBAL-AM-TV Baltimore.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

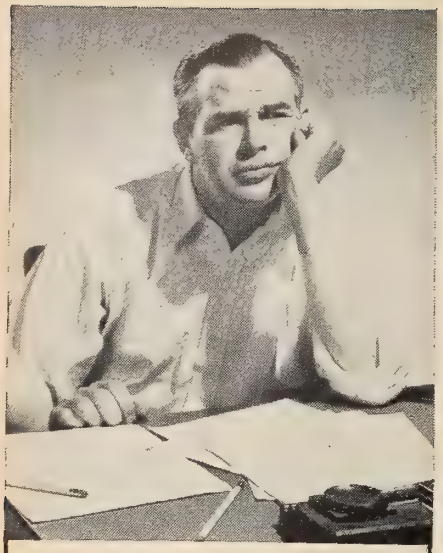
KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Ruston, Louisiana, home of Louisiana Polytechnic Institute.



Could it be HIGH BLOOD PRESSURE?

Many men — and women, too—are asking themselves this question.

If you think you have high blood pressure, see your doctor. Only he can tell.

Thanks to recent medical progress, most cases of high blood pressure can be controlled. The danger of heart damage and "stroke" can be reduced with the help of new drugs and surgery.

For medical advice, *see your doctor.*

For more information, *ask your Heart Association.*

For greater advances against heart disease,

GIVE to your HEART FUND

Jacques DeLier, assistant manager of KWTV (TV) Oklahoma City, re-elected secretary-treasurer.

Ray Hard appointed station manager of WBMI (FM) Meriden, Conn.


Mr. Rafelson

Robert Rafelson joins ABC-TV as manager of program development. Mr. Rafelson, who was formerly story editor and writer for *The Witness* on CBS-TV, will be assistant to Dan Melnick, vp of program development. Mr. Rafelson also served as story editor and adapter of 30 plays for *Play of the Week,* WNTA-TV New York feature, as well as writer and associate producer, Talent Assoc., N. Y., and director of advertising and promotion, CBS owned stations.

John W. Parham, formerly with *New Orleans Times-Picayune,* joins WDSU-TV, that city, as member of sales department.

Paul O'Brien joins KVTV (TV) Sioux City, Iowa, as member of sales staff. **Gordon Fountain** joins station as audience promotion director.

Francis Mulhall, sales representative with WFBM Indianapolis, to WFBM-FM as member of sales staff. **Earl Schuman** joins WFBM-TV as associate producer-director.


Mr. Bascom

Perry B. Bascom appointed general manager of KYW Cleveland, succeeding **Carl Vandagrift,** appointed staff coordinator for special projects for Westinghouse Broadcasting Co. (WEEK'S HEADLINERS, Feb. 6). Mr. Bascom has been national radio sales manager for WBC stations. He joined Westinghouse in 1956 as eastern sales manager for radio and tv. Previously he served several years as account executive at WIP Philadelphia.

James Westhall, news director of WLNH Laconia, N. H., elected president of UPI Broadcasters Assn. of New Hampshire.

Cliff Adams, news director of KYSM-AM-TV Mankato, elected president of Minnesota Associated Press Broadcasters Assn.

Bob Leonard, program director of WKNB Hartford, Conn., promoted to assistant manager.

Arnold Becker appointed manager of coverage and research analysis for CBS-TV Network. He has been on network staff as assistant manager of ratings.

James R. Eastman appointed news director of WSIX Nashville, Tenn. He formerly was news and program director of KBMC McMinnville, Tenn.

Chuck Heath, formerly with WIBA-AM-FM Madison, Wis., to WCLM (FM) Chicago as news director.

Gordon Robbie joins WJXT (TV) Jacksonville, Fla., as news assignment editor.

Elisha (Jerry) Hopkins appointed head of news department at WWL New Orleans.

David B. Dick named morning news editor at WHAS-AM-TV Louisville, Ky., replacing **Jim Van Sickle** who has moved to Toledo, Ohio.


Mr. Crawford

Peter S. Crawford, account executive at WLWA (TV) Atlanta, named general sales manager. He assumes the position left vacant by promotion of **James H. Burgess** to general manager. Mr. Crawford was previously with Richard Ullman Co., Buffalo, N. Y.

PROGRAMMING

W. Argyle Nelson, vp and director of Desilu Productions which he joined in 1952 as production manager, has been named vp in charge of production and studio operation, new post established to centralize executive control over certain operations at three Desilu studios. **James Paisley** becomes studio production manager and **N. Gayle Gitterman** continues as studio manager under new setup, both reporting directly to Mr. Nelson.

Robert J. Elenz, since 1955 writer-producer for McCann-Erickson, Chicago, and before that on radio-tv writing staff of Ruthrauff & Ryan for seven years, named tv creative director of Fred A. Niles Productions, Chicago.


Mr. Tabakin

Berne Tabakin, vp in charge of west coast activities of National Telefilm Assoc., promoted to vp in charge of all sales in major realignment of firm's sales operation. Other changes: **Peter Rodgers** to vp in charge of west coast sales; **Leonard Gruenberg** to vp in charge of sales development; **Joel Weissman** to NTA Telestudios Ltd. (subsidiary) as staff director.

Sheldon Smerling elected executive vp and chief operating officer of National Theatres & Television, Beverly Hills, Calif.

Bill Schwartz, production manager for Ziv-UA, named associate producer of Libra Enterprises, *Acapulco* series, which is being made in cooperation with Ziv-UA.

Jack P. Martin, spot sales manager, western division, Ziv-UA, promoted to sales manager, north eastern division. **James Grubb,** spot sales manager, mid-central division, becomes sales manager, north central division, Chicago. **James Packer,** who was account executive, named Chicago sales manager. **Jack Stuart,** account executive, advanced to spot sales manager in western division. New Ziv-UA account executives are **Taylor Durham,** formerly of Reynolds Metals, and **Wells Bruen** of Flamingo Films, both assigned to South Central division; **Joseph Madalena,** previously of World Wide-TV, to Ziv-UA North Eastern division, and **Robert Mott,** WTVM (TV) Columbus, Ga., new South Eastern division representative. Other new assignments involve **Harry Littler,** spot sales manager of South Eastern division, who moves to become spot sales manager of North Eastern region. **Len Hensel** takes over as spot sales manager of South Eastern division, while **Hal Pingree,** currently covering Buffalo, moves to Pittsburgh territory. **Tom Murray** moves to Kansas City, **Jack Lund** moves to Indianapolis region, and **Charles McFadden** takes over duties in Cleveland.

Lewis Schwartz, formerly production supervisor of commercial animated film production at J. Walter Thompson, N. Y., joins H. F. H. Productions, that city, as executive producer.

Harold Danson, Tony Wysocki and **Christopher Remington** have been appointed account executives, syndicated sales division, Independent Television Corp., N. Y. Mr. Danson, who was with Paramount Television Productions, will serve in upper New York state and New England area. Mr. Wysocki, who left ITC last year, returns as account executive in southern states. Mr. Remington, who will serve in midwest, was formerly with Official Films, N. Y.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

EQUIPMENT & ENGINEERING

Walter I. Reich, secretary-treasurer and controller of FXR, Woodside, N.Y., manufacturer of microwave test instruments and high frequency equipment, elected to board of directors.

Manuel Doxer appointed general manager of C.B.C. Electronics, Philadelphia.

Harvey J. Finison, general manager of semiconductor division, Raytheon Co., Waltham, Mass., appointed director-business planning & development of electronic components & devices group. Other promotions: **E. Nevin Kather,** general manager of semiconductor division; **Edward L. Dashefsky,** general manager of microwave and power tube division.

Anthony R. Garcia appointed central district distributor sales manager of Sylvania Electric Products Inc. electronic tube division, Chicago. He succeeds **Robert L. McNelis,** named east central distributor sales manager, Cleveland.

T. L. (Ted) Jacobsen appointed sales manager for Hollywood office of Westrex Corp., division of Litton Industries.

Atherton Noyes Jr., formerly vp—research and development, Aircraft Radio Corp., joins General Radio Co., West Concord, Mass., as engineering consultant.

GOVERNMENT

Andrew F. Oehmann, partner in Washington law firm of Dow, Lohnes & Albertson, named executive assistant to Attorney General Robert F. Kennedy. Mr. Oehmann, native of Washington and graduate of Georgetown U., served in high posts with both criminal and tax divisions of the Dept. of Justice from 1941 until 1958 when he joined Dow, Lohnes & Albertson firm.

INTERNATIONAL

Terence Furey appointed manager of audio products for Ampex International S.A. He formerly was sales manager of consumer products for Electro-Voice, Buchanan, Mich.

Alfred Fernandez Jr. appointed sales manager for Mexico for Screen Gems de Mexico, S.A.

A. G. (Gil) Gilmore named assistant manager of CFAX Victoria, B. C.

Einar V. Rechnitzer, president of MacLaren Adv. Co. Ltd., Toronto, elected president of Canadian Adver-



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tising Advisory Board, established by the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies to act as an advertising counsel in the national interest.

George D. Jeffrey, commercial manager of CKPR Fort William, Ont., named station manager and national sales director.

Stu Morrison, formerly of CKCW Moncton, N. B., and CJET Smith Falls, Ont., to promotion manager of CFOX Pointe Claire, Que. (suburb of Montreal).

Bruce Masters, formerly partner of Trans-Ocean Radio and Television Representatives Ltd., Toronto, named sales representative of Standard Broadcast Sales Ltd., recently-formed representation firm. **Norman Brown,** president of Radio Times Sales (Ontario) Ltd., Toronto, to manager Toronto office of Standard Broadcast Sales Ltd.

Tom Tonner, manager of CKCW Moncton, N. B., since 1948, has resigned for policy reasons. Prior to joining CKCW he was with CJLS Yarmouth, N. S.

F. G. Thorne, formerly of Procter & Gamble of Canada Ltd., Toronto, to director of radio and tv of BBDO Ltd., Toronto.

ALLIED FIELDS

Mike Woloson, formerly air personality and news announcer at WNEW New York and WNTA Newark, establishes School of Broadcasting & Announcing, N. Y. School will specialize in speech, disc jockey board operation and narration. Location: 1697 Broadway, New York 19. Telephone: Circle 5-2640.

DEATHS

Eric E. Sundquist, 47, vp of sales, A. C. Nielsen Co., N. Y., died Feb. 8 at Roosevelt Hospital. Cause of death was believed to be hepatitis.

Brown Morris, executive with KTEN (TV) and KADA Ada, and KBLT Big Lake, both Oklahoma, died Feb. 8 of undetermined causes.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 9 through Feb. 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. •—educational. Ann.—Announced.

New tv stations

APPLICATIONS

San Bernardino, Calif.—Norman H. Rogers uhf ch. 18 (494-500 mc); ERP 1 kw visual, 668 w aural; ant. height above average terrain 315 ft., above ground 102.5 ft. Estimated construction cost $39,500, first year operating cost $102,000, revenue $128,000. P.O. address 646 N. D St. Studio location 12305 LaCadena Drive, Colton, Calif. Trans. location LaLoma Hill, Colton. Geographic coordinates 34° 01′ 51″ N. Lat., 117° 20′ 27″ W. Long. Trans. Electron V-2050C, ant. FCA TFU 12BL. Mr. Rogers owns advertising agency and has half interest in KRNO San Bernardino. Ann. Feb. 15.

Springfield, Ill.—Midwest Television Inc. uhf ch. 26 (542-548 mc); ERP 17.26 kw visual, 9.31 kw aural; ant. height above average terrain 589 ft., above ground 638 ft. Estimated construction cost $320,635, first year operating cost $110,000, revenue $35,000. P.O. address 509 S. Neil St., Champaign, Ill. Studio location approx. 7.2 miles east of State Capitol Bldg., east of Fork Prairie School Rd. Trans. location same as studio. Geographic coordinates 39° 47′ 30″ N. Lat., 89° 30′ 52″ W. Long. Trans. RCA, ant. RCA. Legal counsel Edgar F. Czarra Jr., Washington, D. C. Consulting engineer A. D. Ring, Washington, D. C. Principals include **August C.** and **Clara R. Meyer** (24.9% and 26.1%, respectively), **F. M. Lindsay Jr.** (20%) and others. Mr. and Mrs. Meyer, are president and vp of Midwest, which also operates WCIA (TV) Champaign, WMBD-AM-FM-TV Peoria, both Illinois. Mr. Lindsay is vp and treasurer of Illinois Bcstg. Co. (WSOY-AM-FM Decatur, WVLN-AM-FM Olney and WSEI-FM Effingham, all Illinois). Ann. Feb. 9.

Calais, Me.—Community Telecasting Service vhf ch. 7 (174-180 mc); ERP 10.8 kw visual, 5.69 kw aural; ant. height above average terrain 658 ft., above ground 440 ft. Estimated construction cost $139,192, first year operating cost $84,535, revenue $85,000. P.O. address 57 State St., Bangor, Me. Studio location Magurrewock Mountain, Calais. Trans. location same. Geographic coordinates 45° 09′ 31″ N. Lat., 67° 16′ 43″ W. Long. Trans. RCA, ant. RCA TF-6 AH. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer George C. Davis, Washington, D. C. Applicant also owns WABI-TV Bangor, Me. Ann. Feb. 14

Existing tv stations

CALL LETTERS ASSIGNED

WBNB-TV Charlotte Amalie, St. Thomas, V. I.—Island Teleradio Service Inc., was WBNB (TV).

New am stations

APPLICATIONS

Charlotte, N. C.—Risden Allen Lyon 1540 kc, 1 kw D. P.O. address Wadesboro, N. C. Estimated construction cost $21,083, first year operating cost $30,000, revenue $42,000. Mr. Lyon owns drug store; Lyon Bldg., Wadesboro; WKDX Hamlet, N. C. and 50% of WADE Wadesboro in partnership with father. Ann. Feb. 14.

Vidor, Tex.—Vidor Bcstg. Co. Inc. 1510 kc, 1 kw D. P.O. address Box 638. Estimated construction cost $25,150, first year operating cost $40,000, revenue $50,000 Principals are **Joseph D. Irion** (70%), **Patrick T. Peyton Jr., Claude B. Keeland Jr.** and **Cecil K. Akers** (10% each). Mr. Irion owns consumer finance and insurance agencies. Mr. Peyton is attorney. Mr. Keeland is banker. Mr. Akers has oil and ranching interests Ann. Feb. 14.

Existing am stations

APPLICATIONS

WXAL Demopolis, Ala.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and install DA system. (1400kc). Ann. Feb. 9.

WAMY Amory, Miss.—Cp to change frequency from 1580 kc to 1380 kc. and reduce power from 5 kw to 1 kw (1380kc). Ann. Feb. 9.

WLTC Gastonia, N. C.—Cp to increase power from 1 kw to 5 kw and install new trans. (1370kc). Ann. Feb. 9.

WMLP Milton, Pa.—Cp to change frequency from 1570 kc to 1380 kc. Ann. Feb. 9.

WMSR Manchester, Tenn.—Cp to change hours of operation from D to unl., using power of 500 w., 5 kw-LS. install DA-N and install new trans., operate trans. by remote control while using non-directional antenna. (1320kc). Ann. Feb. 14.

KOFE Pullman, Wash.—Mod. of license to change station location from Pullman, Wash. to Pullman, Wash.-Moscow, Idaho and specify second main studio as 524 South Main, Moscow, Idaho (1150kc). Ann. Feb. 9.

KKEY Vancouver, Wash.—Cp to increase power from 1 kw to 5 kw. and install new trans. (1150kc). Ann. Feb. 9.

CALL LETTERS ASSIGNED

WABF Fairhope, Ala.—Price Bcstg. Corp. Inc.

WMRT Lansing, Mich.—Herbert T. Graham.

WNJH Hammonton, N. J.—Hammonton Bcstg. Co.

WKFE Yauco, R. R.—Ponce Bcstg. Corp. changed from WLEY.

WBNB Charlotte Amalie, St. Thomas, V. I.—Island Teleradio Service Inc.

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New fm stations

APPLICATIONS

Fresno, Calif.—American Family Bcstrs. 94.5 mc, 36.1 kw. Ant. height above average terrain 204 ft. P.O. address 335 S. Woodrow Ave. Estimated construction cost $23,230, first year operating cost $36,000, revenue $45,000. Principals are **Egon A.** and **David L. Hofer,** 50% each. They are farmers and co-owners of KRDU Dinuba, Calif. Ann. Feb. 9.

Denver, Colo.—Market-Casters Inc. 95.5 mc, 17.3 kw. Ant. height above average terrain 716 ft. P.O address 708-5th Ave. S., Seattle 4, Wash. Estimated construction cost $19,910, first year operating cost $72,000, revenue $80,000. Principals are **James G. Talbot** (97.75%) and **Sydney A. Abrams** (2.25%). Principals own KMCS (FM) Seattle and cps for fms in Bellingham, Wash., and Portland, Ore. Ann. Feb. 9.

Alvin, Tex.—The Alvin Bcstg. Co. 102.1 mc, 3.38 kw. Ant. height above average terrain 210 ft. P.O. address 1403 Adoue St. Estimated construction cost $29,541, first year operating cost $36,312, revenue $37,960. **Odell V. Robinson** is majority owner (57.5%). **Alvin Bowling Lanes Inc.** and **K. F. Land & Building Co.** each hold 12.5%. Mr. Robinson owns insurance agency. Ann. Feb. 9.

Houston, Tex.—John R. Powley 106.1 mc, 3.69 kw. Ant. height above average terrain 250 ft. P.O address 3825 Ruth, #4. Estimated construction cost $2,100, first year operating cost $4,000, revenue $10,000. Mr. Powley, sole owner, is projectionist for KTRK-TV Houston and president and half-owner of Texas-Longhorn Bcstg. Co., applicant for Austin uhf tv station. Ann. Feb. 9.

Existing fm stations

CALL LETTERS ASSIGNED

*WESU (FM) Middletown, Conn.—Wesleyan U.

WOKZ-FM Alton, Ill.—Palen Bcstg. Corp.

WHPK (FM) Highland Park, Ill.—North Suburban Radio Inc.

WVLK-FM Lexington, Ky. — Bluegrass Bcstg. Co. Inc.

WMRT-FM Lansing, Mich.—Herbert T. Graham, was WMRT (FM).

KVOX-FM Moorhead, Minn.—KVOX Bcstg. Co.

*WFDD-FM Winston-Salem, N. C.—The Trustees of Wake Forest College, was WFBS-FM.

KFIN (FM) Seattle, Wash.—Fine Music Bcstrs.

Ownership changes

APPLICATIONS

WOKS Columbus, Ga.—Seeks assignment of license from OK Radio Inc. to **Tri-Cities** Bcstg. Co. Inc. for $122,500. Tri-Cities' principals are **E. O. Roden** (45%), **W. I. Dove** (26%), **James E. Reese** (15%) and **Zane D. Roden** (14%). E. O. Roden has interests in WBIP Booneville, WTUP Tupelo, WGCM Gulfport, all Mississippi, WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Mr. Dove has interests in WTUP, WGCM, WBOP, WTUG and WCRR Corinth, Miss. Ann. Feb. 15.

WPKE Pikeville, Ky.—Seeks transfer of control from **Margaret Hatcher,** administratrix of estate of late **Jack L. Hatcher** (96.6%) to **J. Earl McBrayer, Wm. M. Whitaker,** and **Bill Pierce** (32.3% each) for $42,500. Mr. McBrayer owns cemetary, has interest in WMOR Morehead, Ky. Mr. Whitaker is in real estate has interest in WMOR. Mr. Pierce is manager of WPKE. Ann. Feb. 15.

WAYL (FM) Minneapolis, Minn.—Seeks assignment of cp from **David D. Larsen** to **Contemporary Radio Inc.** Mr. Larsen is selling 50% interest to **Jack I. Moore** for $5,000 and incorporating. Ann. Feb. 15.

WKDL Clarksdale, Miss.—Seeks transfer of all stock of **Coahoma Bcstg. Co. Inc.** from **Farley Salmon Jr.** and **William T. Salmon** to **Robert J. McIntosh** (50%) and **W. Foster Montgomery** (50%) for $30,219. Mr. McIntosh was station manager of WWJ Detroit from 1956-1960. Mr. Montgomery is surgeon. Ann. Feb. 15.

KRES St. Joseph, Mo.—Seeks transfer of stock of **MacRay Radio & Television Corp.** from **Jock MacGregor** (90.6%), **Alva MacGregor** (.4%), **Raymond J. Cheney** (8.6%) and **Joan Cheney** (.4%) to **Earl F. Hash** (80%), **Charles N. Cutler** (16.6%) and **Mable E. Perry** (3.3%) for $45,000. Mr. Hash is president and quarter-owner of WTMT Louisville, Ky. Mr. Cutler is broadcast engineer. Mrs. Perry is traffic manager of WTMT. Ann. Feb. 15.

WPTL Carson City, Nev.—Seeks assignment of license from **Edwin L.** and **Alma F. Bullis** to **John E. Vernor** for $135,000. Purchaser owns San Francisco advertising agency. Ann. Feb. 15.

KODL The Dalles, Ore.—Seeks transfer of 50% of stock of **Western Radio Corp.** from **Doris E. McMullen** and **Loren D. Hicks** (25% each) to **V. B. Kenworthy** (presently holds 50%) for $52,500. Ann. Feb. 15.

KASE Austin, Tex.—Seeks sale of 50% of stock of **Austin Radio Co.** from **Jacob A. Newborn Jr.,** trustee for **Nancy** and **Nena Newborn,** to **E J. Lund** (presently holds 50%) for $30,000. Ann. Feb. 15.

KVOS-TV Bellingham, Wash.—Seeks assignment of license from **Rogan Jones, C. W. Jones, Ernest E. Harper, Joseph Bloom** and **David Mintz** to **KVOS Television Corp.** for $2,967,000. Additional $33,000 to be paid for station's Canadian interests. KVOS Television Corp. is wholly owned by Wometco Enterprises Inc., which has majority interests in WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., and 47½% interest in WFGA-TV Jacksonville, Fla. Ann. Feb. 15.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission denied petition by Southside Virginia Telecasting Corp. to reopen record for further hearing on Sept. 29, 1954 decision which granted application of Petersburg Television Corp. for new tv station (WXEX-TV) to operate on ch. 8 in Petersburg, Va., and which denied competing application of Southside. Chrm. Ford concurred, with statement; Comr. Craven not participating. Ann. Feb. 15.

■ By decision, commission (1) affirmed Sept. 22, 1959 grant of application of WOOD Bcstg. Inc., to change trans. location of WOOD-TV (ch. 8) Grand Rapids, Mich., from 10 miles northeast of that city to site 19 miles southeast thereof, make changes in ant. system and other equipment, and increase ant. height by two feet, to 1,000 ft., and (2) denied protest by Television Corp. of Michigan Inc. (WILX-TV ch. 10), Onondaga. Chrm. Ford not participating; Comr. Bartley and King dissented, with statements. May 26, 1960 initial decision looked toward this action. Ann. Feb. 15.

■ Commission ordered Atlanta OK Bcstg. Co. Inc. (WAOK), Atlanta, Ga., and WRMA Bcstg. Co. Inc. (WRMA), Montgomery, Ala., to cease and desist from violating sect. 317 of Communications Act by accepting monies or things of value from record companies for purpose of inducing broadcast of records without appropriate announcement. Respondents waived right to hearing. Ann. Feb. 15.

■ By memorandum opinion and order, commission granted petition by Michiana Telecasting Corp., severed from consolidated proceeding in Dockets 13014 et al., and granted its application to increase daytime power of WNDU South Bend, Ind., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 15.

■ By memorandum opinion and order, commission granted petition for reconsideration of WHFC Inc., severed from consolidated proceeding in Dockets 13014 et al., and granted its application to increase daytime power of station WHFC Cicero, Ill., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 15.

■ By memorandum opinion and order, commission granted petition by Cookeville Bcstg. Co., severed from consolidated proceeding in Dockets 12615 et al., and granted its application for a new am station to operate on 1600 kc, 1 kw, D, in Cookeville, Tenn. Comr. Bartley not participating; Comr. Craven absent. Ann. Feb. 15.

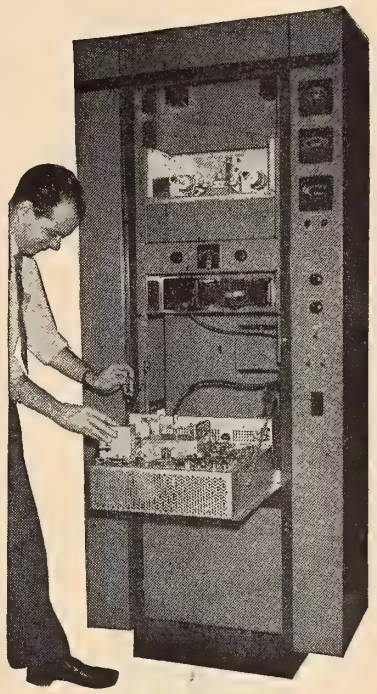
■ By order, commission granted petition by WGAL Inc., for reconsideration of Nov. 28, 1960 denial of its application for extension of time to construct station WRAK-TV (ch. 36) Williamsport, Pa.; and granted application for extension of time within which to complete construction of facility specified in its cp. Comrs. Bartley and Cross dissented. Ann. Feb. 9.

■ By order, commission dismissed, for untimely filing, request by Peoples Bcstg. Co. for reconsideration of Nov. 28, 1960 denial of its application for extension of time to construct station WLAN-TV (ch. 21) Lancaster, Pa. Ann. Feb. 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition by Suburban Bcstg. Co. Inc., Jackson, Wis., reopened record in proceeding on its application and

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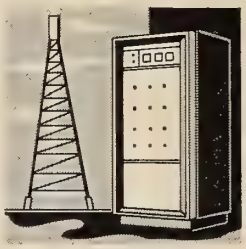
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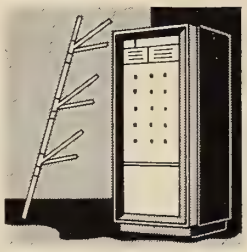
AM

All Powers—250 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.



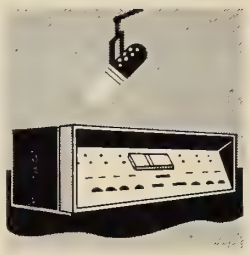
FM

10 Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.



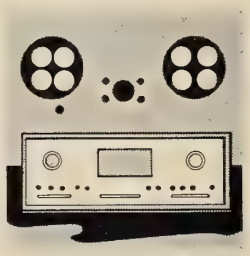
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that of Beacon Bcstg. System, Inc., Grafton-Cedarsburg, Wis., for new am stations, and enlarged issues to determine whether Beacon is financially qualified to construct and operate its proposed station for reasonable period of time without benefit of revenue. Comr. Cross dissented. Ann. Feb. 15.

■ By memorandum opinion and order, commission granted petition for reconsideration by West Bend Bcstg. Co., severed from consolidated proceeding in Dockets 13010 et al., and granted its application to increase power of station WBKV West Bend, Wis., from 500 w to 1 kw, continued operation on 1470 kc, D. Ann. Feb. 15.

■ By memorandum opinion and order, commission, on petition by Broadcast Bureau, (1) set aside March 7, 1960 initial decision which looked toward granting application of Catskills Bcstg. Co. for new am station to operate on 1370 kc, 500 w, D, in Ellenville, N. Y., and toward dismissing similar application of Ellenville Bcstg. Co., at latter's request; (2) consolidated that proceeding with hearing on application of Ulster County Bcstg. Co. for new station on 1570 kc, 250 w, D, in Ellenville (Docket 13272), upon specified issues, and made station WQXR New York City, a party to the proceeding. It denied Oct. 7, 1960 joint petition by three applicants to allow Catskills to amend to show agreement contemplating merger with principals of Ulster County and Ellenville, dismissal of latter two applications, and immediate grant of Catskill application; also dismissed as moot Dec. 23, 1959 petition by Ulster County for reconsideration and immediate grant of its application. Chrm. Ford abstained from voting. Ann. Feb. 15.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by United Bcstg. Co. Inc. (WOOK) Washington, D. C., and Martinsburg, W. Va., severed from consolidated proceeding in Dockets 13717 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each conditioned to accepting such interference as may be imposed on its operations by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw. Dismissed as moot joint petition for severance by Martinsburg and Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa.

■ Commission pointed out in above memorandum opinion and order that petitions to sever application from consolidated proceeding should be addressed to presiding hearing examiner who will, if severance is granted, thereafter hold such separate hearing as is necessary and issue initial decision with respect to severed application. It stated:

"It has been the universal practice of practitioners before the Commission to direct to the Commission, instead of to the Hearing Examiner, petitions for reconsideration and grant without hearing of applications which have been designated for hearing in a consolidated proceeding. While the Hearing Examiners do not have the authority to act on such petitions to reconsider and grant, the existing delegations of authority do authorize them to act upon unopposed petitions to sever an application or applications from a consolidated proceeding. Where all of the interference problems linking any application or applications from other applications in a consolidated proceeding have been satisfactorily resolved (as, for example, as a result of the dismissal of an application, or as the result of an agreement to accept interference), the Hearing Examiner may, either in response to a petition therefor or upon his own motion, issue an order severing the application or applications from the consolidated proceeding, and thereafter hold such separate hearing thereon as is necessary and issue an Initial Decision with respect to the severed application or applications. Henceforth, applicants desiring severance of their applications should follow the procedure outlined above instead of filing with the Commission petitions for reconsideration and grant."

Ann. Feb. 15.

Routine roundup

BROADCAST ACTIONS
by Broadcast Bureau
Actions of Feb. 10

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater station: McIntosh Commercial Club, ch. 3, City of McIntosh, S. D. (KBMB (TV), ch. 12, Bismarck, N. D.).

WWNH Rochester, N. H.—Granted transfer of control from **Anna Belinsky** to **Albin J. K.** and **Marcia Malin** (family group).

KZZN Littlefield, Tex.—Granted assign-

PROFESSIONAL CARDS

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Washington 7, D.C. FEderal 3-4800
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Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
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Upper Montclair, N. J.
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GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
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INTERNATIONAL BLDG.
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KANSAS CITY, MO.
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WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
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Lohnes & Culver
Munsey Building District 7-8215
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RUSSELL P. MAY
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REpublic 7-3984
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Consulting
Radio & Television
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1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
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A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
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1100 W. Abram
ARLINGTON, TEXAS

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Republic 7-6646
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Member AFCCE

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CONSULTING ENGINEER
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Washington, D. C.
Executive 3-1230 Executive 3-5851
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Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill.
(A Chicago suburb)

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

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CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Tel. JAckson 6-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

Service Directory

PRECISION FREQUENCY MEASUREMENTS
AM FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

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622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
DIstrict 7-4443
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M. R. KARIG & ASSOCS.
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
P. O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers
Specializing in AM power increases—FM-TV
1917 I St., N.W.
Washington 6, D. C.
FEderal 3-8313

ment of license to **R. B. McAlister.**

KTVE (TV) El Dorado, Ark.—Granted mod. of license to change name to KTVE Inc.

American Bcstg.-Paramount Theatres Inc. New York, N. Y.—Granted extension of permit to supply television programs broadcast in the United States over tv stations licensed to American Bcstg.-Paramount Theatres Inc. to Canadian tv stations CBFT and CBMT both Montreal, Quebec; CBLT Toronto, Ont.; CKCO-TV Kitchener, Ont.; CBUT Vancouver, B. C.; et al., for broadcast by these stations in Canada. Program material may be delivered via microwave relay facilities, operated by common carrier, air or rail express. Authority granted is for period ending Feb. 1, 1962; without prejudice to whatever action commission may deem warranted as a result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

Actions of Feb. 9

KBTN Neosho, Mo.—Granted assignment of license to KBTN Inc.

WOMC (FM) Detroit, Mich.—Granted cp to install new trans.

WPLM Plymouth, Mass.—Granted cp to make changes in daytime DA pattern.

■ Following stations were granted extensions of completion dates as shown: WBNB-TV Charlotte Amalie, V. I., to April 1; WARD-TV Johnstown, Pa. to August 13; KPAC-TV Port Arthur, Tex. to August 31; WOC-TV Davenport, Iowa to April 25; KGTV (TV) Pocatello, Idaho to August 28; WIPM-TV Mayaguez, P. R. to May 30; K70CA Quinn River Television Maintenance District, McDermitt, Nev. to September 12.

WHEN-FM Syracuse, N. Y.—Granted request for cancellation of license; call letters deleted.

WMLT Dublin, Ga.—Granted request for cancellation of license for aux- trans. and aux. ant.

KVSO Ardmore, Okla.—Remote control permitted.

Actions of Feb. 8

KCDA (TV) Douglas, Ariz.—Granted mod. of cp to change ERP vis. to 776 w, aur. to 389 w, change type trans., type ant., and make minor equipment change; ant. height —20 ft.

Actions of Feb. 7

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: Coulee City Television Assn., chs. 6, 8 and 4, Coulee City, Wash. (KHQ, ch. 6, KREM, ch. 2, KXLY, ch. 4, all Spokane, Wash.): Crested Butte T. V. Committee, ch. 10, Town of Crested Butte, Colo. (KREY, ch. 5, Grand Junction, Colo.); Wyarno TV Assn., ch. 12, Wyarno and Dutch Creek area, Wyo. (KOOK-TV, ch. 2, Billings, Mont.).

WWTV (TV) Cadillac, Mich.—Waived sec. 1.359 (b) of rules and granted cp to install new trans.

WKAQ-TV San Juan, P. R.—Granted cp to change type ant. and make minor equipment changes; ant. height 1,270 ft.

Actions of Feb. 6

WILI Willimantic, Conn.—Granted cp to install new trans.

KANA Anaconda, Mont.—Granted extension of authority to July 31 to sign-off at 6:05 p.m.

Actions of Feb. 2

KFIL Santa Ana, Calif.—Remote control permitted.

KINE Kingsville, Tex.—Remote control permitted.

ACTIONS ON MOTIONS

■ Commission on Feb. 13 granted requests by National Assn. of Broadcasters and extended to Feb. 22 time to file reply comments in matter of amendment of Part 2 of rules; reallocation of certain fixed, land mobile and maritime mobile bands between 25 and 470 mc.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Feb. 20 time to file exceptions to initial decision in Biloxi, Miss., tv ch. 13 remand proceeding. Action Feb. 10.

■ Granted petition by Broadcast Bureau and extended to Feb. 23 time to file replies to petition by Frederick County Bcstrs. for review of adverse ruling in proceeding on its application for am facilities in Winchester, Va., and that of Town Radio Inc., for am facilities in Shippensburg, Pa. Action Feb. 10.

■ Granted petition by Dornita Investment Corp., and extended to Feb. 13 time to file oppositions to petition by Abilene Radio & Television Co. for enlargement of issues with respect to Dornita and E. C. Gunter in San Angelo, Tex., tv ch. 3 proceeding. Action Feb. 7.

■ Granted petition by Laurel Bcstg. Co., Laurel, Md., and extended to Feb. 13 time to file petition for review of chief hearing examiner's order of Jan. 24 in proceeding on its am application, et al. Action Feb. 7.

■ Granted petition by Broadcast Bureau and extended to Feb. 13 and Feb. 22 time to file exceptions and replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing on March 20 for Corpus Christi, Tex., tv ch. 3 proceeding. Action Feb. 13.

■ Granted petition by Auburn Bcstg. Co. Inc. (WAUD), Auburn, Ala., and accepted its appearance filed late in proceeding on its am application. Action Feb. 8.

■ Granted petition by TOT Industries Inc. and Medford Telecasting Corp., and extended to Feb. 23 time to submit additional data in response to an order released Feb. 2 in Medford, Ore., tv ch. 10 proceeding. Action Feb. 10.

■ Granted petition by Laurel Bcstg. Co., Laurel, Md., to the extent that it shall file with Secretary of the Commission, on or before Feb. 21 additional information relative to legal and engineering services performed in connection with its application and full details relative to property leased in connection with proposal, and ordered that Jan. 24 ruling upon joint petition of Laurel and Interurban Bcstg. Corp., Laurel, for approval of agreement to withdraw Laurel application shall remain in effect, pending compliance herewith. Action Feb. 10.

■ Scheduled hearings in following proceedings on the dates shown: **March 27:** United Television Company of New Hampshire (WMUR-TV), Manchester, N. H., to change facilities; **April 5:** am applications of Burlington Bcstg. Co., Burlington, N. J., et al.; **April 10:** Saul M. Miller, Reading, Pa., et al., fm application of Edward Walter Piszczek & Jerome K. Westerfield, Des Plains, Ill. Actions Feb. 10.

■ Granted motion by Sheridan Bcstg. Co. Inc. (KROE), Sheridan, Wyo., and dismissed proceeding on its application for a new am station. Action Feb. 7.

■ Granted petition by Broadcast Bureau and, in accordance with sec. 1.140(c) of rules, dismissed with prejudice application of Madison Bcstrs. for am facilities in Madison, S. D. Action Feb. 6.

■ Granted petition by Scripps-Howard Radio Inc. (WNOX), Knoxville, Tenn., for leave to intervene in proceeding on application of Cherokee County Radio Station for am facilities in Centre, Ala.; made petitioner party to proceeding with reference to each of governing issues. Action Feb. 6.

■ Granted petition by A. S. Riviere for dismissal of his application for new am station in Barnesville, Ga.; dismissed application with prejudice. Application was consolidated for hearing with Radio Georgia for am facilities in Thomaston, Ga. Action Feb. 6.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Mt. Vernon Radio and Television Co. (WMIX), Mt. Vernon, Ill., and extended from Feb. 15 to Feb. 23 time for exchange of exhibits among applicants in groups 1 and 2 of consolidated am proceeding and from Feb. 28 to March 3 for notification as to witnesses desired for cross-examination. Action Feb. 13.

■ Granted petition by Broadcast Bureau and extended to Feb. 8 and to March 7 time to file proposed findings and replies in proceeding on am applications of WPET Inc. (WPET), Greensboro, N. C., et al. Action Feb. 7.

■ Dismissed as moot petition by Broadcast Bureau for continuance of Feb. 6 oral argument on petition by Abilene Radio and Television Co. to add "Evansville" issue with respect to E. C. Gunter application and continuance of time for its response to the petition in San Angelo, Texas, tv ch. 3 proceeding. Action Feb. 6.

By Hearing Examiner Herbert Sharfman

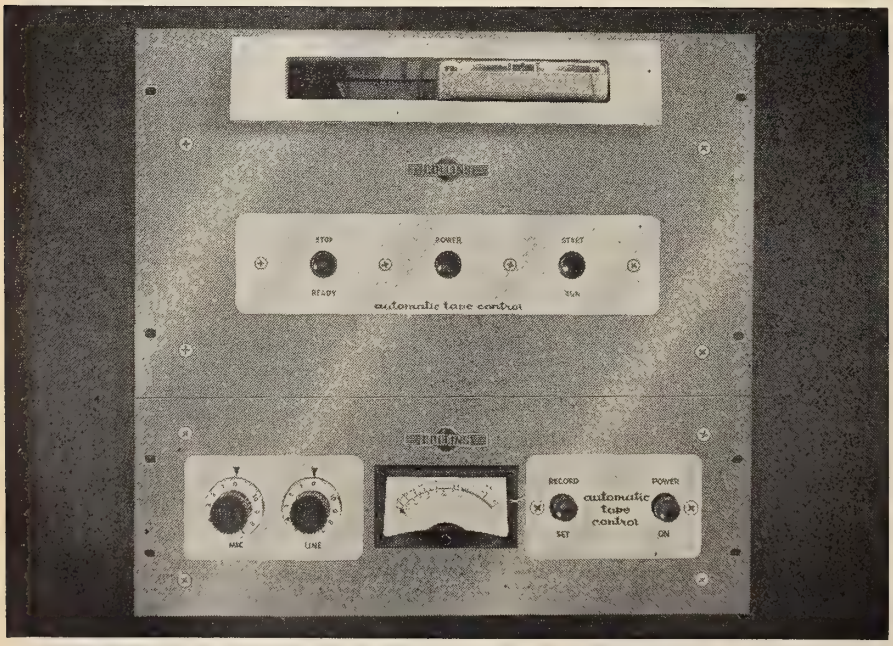
■ Scheduled further hearing for Feb. 16

Continued on page 157

Collins — the perfect answer to automatic tape programming and a first step toward complete station automation. Just insert the tape cartridge, push one button, and the program is on the air, on cue. Automatic tape programming with Collins equipment means perfection in recording and playback. Its quality is absolutely unmatched by any cartridge tape unit — anywhere.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Sales

Excellent opportunity for good producer. Multiple chain. $6000 plus. Top Washington, D. C. indie. Southerner preferred, but not essential. Box 648D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write: Box 872D, BROADCASTING.

Salesman-business manager. Age 30-40 for large metropolitan California fulltimer. Strength in selling and leadership essential. Generous earnings with outstanding opportunity for alert, aggressive man to demonstrate he is worth more. Write description of experience, background, references to Box 873D, BROADCASTING.

Salesman for suburban station in mushrooming major northeast market. $100 weekly. Producer will become sales manager within six months with increase and override. Resume to Box 958D, BROADCASTING.

East Tennessee. Small one-station market needs experienced young sales manager. Liberal salary, commission. Multiple station ownership. Box 103E, BROADCASTING.

New regional station middle Atlantic states needs top time salesman. Unlimited opportunities. Good draw against commission. Right man can name own salary. Also need announcer-salesman. Salary plus 15 percent sales plus other benefits. Box 159E, BROADCASTING.

Salesman-announcer needed at once. Light announcing, heavy sales. Salary plus commission. Send references, personal data to Box 164E, BROADCASTING.

Top experienced salesman for FM. Major market. Salary and commission. Finest working conditions. Box 175E, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer, growing station in Kansas' fastest growing city! Commission against guarantee. Send tape, photo, resume: Bill Dahlsten, KAFM, Salina, Kansas.

Florida's Number One country music station needs salesman. New modern approach to country music has made us a strong factor in this market. Send complete resume to Gene G. Cook, WHIY, 563 North Orange Avenue, Orlando, Florida.

Experienced salesman familiar with small market operations for commercial manager. Send full information to M. Wirth, WHMI, Howell, Michigan.

Big W-RIP, Chattanooga, Tennessee. Big opportunity! Salary, commission.

Stock option, salary, plus commissions for salesman chosen as commercial manager. Contact Ed Dombert, WRNW-FM, Mt. Kisco, N.Y.

Representatives wanted. Highly regarded manufacturer of unique quality equipment in big demand by radio and television stations, seeks reliable territorial representatives to sell directly to broadcast industry right now. Marketing Manager, 1035 North McCadden Place, Los Angeles 38, Calif.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

DJ with good mature voice and friendly, enthusiastic approach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer, experienced adult programming. First class license (no maintenance). Good starting salary and benefits. New England. Box 120E, BROADCASTING.

Experienced family man for staff. Announcer, engineer, sales assistant, copy, play-by-play high school sports? What can you do in small Colorado station? Salary commensurate with ability. Write all, including work references. Box 129E, BROADCASTING.

Top deejay wanted by top 40 eastern station. All replies confidential. Tape with resume. Box 167E, BROADCASTING.

Wanted—For something new in broadcasting, top rated air salesman. Must have quality voice and be able to project dynamic personality in a tight, swinging operation. Send tape and full details to Box 172E, BROADCASTING.

Wanted: Staff announcer for music-news operation. Vacation and insurance benefits. Send tape and particulars to Paul Rahders, KSDN, Aberdeen, South Dakota.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Help Wanted—(Cont'd)

Announcers

Maryland independent has immediate opening for experienced staff announcer. Tape, resume, references, WASA, Havre de Grace, Maryland.

Radio announcer who can assist in news variety programming. Send tape, photo, background and salary requirements to Charles Wright, Manager, WBYS Radio, Canton, Illinois. Good opportunity for permanent position for professional man.

Staff announcer wanted. Excellent living conditions. Adult programming. Phone Sam Cannon, WCEM, Cambridge, Maryland, Academy 8-4800.

We're growing stronger! Care to join us? We're top-rated and plan to stay that way. Presently 1000 watts, shortly 5000. Need versatile jockey-newsman. If you're it—we need you now. Must be able to produce pleasant sounding music shows, gather and compile news and deliver newscasts. If you're without sound experience let's not waste each others time. But—if you can qualify and want to make fast-growing New London County your home—we'd welcome hearing from you. Send resume and tapes (which will not be returned) to Tom Phalen, PD, WICH—P.O. Box 551, Norwich, Connecticut.

WICY, Malone, N. Y. needs experienced good-music minded dj immediately.

Immediate opening for staff announcer strong on good music. Good salary and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIMA, Lima, Ohio.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Straight staff announcer (no dj) ABC-MBS station. Must be able read good straight commercial, operate own board. Some experience necessary. Send tape, picture, resume. WLDB, Atlantic City, N. J.

Experienced midwest announcer for early opening at adult format daytimer. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Newsman for Boston radio. Aggressive, bright. Great future for right man. Resume, tape to WMEX, Boston 15, Mass.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Chief engineer that's dependable and knows how to maintain equipment, not just a ticket holder. No air work. We have stand by transmitter. Immediate opening. Send full particulars. Box 133E, BROADCASTING.

Chief engineer. Must be good maintenance man familiar with AM and FM repairs. Write Box 903D, BROADCASTING.

Engineer, first ticket. Central Pennsylvania. Experience not required. Box 179E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer-announcer or engineer for Laconia, New Hampshire. Preferably experienced and must have 1st license. Good pay. Box 203E, BROADCASTING.

Experienced chief engineer AM-FM-multiplex. Strong maintenance. Sober-steady-references. Salary open—Southwest. Medium market. Box 213E, BROADCASTING.

Wanted—First phone with some announcing and sales at 15%, Florida. Phone Avon Park, Florida, Glendale 3-3171.

Engineer-announcer. Do news, install background music receivers; fastest growing city in Kansas. Send tape; resume. Bill Dahlsten, KAFM, Suite 1012, United Bldg., Salinas, Kansas.

Chief engineer wanted for KNCM, Moberly, Missouri. Requirements, a mature, reliable, experienced man who has had chief's responsibilities for a minimum of three years. Average age to be considered will be 35 or over, dependable. We are a 250 watt fulltime loaded with equipment and operate a station which you will be proud to be associated with. A personal interview is necessary and a full background examination will be conducted. Salary is open but is in excess of $100.00 per week. Contact KNCM, General Manager, Moberly, Missouri.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Experienced engineer to handle 5 kw daytime AM and 3 kw day and night FM operation. Position open around February 20th. Give full particulars as to education, experience, availability, references, family, salary requirements, etc., in first letter. Mountain Broadcasting Service, Inc., Box 239, Hazard, Kentucky.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Newsman. Experienced. Gathering, editing and delivering local news for network affiliate in market of 13,000. Mobile units, city and highway patrol receivers and stringers to assist. Minimum $100.00 to start with increase. Give full information. KNCM, Moberly, Missouri.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Help Wanted—(Cont'd)

Production—Programming, Others

Copywriters and program directors: Earn bonus income. Get up to $20 per script for commercials you've written up to $50 for detailed merchandizing plans; up to $35 for station promotions, if accepted. Submit all to: AIRFACE, 8440 Pillsbury So., Minneapolis 20, Minnesota.

RADIO

Situations Wanted—Management

Trouble shooter and/or national sales manager for multiple station operator, radio or tv. Seasoned broadcaster (25 years in radio and tv, 15 in management) with good reputation in management and sales, available on reasonable notice. Replies to Box 211E, BROADCASTING, will be treated in complete confidence.

Commercial manager, medium market, knowledge of all phases, sober, married. Box 170E, BROADCASTING.

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $10,000 minimum. Box 835D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management-sales background. Twelve years management. Want complete responsibility. Know all phases. Active in community and media organizations. Highest personal, credit and radio references. Now selling successful 3-year business. Write Box 913D, BROADCASTING.

General manager. Five years experience in radio and tv. In present position as manager almost four years. Spend most time selling. Well versed in money-making promotions. Have made station in highly competitive market into profitable property. Early 30's, college grad, fine family. Know all phases. Box 939D, BROADCASTING.

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

Employed manager: Profitable operation grossing $160,000; six radio three tv market. Twelve year successful executive/sales record; established industry sales record and reputation. Desirous of relocation; will hold confidential and appreciate your proposals. Box 127E, BROADCASTING.

Seek management small market. Permanent. Best references. Experienced all phases. Locate anywhere. Reply Box 130E, BROADCASTING.

Excellent broadcasting experience, strong on sales and organization, licensed, educated, family man. Box 169E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Services and/or investment. Tv sales manager with substantial (13 years) experience in competitive markets offers services, would like to invest. Willing to base compensation on performance. Background will stand searching examination. Box 192E, BROADCASTING.

Manager offers solid radio background of eleven years experience all departments. Emphasis on sales and promotion. Sincere, responsible and aggressive. Finest references. Box 194E, BROADCASTING.

Your station plus my 14 years experience all phases including management and sales management. Imaginative, hard selling all levels. Excellent personal, trade references. Let's get together, confidentially. Box 202E, BROADCASTING.

General manager with 14 years experience. All phases of radio-tv. Former owner-manager. Would prefer small to medium market in Ohio, Indiana, Illinois. Family man, best references with proven record. Might invest. Box 204E, BROADCASTING.

Broadcasting executive with 25 years in radio and tv, 15 in management, seeks permanent position of responsibility with solid, progressive broadcasting organization or service to broadcasters. Replies to Box 212E, BROADCASTING.

Sales

Radio-television sales opening? Broadcast experienced since 1947; mature (36, family); responsible (no alcohol). Superlative references. Box 154E, BROADCASTING.

Announcers

Young dj, announcer, 1½ years experience, married. Presently employed. Very strong commercial, news. Sharp boardwork. Desire midwest, south, east. Box 942D, BROADCASTING.

Experienced, mature, professional attitude, mature radio-tv. Anywhere U.S., medium or larger market. Married, veteran, college graduate. Box 970D, BROADCASTING.

5 years sports and sales success. Midwest's toughest major market. Seeking better, happier opportunity. Excellent billing, play-by-play. Best references. Box 975D, BROADCASTING.

Announcer-dj, experienced, versatile, not a floater. Can operate own board. Available immediately. Box 978D, BROADCASTING.

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Announcer. First phone. Handle any format. Excellent references. Midwest preferred. Box 101E, BROADCASTING.

Experienced versatile man wants permanent position in progressive station. 11 years all phases radio. Reliable and steady. Currently employed. Box 137E, BROADCASTING.

Young announcer wants summer replacement position. 2 years experience, good ad lib, and own board. Middle west preferred, but will consider all offers. Box 126E, BROADCASTING.

Outstanding, versatile, experienced radio-television announcer-program director-sales. Thoroughly grounded in small station operation. Young, college, married. Relocate anywhere. Stable organization only. Box 136E, BROADCASTING.

Attention top forty! Personality dj desires advancement. Experienced, reliable, versatile. Currently employed. Box 138E, BROADCASTING.

News, sports man, experienced major markets. In reply state pace desired. References, tape. Box 142E, BROADCASTING.

OPPORTUNITIES UNLIMITED

A group of dynamic, independent, major-market radio stations wants your help in developing New Frontiers in modern radio.

Explore your future with us in these areas:

NEWS DIRECTOR

Top educational and Industry background required.

PROGRAM DIRECTOR

There's a bright future here for someone gifted with the Modern Touch.

TWO ACCOUNT EXECS

Take your pick of two top-thirty markets. We want young men with enough experience to know how to make radio produce results for responsible advertisers. Management potential here.

TWO NEWS EDITORS

Solid delivery, able to write and report with sparkle.

TWO DJ's

We prefer the All-American type.

Send full biog and tapes, where indicated, to Box 210E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer experienced. Family man. Sales. Bright sound. Want to settle down. Box 143E, BROADCASTING.

Announcer-DJ, good voice, knowledge of music, versatile, 15 years experience. Available immediately. Box 144E, BROADCASTING.

Young announcer (28) radio-tv. Near college—strong on news—prefer nite spot. Attend day school. Box 146E, BROADCASTING.

Personality country D.J. 10 years experience, can do news. Employed in major market, musician, sober, dependable. Tape references and resume on request. Box 148E, BROADCASTING.

Bright, happy sounding dj with extensive background—PD-announcer-dj in highly regarded top rated metro operations—seeks the right station. Box 151E, BROADCASTING.

Talent and experience in live play-by-play all major sports and recreation; production and all phases of announcing. College graduate, married, three children, 35 years of age. Interested in stability. Tape and additional information on request. Box 155E, BROADCASTING.

DJ/announcer, experienced. Not a floater or prima donna. Box 162E, BROADCASTING.

Quality announcer, 26. Earning $7500. Seeking metropolitan market opportunity. Family. Box 163E, BROADCASTING.

I'm Ready Now! 5 years experience radio-tv, single, dependable. Adjustable delivery. Minimum $85.00. Anywhere U.S.A. Box 166E, BROADCASTING.

Announcer. Available immediately, 2 years announcing, 5 years engineering experience. Desires position in Ohio, Indiana, Kentucky. Veteran, single, 3 years college. Excellent references. Tape, resume and personal interview upon request. Box 168E, BROADCASTING.

Announcer (one year radio) seeks radio-tv operation. Hardworking (28 years old) interested in news job. Box 145E, BROADCASTING.

Young man seeks start in radio. Slight experience, speech training, broadcasting school. Some college, third phone. Box 173E, BROADCASTING.

Medium, small markets: Deejay with 3-years experience seeks "personality" station. No "top-40." Box 174E, BROADCASTING.

Number one Pulse dj—with PD experience. 27, married, veteran. Four years with formula radio. Want modern sound station offering chance for advancement. Box 177E, BROADCASTING.

Sports announcer looking for sports minded station finest of references. Box 181E, BROADCASTING.

Single, 24 year old combo man desires position in upper midwest or southwestern U. S. Employed—tape and resume available —send pertinent details first letter. Box 183E, BROADCASTING.

Attention south, southwest, west. Jock 13 years all phases, 30, family. Now employed, best references. Box 184E, BROADCASTING.

Experienced chief engineer, top rated announcer currently employed seeks advancement. Box 186E, BROADCASTING.

Personality. 5 years radio, two years tv. Well acquainted with all music. Creative, friendly. Different approach to modern "chart" music. Seek medium or large market anywhere. Now employed midwest. Good news delivery. College degree. Married. Specify type music for tape. Box 187E, BROADCASTING.

Married announcer. 7 years major market experience both radio-tv, seeks permanency. Year contract desired. No screamer but good production. All markets considered. Box 188E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Happily married first phone combo man available soon. Experienced in handling own board, news, sportscast commercial production, music directing, etc. Presently employed looking for more lucrative future. Prefer southwest or New York areas. Box 189E, BROADCASTING.

Need ratings? Try an employed swinger with personality plus ideas. Box 191E, BROADCASTING.

Announcer, disc jockey, experienced, fast board, good ad lib, wants to settle, not a drifter. Long Island, PR. 5-0605. Box 195E, BROADCASTING.

Reward—25% of first weeks salary for information to securement of announcing job in midwest for experienced dj. Box 198E, BROADCASTING.

Announcer, recent graduate of top broadcasting school. Single-reliable anywhere. Box 200E, BROADCASTING.

Announcer, disc jockey, little experience but big potential, fast board, good ad lib, proof not promises. Box 196E, BROADCASTING.

College graduate seeking experience. Veteran, single-23. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BROADCASTING.

Announcer-first phone. Presently with Rocky Mountain kilowatt. Experienced all phases, college town preferred. Box 208E, BROADCASTING.

Negro dj—Experienced fast moving format. Colorful personality. Available immediately. Box 209E, BROADCASTING.

Announcer-operator, 8 years, adult middle-road format, news director, PD, currently with 1 kw NBC affiliate, married, 33. Donald J. Barry, WIKE, Newport, Vermont.

Staff announcer with first license, negro. Some college. Single. Board, dj, etc. Sol Brown, 5950 N. 16th St., Philadelphia, Penna. Phone: HA 4-6510.

Top rated personality dj, production, promotion genius. Major market "modern" experience, looking for swinger, any market. Salary open. Family. Contact: "D-J", 3140 Aintree Lane, Los Angeles 23.

Announcer-d.j.—interview-'talk show' host. Eight years same station. Prefer late or all-night show. Music: standards and jazz. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

Available immediately staff announcer-PD; six years experience, some tv; versatile, family man; desire a responsible spot with quality group. Will not rock, but roll well. Contact L. Edwards, Box 6104 Station F. Milwaukee, Wisconsin for interview and live audition.

Broadcasting school grad looking for permanent position. Low, trained voice. Formerly professional singer. Good-sell commercials. Enthusiastic beginner. Norman Everett, 3741 Dukeshire, Royal Oak, Michigan, Liberty 9-4159.

An English voice. Warm, deep, gentle: good music, news, housewives or late night. Tapes can fly away. John Hempenstall, 11 Noel Road, Birmingham, Warwickshire, England.

Announcer-dj—2½ years experienced, mature voice, vet, 26, married, best references. Call Frank Mallard, MA 7-8727, 618 Washington St., Quincy, Florida.

Announcer, 1st phone, limited experience. No maintenance, no car. $80. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Broadcasting school graduate. Seven months, combo experience, first class ticket. Dependable, light on experience, strong on diligence. Married, 28 years old. Will relocate. Tape, photo, resume, upon request. Rod J. Rodriguez, 1553 North Poinsettia Place, Hollywood 46, California, Hollywood 4-3541.

Situations Wanted—(Cont'd)

Announcers

Top rated news director. Experienced in all phases of radio news. A comprehensive background in gathering, writing and airing. Staff administration, direction of mobile and beat reporters. Editorials, promotion, production. Married. Past four years with aggressive top 40 operations. Star, public radio, currently employed by McLendon. Available February 28. Jon Poston, WAKY, Louisville.

Love radio. Willing to work. Chance more important than salary. News. Personality dj. Tape, resume. A. Tranowski, 6044 S. Knox, Chicago, Ill.

Technical

First phone, employed, old ham, maintenance, 12-8 a.m. transmitter watch only! Permanent, inquiries answered. Box 899D, BROADCASTING.

First phone, 15 years experience, like position in west farm and big game country. Prefer early shift, may help on farm programming or sales. Box 929D, BROADCASTING.

First phone engineer, 4 years experience AM transmitters, married, desire permanent position in N.E. or N.Y.S.. Box 152E, BROADCASTING.

Broadcasting technician, three years radio and television, some maintenance. First phone, technical school background. Money secondary if located in or near mountains between Rockies and Pacific coast. North or south. Box 185E, BROADCASTING.

Chief engineer combo. News and interested in sales. Experienced with good voice. Crosswood 2-1864, Aberdeen, Maryland.

First phone recent electronics school graduate desires training position. Will travel. Write or phone Robert Carolin, 204 Conklin Ave., Syracuse, N. Y. HO 3-0020.

Chief engineer fully qualified all phases high or low power, over 20 years experience. If you want mature ability and knowledge. contact Farrelle, 7605 E. Parkway, Sacramento, California, telephone Garden 1-2026.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Experienced sports director. 16 years play-by-play basketball, football, baseball. Organize and handle entire sports program. $175.00. Southwest or midwest. Box 139E, BROADCASTING.

Progressive dedicated program director with complete 9 year background in metro markets will develop sound and image in accord with your policy and needs. Served as PD-announcer and personality-DJ in respected top rated stations. Can deliver in all operational phases . . . ready for right offer. Box 150E, BROADCASTING.

Production and programming background. Have worked as announcer (chief cook and bottle washer) to sport director, program director and station manager. Married. Have children. Will travel if salary and opportunity warrants. Box 156E, BROADCASTING.

D-A-Y-E, means I'm Dependable-Ambitious-Young-and-Energetic. Experienced in all phases of radio and tv programming/engineering. 1st Phone. Box 160E, BROADCASTING.

News director in 5-station market seeks advancement. 6 years experience. Outstanding local news from source to sound. Exceptional documentaries. Recipient 6 major awards. East only. College. Family. Box 199E, BROADCASTING

Gal Friday—mike work, copy, traffic, you name it. Excellent references. Ann Charbonneau, Lisbon, North Dakota.

TELEVISION

Help Wanted—Sales

Major midwest market. Unusual opportunity for alert, capable, experienced salesman interested in building for the future. Salary plus commission and car allowance. Leading station in market with solid management and ownership. Excellent working conditions and benefits. Send complete background, picture, references. Box 114E, BROADCASTING.

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Announcers

Progressive three-station southwest market needs announcer capable of good commercial delivery. Salary open. Send full resume including audio tape and video tape, if available. Box 165E, BROADCASTING.

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter with picture, resume, film and/or video tape. Personal interview will be required. Contact Program Director, WHTN-TV, Huntington, West Virginia.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Experienced transmitter engineer-VHF station midwest. Small market. Have knowledge of micro-wave. Send resume of qualifications to Box 153E, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico .

Engineer with tv experience or tv technical school graduate for tv master control operation, video tape recording and maintenance. Chief Engineer, WEDU, 908 South 20th St., Tampa 5, Florida.

TV engineer — Leading station expanding staff has opening for transmitter operator. Actual tv experience not necessary, but must have first class license and ability learn quickly under guidance chief engineer. Efficiency apartment available at radio transmitter for single man. WSAV-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Production-Programming, Others

Television director. Experienced television director for educational station. College background with production ability in commercial and educational television desired Immediate opportunity. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Management—10 years varied, thorough tv-public relations experience (producer-director-film director). Family man. Box 140E, BROADCASTING.

Commercial management, local and regional sales experience, college degrees, married. Box 171E, BROADCASTING.

Announcers

Television announcer. Long experience, seeks prosperous market anywhere. Box 141E, BROADCASTING.

Experienced tv staff man seeks opportunity progressive news departments. Box 193E, BROADCASTING.

Top flight tv announcer wants metropolitan market. Minimum $8500. Write for tape and sof. Daniels, 12007 Markham Rd., Independence, Missouri.

Technical

Young married vet. Experienced. 1st phone. Available immediately. Box 979D, BROADCASTING.

Maintenance and control room operations, first phone, some tv transmitter experience. Good educational and experience background. Box 132E, BROADCASTING.

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Position in radio or tv news or position in educational tv. BA and MA degrees. Good newspaper, radio, tv background. Sober. Single. Want to relocate by June 1. Box 863D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Chief producer-director, medium market, seeks advancement. Available immediately. Five years commercial and educational television and radio experience. Married, son, military obligation completed. B.S. degree in radio-television. Creative and industrious with amiable disposition. Top references. Program service organizations and educational television also considered. Salary second to opportunity. Box 992D, BROADCASTING.

Program director-producer-announcer. Strong on cost-control, sales orientated programming, personnel training. Seeks position leading to station management. Box 107E, BROADCASTING.

Experienced newsman who can report, write, and deliver news on the air. Leaving military service next month. Write Box 147E, BROADCASTING.

Program manager, production chief, newsman. 12 years experience includes university teaching, radio-tv announcing, tv production-direction, radio-tv program management. Major market experience. Best references. Box 178E, BROADCASTING.

Desire position as production manager or program director. Experience includes: 5 years producer-director, 6 months lighting director, 3 years technical director. Experienced in all phases of production and programming. Master's degree in telecommunications. 1st class license. Box 180E, BROADCASTING.

Tv news man to gather, film, write, deliver. Presently medium market tv news director. 14 years news, play-by-play sports, special events. Rated high in appearance and delivery. Mature, married, reliable, ambitious. Best of references. Complete details, sound film, reason for leaving, on request. Write Box 190E, BROADCASTING.

TV newsman, 30, B.S. journalism, experienced all phases. Resume on request. Box 201E, BROADCASTING.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

2-Ampex VR-1010 color conversion kits mounted in short racks. 1-Ampex color standard. All in excellent condition. Will sell for ½ of original price. Contact Al Hillstrom, KOOL Radio-Television, Inc., 511 West Adams St., Phoenix, Arizona.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

Two used Eicor tape recorders in operating condition. $75.00 for both plus transportation charges. WASA, Harve de Grace, Maryland.

Isoformer—Andrew type 2015 16 kw list price $350. Will sacrifice at $230. Never uncrated. Call collect Charles Blohm, WDOE, Dunkirk, New York.

Presto model 6N disc recorder chassis, complete with two feedscrews, 1D cutting head. Excellent condition. WKCT, Bowling Green, Kentucky.

Model Y-4 Presto disc recorder. New price, $775.00 for best cash offer. WMIK, Middlesboro, Kentucky.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398′ self supporting Truscon tower, make offer. Keith Ketcham, WOI, Ames, Iowa.

TAPE DUPLICATING

Let us make duplicate copies of your magnetic tape recordings.

Fine quality AMPEX duplicators used.

Can furnish tape at savings, also package handle, and ship copies for you.

Sample Price: (in quantities of 100)

1200′ reel, duplicate only ..... $ .50

1200′ reel, duplicate & furnish tape $2.27

For other prices write:

TAPE RECORDED PUBLICATIONS

Box 27

Opelika, Alabama

FOR SALE

Equipment—(Cont'd)

Complete, brand new, uncrated, for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

Five portable turntable consoles utilizing 524 Fairchild turntables—some with two Gray pickups. Located in Hollywood. Call A. H. Carlson, Cumberland 3-6111, x 6170, or write P.O. Box 296, Azusa, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Career broadcaster, seeking to upgrade, will pay fair market price for metropolitan radio station billing $300,000.00 upward. Also wanted: medium VHF-TV station. Replies treated strictly confidential. Box 955D, BROADCASTING.

Midwestern company interested in local or regional AM. Will lease, lease with option, or buy the right station. Will consider any size market, any area of U.S. mainland with potential. Reply Box 128E, BROADCASTING.

Equipment

1—RCA type WR39 or WR89 television calibrator. Box 131E, BROADCASTING.

Used hot press. State make, model, condition and price. Box 149E, BROADCASTING.

Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Wanted: Station in west (up to ten thousand down) or CP. Box 182E, BROADCASTING.

Highly successful radio owner-manager multi-market operator, sold last month, seeking new connection, buy radio station with good potential, or negative control with management, or management contract on right set-up. Highest character, experience and financial references. Send details. I'll visit you. Box 197E, BROADCASTING.

Bluebird records of Vaughn Monroe—Please submit list and price to Box 207E, BROADCASTING.

Two tower phasing equipment and monitor; field intensity meter; accessory equipment. Box 503, Carthage, Missouri.

Multiplex receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

Ampex Alto fonic 450 H eight hour tape reproducer 3¾" per second and one Gates Stalevel for background music system. Advise condition and price. WWNS, Statesboro, Georgia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operation Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

All broadcast employees: wallet press card! Identification . . . emergencies . . . remotes . . . Name station lettering; plastic laminated! $2.95. Pat Adams, Box 657D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your customized station breaks, comedy bits and lively jingles from $6.50 per spot. Write for demo. GVA, 54 Alvarado, San Francisco.

RADIO

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards prestige Radio-TV promotion realigning territories. Openings "Ohio-Kentucky," "Missouri-Arkansas-Kansas," "Inter-Mountain areas," and "West Coast." Full-time travel, home weekends. Training New York Office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000+ potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Preference applicants CCA station experience. Detailed resume, pix first letter. Box 537, Westport, Conn.

Help Wanted—(Cont'd)

Production—Programming, Others

WE WANT

NEWS DIRECTOR: gather, edit, air news

ANNOUNCER: sincere seller—not screamer

ENGINEER: strong on maintenance, light board trick

WE OFFER

MONEY: young management that believes radio is fun, stable, friendly market in jr. college town with Rocky Mountain climate . . . salary requirements and resume to,

Box 158E, BROADCASTING

RADIO TRAFFIC MANAGER

Unusual opening for a person with several years experience in radio traffic. This position is with a leading Midwest 50,000 watt station. An outstanding opportunity for a well qualified seasoned person. Excellent salary and other benefits. Apply by letter and include photo, resume and salary requirements. All replies will be held in strictest confidence.

Box 205E, BROADCASTING

RADIO

Situations Wanted—Management

10 YEARS PROGRAMMING— SALES MANAGER

Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Sibson, 1110 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

Announcers

RADIO & TV PRO

Major market disc jockey available immediately for personality spot with big potential. Versatile performer. Can double on news. Tight, fast production. Mid 30's. College. Family. 13 years experience. Tape, resume, picture, on request. Desire personal interview. Write immediately.

Box 922D, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Technical

TV TECHNICIANS

Large midwest station in major market needs qualified, experienced technicians, capable of operating and maintaining latest black and white and color equipment. Permanent positions. Send detailed experience record and references to:

Box 121E, BROADCASTING

SALES ENGINEERING

MAJOR ESTABLISHED ELECTRONIC MANUFACTURING COMPANY HAS IMMEDIATE OPENING FOR MANAGER, TELEVISION EQUIPMENT SALES. MUST HAVE ELECTRONIC BACKGROUND AND SHOULD HAVE COLLEGE DEGREE. EXTENSIVE EXPERIENCE IN THIS FIELD WILL BE CONSIDERED IF YOU HAVE AT LEAST TWO YEARS OF COLLEGE TRAINING. EXPERIENCE IN ELECTRONIC SALES, MANUFACTURING, OR BROADCASTING HELPFUL. IF YOU WANT TO ENJOY THE BENEFITS OF WORKING WITH ONE OF THE TOP ELECTRONICS SALES ORGANIZATIONS IN THE NATION MAIL COMPLETE RESUME, SALARY REQUIREMENTS AND PHOTO. ALL REPLIES CONFIDENTIAL. BOX 157E, BROADCASTING.

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Help Wanted—(Cont'd)

Production—Programming, Others

WANT TO LIVE IN COLORADO? EXPERIENCED NEWS DIRECTOR

For Denver's leading TV station. . . . MUST have heavy news experience in writing, editing and airing own newscasts. . . . MUST have good commercial delivery and know how to *dig* for a story.

Resume and audition VTR or SOF to:

Mann Reed
Program Director
KBTV—Channel 9
1089 Bannock Street
Denver, Colorado

FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

INSTRUCTIONS

NEED PERSONNEL?

Someone for camera, floor, film, continuity, directing or sales? We have graduates who can handle the job. With 3 schools to serve you — and graduates throughout the nation, you'll find our services as close as your telephone.

NORTHWEST SCHOOLS

1221 N.W. 21st Ave., Portland, Oreg.
737 N. Michigan Ave., Chicago, Ill.
6362 Hollywood Blvd., Hollywood, Cal.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ's

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS FOR SALE

IN COLORADO

250 Watt Full Time

$75,000 29% Down

Box 161E, BROADCASTING

Calif	single	fulltime	$150M	terms
Va	single	daytimer	80M	25dn
Iowa	single	fulltime	82M	cash
Texas	single	250w	28M	8dn
Pa	small	daytimer	100M	15dn
Calif	medium	fulltime	82M	30dn
Fla	metro	daytimer	165M	20dn
Va	metro	regional	215M	29%
Midwest	metro	daytimer	200M	terms
Midwest	capitol	daytimer	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

NORTH WEST CENTRAL. Daytimer. Profitable. Absentee owned. Did $70,000 in 1960. Asking $90,000 with good terms.

PACIFIC NORTHWEST. Daytimer. Gross $40,000. Good profit. Ideal man and wife. Asking $75,000 including real estate, car and other assets. Good terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 150

in New Bedford, Mass., tv ch. 6 proceeding. Action Feb. 6.

■ On request of Gordon Bcstg. of San Francisco Inc. (KQBY), San Francisco, Calif., and without objection by other parties, continued further prehearing conference from Feb. 7 to Feb. 21 in proceeding on its am application and that of Robert L. Lippert, Fresno, Calif. Action Feb. 7.

■ Scheduled further hearing in group II-A for Feb. 23 in proceeding on am applications of Mid-America Broadcasting System Inc., Highland Park, Ill., et al. (Group II-A applicants are North Suburban Radio Inc., Highland Park, et al.). Action Feb. 14.

■ Granted motion by Coastal Bcstg. Co. (WLAT), Conway, S. C., and continued Feb. 14 hearing to March 10 in proceeding on its am application. Action Feb. 13.

■ Hearings in proceeding on application of AT&T charges, classifications, regulations and practices for and in connection with channels for data transmission having been completed, certified record to commission, without recommended or initial decision, in accordance with commission's order of designation released Sept. 30, 1957. Action Feb. 14.

■ On own motion, scheduled prehearing conference for Feb. 21 in Columbia, S. C., tv ch. 25 proceeding. Action Feb. 6.

■ Granted petition by Dixie Radio Inc., and continued, among other procedural dates, hearing from Feb. 23 to March 9 in proceeding on its application and that of Harry Llewellyn Bowyer Jr., for new am stations in Brunswick, Ga. Action Feb. 6.

By Hearing Examiner Jay A. Kyle

■ Pursuant to agreements reached at Feb. 6 prehearing conference, scheduled certain procedural dates and continued Feb. 20 hearing to March 20 in proceeding on application of WACO Bcstg. Corp. (WACO-FM), Waco, Tex. Action Feb. 6.

By Hearing Examiner Thomas H. Donahue

■ Continued to date to be determined at prehearing conference to be held on Feb. 16 hearing scheduled for that date in proceeding on am applications of The "Jet" Bcstg. Co. Inc. (WJET), Erie, Pa., et al. Action Feb. 6.

By Hearing Examiner Basil P. Cooper

■ With consent of counsel, continued Feb. 3 hearing to Feb. 7 in proceeding on am applications of Franklin Bcstg. Co. Inc. (KMAR), Winnsboro, La., et al. Action Feb. 3.

■ Pursuant to agreements reached at Feb. 7 prehearing conference, continued Feb. 13 hearing to April 4 in proceeding on am applications of Franklin Bcstg. Co. Inc. (KMAR), Winnsboro, La., et al. Action Feb. 7.

By Hearing Examiner Walther W. Guenther

■ Granted request by Radio Carmichael, Sacramento, Calif., and extended from Feb. 16 to Feb. 27 date for exchange of its exhibits on condition that Broadcast Bureau counsel be offered reasonable opportunity to determine after receipt of exhibits whether he desires production of any witnesses in proceeding on its am application, et al. Action Feb. 13.

■ Granted petition by KGFF Bcstg. Co. Inc. (KGFF), Shawnee, Okla., for leave to amend its am application to reflect authorized change in tower height to 177 ft. Action Feb. 8.

■ On own motion, scheduled further prehearing conference for Feb. 13 and continued March 1 further prehearing conference to date to be fixed at Feb. 13 prehearing conference in proceeding on applications of The Walmac Co. for renewal of licenses of stations KMAC and KISS (FM), San Antonio, Tex. Action Feb. 9.

■ Granted petition by Broadcast Bureau and extended from Feb. 6 to Feb. 10 time to file proposed findings in proceeding on applications of Washington State Univ. for renewal of license of station KWSC (& Aux.) and for mod. of license of KWSC Pullman, Wash., and The First Presbyterian Church of Seattle, Wash. for renewal of license of station KTW. Action Feb. 7.

■ Granted petition by Central Wisconsin Television Inc., and extended from Feb. 1 to March 1 time to exchange exhibits and continued Feb. 23 hearing to March 17 in proceeding on its application for new tv station to operate on ch. 9 in Wausau, Wis. Action Feb. 6.

By Hearing Examiner David I. Kraushaar

■ Granted joint petition by applicants and continued pending further order hearing and all other proceedings before hearing examiner in proceeding on am applications of WSTV Inc. (WBOY), Clarksburg, W. Va., and Community Radio Inc., Spencer, W. Va. Action Feb. 14.

■ Scheduled further hearing for March 2, limited to matter of financial qualifications of Rodio Radio, Hammonton, N. J. Action Feb. 9.

■ Issued order following prehearing conference in proceeding on applications of American Colonial Bcstg. Corp. (WKBM-TV), Caguas, and (WSUR-TV), Ponce, both Puerto Rico; upon request by applicant-permittee and protestant and with the consent of Broadcast Bureau, continued Feb. 28 hearing to March 14, as scheduled procedural dates. Action Feb. 10.

■ Denied petition by Frederick County Bcstrs. requesting that certain amendment and accompanying petition for leave to amend its application for am facilities in Winchester, Va., filed on Jan. 9, be accepted conditionally, pending outcome of petition for review which petitioner asserts it intended to file, of examiner's ruling denying the petition for leave to amend and rejecting amendment. Action Feb. 6.

By Hearing Examiner Annie Neal Huntting

■ Dismissed as moot petition by Franklin Bcstg. Co., for continuance of hearing and postponement of various procedural dates in proceeding on am application of Northwest Bcstg. Co. (KVFD), Fort Dodge, Iowa. Action Feb. 14.

■ Granted motion by Hudson Bcstg. Corp. (WCMB), Harrisburg, Pa., to substitute it as party respondent for Rossmoyne Corp., previous licensee of station WCMB, in consolidated am proceeding. Action Feb. 10.

■ Granted petition by Opelika-Auburn Bcstg. Co. (WJHO), Opelika, Ala., for leave to amend its am application to show change in name of licensee-applicant partnership. Action Feb. 9.

By Hearing Examiner Charles J. Frederick

■ Continued Feb. 15 hearing to April 5 at place to be later designated; hearing had been scheduled to commence in Bismarck, N. D., in matter of revocation of license of Mandan Radio Assoc. for KBOM, Bismarck-Mandan, N. D. Action Feb. 8.

■ Granted petition by Willamette-Land Television Inc., and extended, among other procedural dates, hearing from Feb. 14 to March 28 in Salem, Ore., tv ch. 3 proceeding. Action Feb. 6.

By Hearing Examiner Millard F. French

■ Upon oral motion of WKGN Inc. (WKGN), Knoxville, Tenn., and with consent of other parties in am proceeding, continued date for exchange of exhibits from Feb. 16 to March 16, further prehearing conference from March 9 to April 10 and hearing from March 28 to April 28. Action Feb. 13.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled further prehearing conference for March 9 in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all Arizona. Action Feb. 10.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 16

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,524	32	127	803
FM	771	70	188	120
TV	478	21	81	99

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 16

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

Rulemakings

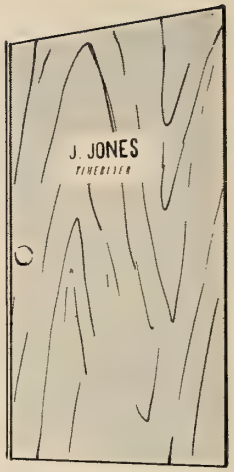
■ By report and order, commission finalized rule making in Docket 13610 designed to bring uhf television service in Harrisburg, Pa., on more competitive basis and to be of convenience to public by having its reception on channels located close together, effective March 17. Accordingly, it deleted ch. 55 and ch. 71 from Harrisburg and assigned ch. 21 and ch. 33 to that city; deleted ch. 21 from Lancaster and substituted ch. 55 there; deleted ch. 33 from Reading with no channel replacement; deleted commercial ch. 18 from Baltimore and added ch. *66 for educational use there; shifted educational reservations from ch. *48 to ch. *69 in State College, Pa., and from ch. *24 to ch. *66 in Baltimore and made ch. 24 commercial there; substituted ch. 26 for ch. 36 in Williamsport, Pa., ch. 48 for ch. 40 in Dover, Del., ch. 40 for ch. 48 in Wildwood, N J., and ch. 60 for ch. 26 in Shinglehouse, Pa.

At the same time, it modified following outstanding authorizations: WHP Inc., to specify operation of WHP-TV on ch. 21 instead of ch. 55 in Harrisburg; Hudson Bcstg. Corp. to operate WDTV (TV) (now off air) on ch. 33 instead of ch. 71 in Harrisburg; United Bcstg. Corp. of Eastern Maryland Inc., to operate WTLF (TV) on ch. 24 instead of ch. 18 in Baltimore, Md., and WGAL Inc., to specify operation of WRAK-TV on ch. 26 instead of ch. 36 in Williamsport; conditions. It dismissed order to Peoples Bcstg. Co. to show cause why cp of WLAN-TV should not be modified to specify ch. 33 or ch. 55 instead of ch. 21 in Lancaster. Ann. Feb. 10.

KVLS (TV) Flagstaff, Ariz.—Requests allocation of ch. 4 to Flagstaff by substituting it for present ch. 13; further requests FCC issue order modifying its outstanding cp to specify operation on ch. 4. Ann. Feb. 10.

How successful TV stations handle unsold time...

7 steps that increase the effectiveness of TV station time salesmen



ARB LOCAL MARKET REPORTS—This industry standard is a basic ingredient in any station's sales effort. As a complete quarter-hour measure of television audience by both metro and total area, this report provides each and every station in the country with data that is recognized throughout the industry as the ultimate in accuracy, reliability and believability.

ARB 1960 COVERAGE STUDY (with Totals Updated to November 1960)—Station coverage strength in areas of importance to your marketing program is essential . . . and ARB's full county-by-county report documents your station story. Updated station totals based on November 1960 survey results are also available for stations where changes have occurred since the basic study was made.

SPECIAL TABULATIONS—Demonstrating to a timebuyer how the cumulative audience for your spot package ranks with the "Gunsmokes" and "Wagon Trains" makes extraordinary sales (dollars and) sense. Dozens of other specially tailored ARB tabulations can have equally effective results for your specific needs.

OVERNIGHT COINCIDENTAL REPORTS—New program or new time period availabilities occurring between ARB market reports receive quick audience documentation with a special ARB Telephone Survey. Results are available overnight . . . in time to whisk them off to the timebuyer's office for a "proof of performance" sales presentation.

SPECIAL SURVEYS—Studies of your picture quality in competitive fringe areas . . . analysis of farm audience delivered . . . or a report on audience reaction to your news programming are but a few of the special areas where your efforts to inform the buyer will turn the trick in your favor.

ARB TV-NATIONALS—This complete and qualitative report on the audience to all network programs will greatly aid the local network affiliate in selling surrounding time spots to the "specific audience" conscious buyer. A wealth of detailed information in the TV-National complements the ARB Local Market Report, especially in sales presentations.

MULTI-CITY ARBITRON—Local network affiliates who receive this report daily are kept up to date by this competitive program index. Fast rising new programs are spotted immediately, and local spot adjacencies are sold just as quickly when such evidence is presented to the buyer.

The next step should be taken in the direction of your telephone to contact your ARB representative. And, may we remind buyers that all these steps will work equally well for you in evaluating your present or planned TV campaign.



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON	*4320 Ammendale Road, Beltsville, Md., WE 5-2600*
NEW YORK	*1 Rockefeller Plaza, New York 20, N.Y., JU 6-7733*
CHICAGO	*1907 Tribune Tower, Chicago 11, Ill., SU 7-3388*
LOS ANGELES	*2460 W. Whittier Blvd., Montebello, Calif., RA 3-8536*

OUR RESPECTS to Bernard Gilbert Hoberman, vp, gen. mgr., KABC Los Angeles

It took him 20 years to get back to the West Coast

Last May, Ben Hoberman became general manager of KABC Los Angeles, ABC-owned radio station. On Aug. 1, KABC inaugurated a new program format which turned its back on the music-and-news pattern predominant in the L.A. market in favor of a conversational format. Ratings improved and, more importantly, billings for the final five months of 1960 were up 12% over the same period of 1959. Early in January, Mr. Hoberman was made a vice president of ABC.

That capsule success story, while covering only a few months of the history of Bernard Gilbert Hoberman, epitomizes his career in broadcasting, which is to say, his life. For from the age of 10, Ben has known that the world of broadcasting was the only one for him. In high school in his native Chisholm, Minn., his chief extra-curricular activities were dramatics and public speaking. The former got him no further than parts in school plays, but his oratorical talents made him Minnesota champion in the National Forensic League competition two years running. In 1939, the NFL national finals took him to California for the first time. "I spent many moments during the next 20 years trying to figure a way to get back," he said last week.

On-the-Job Education ▪ Ben got his start in radio as an announcer-salesman at WMFG Hibbing, Minn. (not far from Chisholm and about twice as large). "I began hanging around the station in 1940," he recalled, "and in 1941 they put me on the payroll." He was 18 at the time (for the record, his birth date is July 21, 1922). The job at WMFG forced him to make a difficult decision. On graduation from Chisholm High, he'd been offered scholarships at Northwestern and Drake. "If they'd had courses in radio as they do today there'd have been no problem," Ben commented. "But they didn't. So after some earnest soul-searching I decided that since radio was going to be my career I'd stay where I was and get my education on the job."

But World War II came along and in November 1942 Ben enlisted as a private in the Army. Far from interrupting his career in radio, military service brought him a chance for experience far beyond what he had left behind. Assigned to the Armed Forces Network, Ben worked at AFN headquarters in London until late in 1944, when he was sent to Paris to put AFN's first continental station on the air. Next, he had charge of a mobile station that traveled with the First Army until the end of the war in Europe. En route, Ben received a field commission and became a lieutenant. After VE Day, he moved to Munich to build an AFN station there. This was the world's most powerful station, with two 100 kw transmitters, one in Munich, the other in Stuttgart, linked to get its programs on the air.

Wartime Troubles ▪ On June 10, 1945, at 5:55 a.m., the new station began operations with this sign-on announcement: "This is the Armed Forces Radio Network, Seventh Army, Munich." One listener, Gen. George S. Patton Jr., shaving as he listened, cut himself, swore and threatened to court-martial the announcer (Maj. Robert M. Light, now president of the Southern California Broadcasters Assn. of which Ben is an active member) and everyone else connected with the operation for not knowing that the previous night Gen. Patton's Third Army had replaced the Seventh in the area.

Less than two months later, Ben, officer of the day, decided to try to find out how much truth there was in the persistent rumors that the war with Japan was about to end. He picked up the phone and talked to a Japanese military attache in Berne, Switzerland, who, between sobs, said he had been in contact with Tokyo and it was indeed true that the war was over. Ben passed the news to headquarters in London, which informed the rest of the world, and sat back, proud of a job well done. But instead of praise he was told (jokingly) that in contacting the enemy on his own authority he'd violated a basic rule of conduct and was sure to be courtmartialed.

Peacetime Pays off ▪ But again he was lucky and for several months more he stayed in Munich. He then returned to Paris to head the entire French AFN network of 12-15 stations, to which the British operation was added.



KABC's Hoberman
Aggressiveness pays off

The end-of-the-war incident had more lasting effects, however. Lt. Col. John S. Hayes, then head of all broadcasting to American troops in Europe (now president of the *Washington Post* Broadcasting Div.), told the story to a group of broadcasters making an inspection tour of the European Theatre. One of them, Harry Wilder, was so impressed by Ben's alert aggressiveness that he offered him a job when he got out of service. And so, in 1946, Ben became assistant general manager of WELI New Haven, Conn.

Another member of the broadcasters' party was Morris Novik. At his instigation in 1948, Ben and his bride, Jacklyn Ann Kanter of Duluth, moved to De troit. Here Ben put WDET (FM) on the air for the United Auto Workers, which Mr. Novik served as radio consultant. Ben stayed on as general manager for two years. "We won several awards but very few advertising contracts," he remembers.

Into Tv and Back ▪ So, in 1950, Ben left WDET, and radio to become Detroit's first full-time tv salesman, for WXYZ-TV. In the next eight years he picked up a number of competitors but he also picked up enough business for WXYZ-TV to make a very comfortable living for the Hoberman family, which by now included three youngsters. "I'd probably still be there," Ben observed, "if Jim Riddell, who hired me, hadn't gone to New York as executive vice president of ABC. He persuaded me to go there too as manager of WABC. Then he moved west and I reminded him that I wanted to get out there. So last spring when the KABC job opened up, he asked me if I wanted it and here I am."

Ben, Jacklyn, Tommy (10), David (8) and Joan (6) now make their home in Brentwood, about a half-hour's drive from Ben's office. "The first thing I did was to build a pool. Swimming in it is my main exercise," he said. "That, and an occasional game of golf are all I have time for." Reading, mostly material pertaining to his business, takes up many evening hours. Aside from SCBA, Ben's only memberships are in the Hollywood Advertising Club and the Radio & Television Executives Society of New York.

Proud of KABC's record in 1960, prouder still that in the first three *weeks* of 1961 the station signed as much new business as had been added in the first three *months* of last year, Ben has just extended the conversational programming into the evening hours and foresees even better results in the months ahead.

Shock treatment

WHEN Gov. LeRoy Collins was called a few months ago to the presidency of the NAB, he was told that broadcasting, above all, needed strong leadership. He delivered that leadership a fortnight ago with a declaration of policy to the NAB board of directors that has most broadcasters talking to themselves.

Broadcasting needed a shock treatment. Gov. Collins didn't spare the kilowatts. If his bill of particulars as to shortcomings seems extreme (and it is, in our view) it nevertheless will have served its purpose if it awakens broadcasters from their deep slumber. Adjustments in Gov. Collins' "positive program" can be made to meet the true circumstances. If only half of his goals can be achieved in the next two years, he will have fulfilled his leadership pledge and earned the right to a five-year extension of his contract, along with the everlasting gratitude of the profession.

Gov. Collins, we think, overstated his case in some particulars. We question, for example, whether broadcasting is in mounting public disfavor. More people are listening and viewing than ever before.

The Magnusons, the Pastores and the Proxmires, as well as others in Congress, have been glowing in their praise of news and information programming since the political conventions and the elections. President Kennedy would not want live pickups of his news conferences if broadcasting were in disrepute. If Gov. Collins had confined his appraisal of disfavor to specialized groups—the intellectuals who do little viewing or the professional critics—he would have been right. Minority segments are always critical of all mass media and, what's more, of all advertising.

Gov. Collins, we think, also overstated the case against research and rating services, obviously and understandably based on a lack of knowledge of their overall functions. The broadcaster isn't responsible for the creation or the operation of the services, which admittedly have shortcomings and which admittedly have a powerful hold on the economics of broadcasting. Broadcasting's customers—the advertisers—demand and, to a degree, underwrite the projections into audience research. They demand much more than the bare audience ratings.

Again, we agree that while the rating indictment is overstated, the need does exist for a thorough reappraisal so that broadcasters will have more of a voice in their own economic well-being.

Between now and the NAB convention in Washington in May, there will be many arguments about Gov. Collins' shock treatment. Should he have released the text and thus given to broadcasting's adversaries a check list? Should he have held his fire until he had more experience on the job? Was his pronouncement a well-timed bid for leadership or was it a premature pitch for czardom? Whatever the answers, Gov. Collins has asserted the leadership expected of him. His instincts are good.

In our judgment, he has already earned the status of broadcasting's spokesman.

Broadcasting's 1961 assignment

IT WOULD be over-simplification to say that radio and television can sell America out of the slump, but it would be difficult for recovery to take place without an enlargement in the volume and improvement in the quality of radio and television advertising.

That, it seems to us, is the principal message of the information assembled in the special section of this issue that we call "Perspective '61.'

The American economy is an instrument so complex and delicate that no body of diagnosticians can come to unanimous agreement on its ills when something goes wrong. Indeed there are some businessmen who say that current talk of a recession is nonsense. They are in the minority, however, and we must side with the larger number of business leaders and economists who are concerned, in some measure, over the figures on unemployment, dwindling retail sales and lagging production that prevail in some parts of the country.

But it is evident that the recession can be cured. The question seems only to be how long it will take for the cure to become effective. The time of cure, it seems to us, can to an appreciable extent be decided by radio and television and the advertisers who use those media.

The unemployed can be put to work and idle factories restored to production only if consumers who have money can be persuaded to spend it. The activation of that spending is a function of advertising. The function will be best performed if broadcasters and broadcast advertisers take the maximum advantage of the great persuasive powers that are uniquely radio's and television's.

Double reason for sales effort

ONE component of the broadcasting structure has a particularly difficult selling job to do in 1961. It is fm.

The story of fm broadcasting's recent growth in circulation and diversification in programming is told in detail elsewhere in this issue. But the fm story has one unhappy note. The medium's advertising income is failing to keep pace with other measurements of its expansion.

The lag in income is the fault of fm broadcasters themselves. They are failing to utilize on their own behalf the selling skills they are supplying, in some cases with conspicuous success, to the advertisers they have managed to attract.

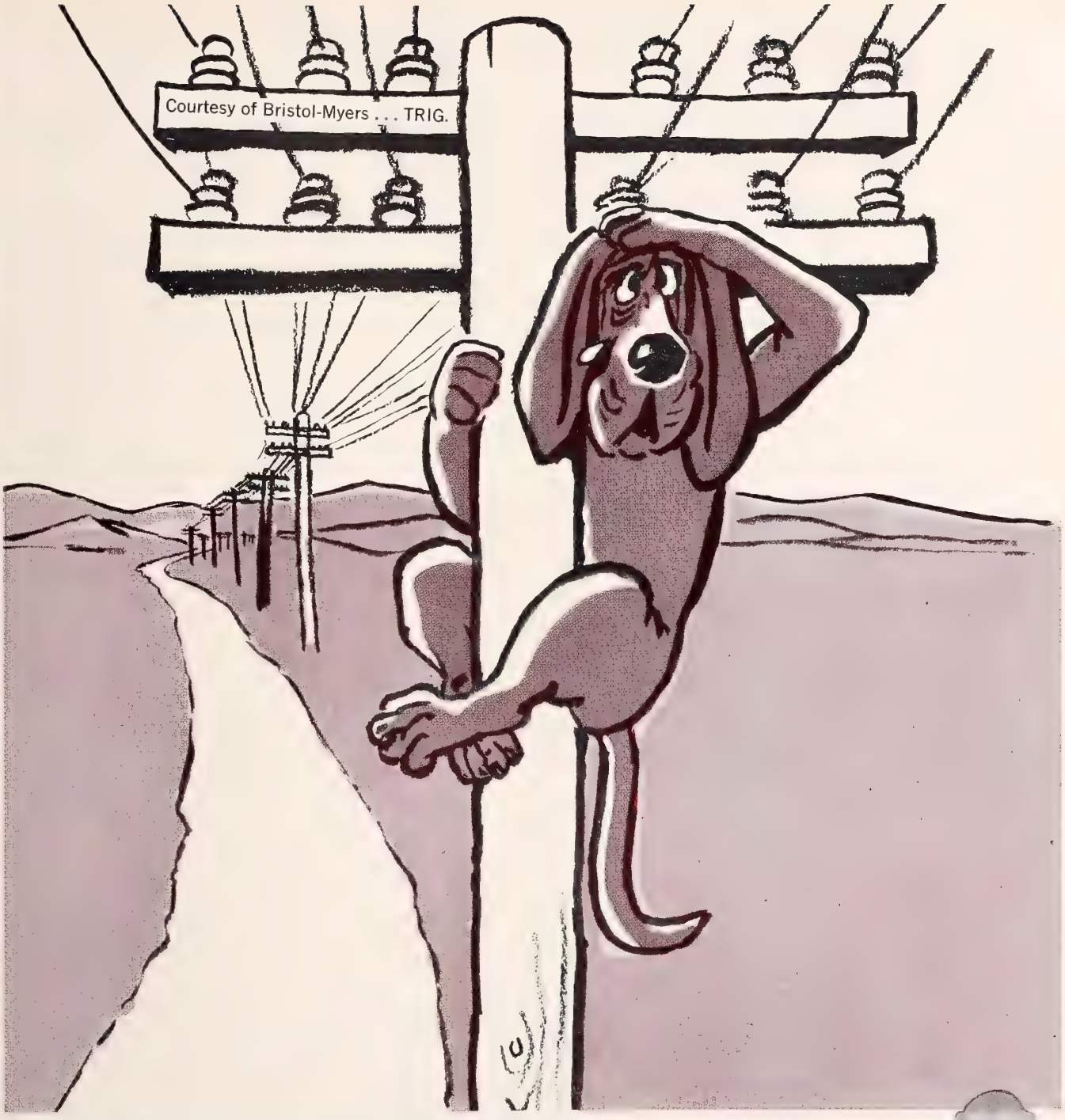
Fm desperately needs the strongest push its operators can supply. It needs to provide agencies and advertisers with the facts on which buying decisions can be made. At this point of fm development the medium lacks the resources to build an industry-wide selling agency as big as am radio's RAB or television's TvB. But it ought to be able to scrape together enough money for some kind of centralized sales effort.

Absent a discernible improvement in the selling of fm, the service will have to live on the leavings of other advertising media. The leavings aren't enough for fm to grow big on.



Drawn for BROADCASTING by Sid Hix

"Please, lady. Stop saying, 'I freeze!'"



KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston —all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY

NBC KPRC TV

KNOW HOW

Perseverance and faith in a new concept are the basic elements which help to create progress. Frank Lloyd Wright believed in the architectural concept that form should follow function. And his perseverance in face of strong opposition was justly rewarded. Today his great "know how" is reflected in more than thirty states. In all facets of our present-day business world it becomes evident that those firms who fully utilize their collective "know how" are the ones justifiably rewarded by the new business it creates.





WFAA

dallas • radio & television

The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 27, 1961

Color tv, a slow starter, is off and running as Zenith announces its new set 23

20th Century-Fox claws for top in tv films with $6 million cash stake 64

How NBC will stiff-arm its competition in 1961, as Sarnoff sees it 40

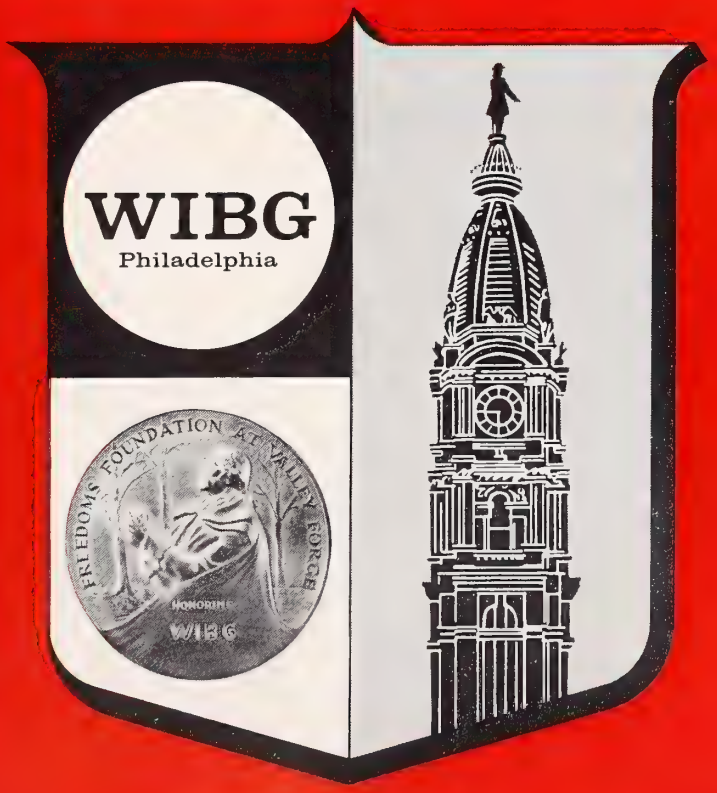
8 mm camera that produces film for tv? Fairchild thinks it has one 67

COMPLETE INDEX PAGE 7

WINNER:

FREEDOMS FOUNDATION

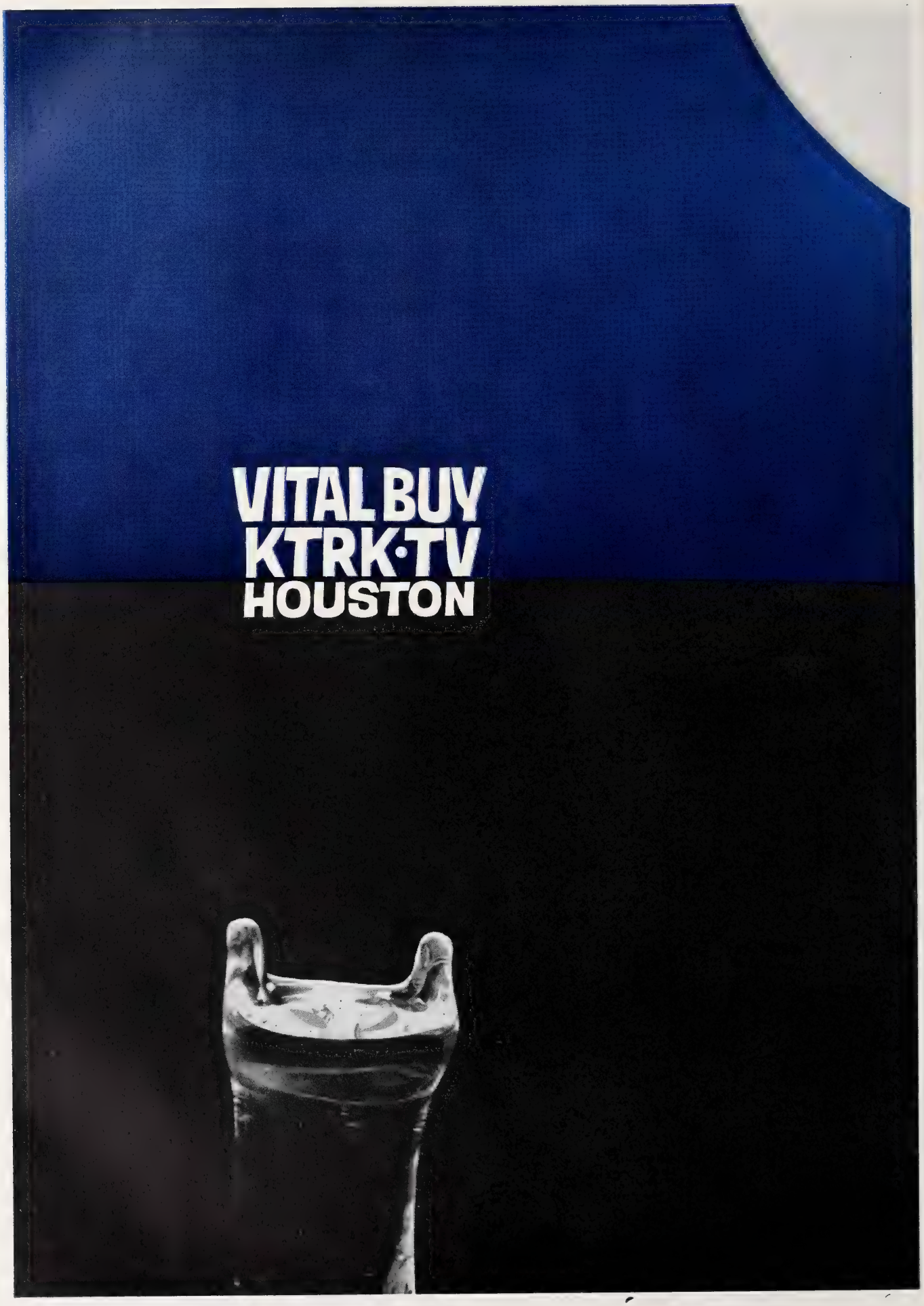
George Washington Honor Medal Award



With pride in this honor for public service performance, WIBG rededicates itself to the principles which have made it Philadelphia's leading station in total and adult audience.*

*PULSE (8 County December 1960—HOOPER (Radio Share of Audience Index) Jan. 1961

Another Great Storer Station Represented by the Katz Agency, Inc.

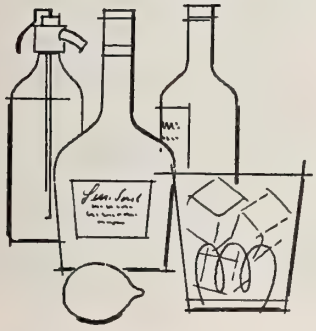

VITAL BUY
KTRK·TV
HOUSTON



As served at Maylie's, tensions fade away.

Roffiguac

OLD NEW ORLEANS FAVORITE...



Here's how to make it:

Fill Old Fashioned glass with ice cubes. Pour in 1 oz. brandy or cognac, ½ oz. rye whisky, grenadine syrup to taste and a squirt of seltzer water. Twist piece of lemon peel over drink, stir and serve on rocks. If you prefer, prepare it with crushed ice in shaker, blend, strain and serve as a cocktail.

WWL-TV... new New Orleans Favorite

The best known railroader in these parts, Brakeman Bill, hosts WWL-TV's big new afternoon kid show Monday through Friday 4:30 - 5:45. He's a model railroad engineer, and his fabulous train layout is the envy of every child's eye. Big entertainment package includes Popeye and Bugs Bunny cartoons, too.

In the New Orleans market Brakeman Bill puts you on the inside sales track with the kids and their moms. Ask Katz for details.

CBS **WWL-TV**

NEW ORLEANS



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Cox takes over April 9

Kenneth Cox, Seattle attorney and special counsel for Senate Commerce Committee during recent tv investigations, formally will take over as FCC's new general counsel April 9 (see story page 46). John L. FitzGerald, currently general counsel, will be eligible for retirement from government service April 4 and, while nothing is said formally, it's believed changeover dates were arranged to allow this. Mr. Cox accepted general counselship at urgent behest of incoming Chairman Newton N. Minow.

RTES Awards in absentia

President John F. Kennedy and his erstwhile Republican opponent, Richard M. Nixon, will jointly receive Radio-Television Executives Society Gold Medal Awards March 9 in absentia. Accepting award for President will be J. Leonard Reinsch, executive director of Cox stations and Mr. Kennedy's communications adviser, while Herbert G. Klein, editor of *San Diego* (Cal.) *Union* and Mr. Nixon's press secretary during campaign, will receive award in behalf of former vice president. Twenty-first anniversary dinner of RTES will be held at Waldorf-Astoria.

Awards to party leaders will be based on their notable contributions to "bringing to maximum fulfillment the potentials of radio and television as instruments of public service, education and information" during Presidential campaigns. Also cited will be record vote in elections and extraordinary large audiences which tuned in broadcast appearances, attesting "to the outstanding service rendered by radio and television." Candidates will be saluted for "courageous cooperation" and for their respect "for the importance of direct communications with the American voters through radio and television."

Battle of millions

No sooner did ABC-TV get word around at week's end that it already had $73 million in business on books for 1961-62 season than NBC-TV was countering with disclosure it could "easily" count up $94 million worth on its quick-firming fall schedule. NBC-TV claims $39 million in till for Sunday night alone (RCA and other advertisers have new Walt Disney show at 7:30; Procter & Gamble has new show called *Snow White* at 8:30; Chevrolet has *Bonanza* at 9-10, and duPont has new *Show of the Week* at 10. Other sales reports at NBC-TV place *Sing Along with Mitch* on Thursday, 10-11, as already three-fourths sold and minutes being purchased at good pace in new feature film—*Saturday Night at 9* show.

Olivier Special offered

Talent Assoc. is talking with networks and/or advertisers for sponsorship and time slot for 90-minute dramatic tv production of *Les Miserables*. TA has Sir Laurence Olivier interested in doing drama. It was Sir Laurence and Talent Assoc. that combined to produce prize-winning *Moon and Sixpence*, shown last season as one-time special on NBC-TV.

Decision on clears?

That archaic clear-channel case was back before FCC last week—and is scheduled to return again in immediate future with strong possibility of final disposition at that time. Commission's thinking has changed considerably, however, and plan now is to consider break-down of clears on case-by-case basis. Under present alignment proposed new station on clear must have coverage area 25% of which is presently without nighttime service. Feeling is that admitted deterioration of some clear signals which would result would be outweighed by additional new service. New stations would be class 1B's with required power of 50 kw.

Non-alcoholic and non-code

Holland House Sales Co., New York, whose attempt to place commercials for its non-alcoholic cocktail mix on WPIX (TV) New York was frustrated at suggestion of NAB Tv Code Board (BROADCASTING, Oct. 3 et seq.), is understood to be so "favorably impressed" with tv advertising over WNTA-TV New York, non-code station, that it's planning to advertise on other non-code stations. But Holland House first will evaluate results at WNTA-TV, including report that not single complaint has been received about its commercials. Company already has renewed on that station after first 13-week cycle and now is on rate-holder during Lenten period.

Witness warned

Justice Dept. and FCC have agreed on course of action if subpoenaed witnesses fail to show up with records and testify at March 8 continuation of programming hearing in Los Angeles (CLOSED CIRCUIT, Feb. 20). At special meeting Thursday (Feb. 23), government spokesmen made plans to institute immediate contempt proceedings in court if walkout occurs. FCC Network Study Chief Ashbrook Bryant and assistant Ben Zelenko left Friday for West Coast to prepare for hearings.

Space on agenda

Under aegis of space Commissioner T. A. M. Craven, FCC plans to issue policy inquiry within next few weeks on mechanics of getting space communications operative. Respondents will be asked to comment on problems involved, including antitrust, initial captial investment in placing satellite in orbit and cooperation with government. It now is anticipated that all common carriers who desire can participate in end product on reasonably competitive basis. FCC has been working out problems jointly with NASA and general agreement has been reached. Comments on technical phase of operation are due Wednesday (March 1).

Same color tube

First reports that Zenith color sets (see story page 23) will utilize new picture tube appear without foundation. Zenith executives refuse to elaborate on announcement sets will include "technical innovations" and new Zenith-developed color demodulation system employing new tube. However, unofficial word from RCA has it that three-gun RCA color tubes will be used.

Union rebellion

Opposition to wide-spread acceptance of Fairchild Camera Corp.'s successful 8mm tv news camera (see story page 67) is said to be brewing in engineering unions. New camera, one man sound and film operation, requires no sound engineer.

Collins research

It hasn't been advertised, but NAB President LeRoy Collins' interest in ratings methodology has led him right into files and computers of major research firms. Last week he made inspection tour of American Research Bureau in Beltsville, Md. Earlier he visited A. C. Nielsen Co., Chicago.

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Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV



Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV



Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV



Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

WEEK IN BRIEF

The color breakthrough has been awaited for years but it has been falling below its supporters' hopes. Now there are bullish signs. Most bullish of all is the announcement of Zenith that it will enter the 1961 fall market with its own tube and circuitry. See . . .

ZENITH ENTERS COLOR MART . . . 23

The competition among networks for a big profit year is fierce. Chairman Robert W. Sarnoff, of NBC, takes an optimistic view of 1961, figuring it may be network's best. An exclusive BROADCASTING interview. See . . .

NBC'S MOMENTUM BUILDING . . . 40

Changes are due at the FCC in program reporting forms. A look at proposed questions raises serious misgivings in minds of two Commissioners who fear FCC may be getting into programming and administrative areas. See . . .

THREAT IN NEW FCC FORMS . . . 46

An oldline movie major, 20th Century-Fox Television, is setting out in a big way to attain leadership in the video film field. It has $6 million on hand to finance project, including feature films for tv. See . . .

20th CENTURY-FOX ACTIVE . . . 64

At last—an 8mm magnetic sound film camera that's said to produce satisfactory tv pictures. Fairchild announces what is believed to be a major breakthrough promising important economies to tv stations. See . . .

8mm MOVIE GEAR FOR TV . . . 67

LeRoy Collins, NAB's new president, faced a startled board of directors when he laid out his views Feb. 10 at Palm Springs, Calif. He was blunt but his firm position is meeting wide industry approval. See . . .

REACTION TO COLLINS' SPEECH . . . 42

If broadcasting is to be developed into a profession all can be proud of, according to LeRoy Collins, NAB president, it must meet the responsibility to serve. His talk was given at annual NAB conference. See . . .

AN ART, NOT A CRAFT . . . 36

When you take the cost of having tv in the home and analyze it on a per family basis, the results are illuminating, posing a challenge to pay tv. See . . .

LOW COST OF TV IN HOME . . . 28

A favorite Capitol story holds that Speaker Sam Rayburn won't allow tv at hearings because he hates to see his shining pate on the screen. House Rules Committee beats plan to permit tv access to hearings. See . . .

RULES UNIT WON'T WAIVE . . . 54

There's bated breath in the ratings world as a report is awaited from a House probing group. The field study of ratings was professionally done but there's concern over what the politicians may do with it. See . . .

SUSPENSE IN WASHINGTON . . . 50

While the new regime at the Federal Trade Commission has its eyes aimed toward monopoly, there'll be no letup in its scanning of radio and tv advertising. That's what Chairman-designate Dixon says. See . . .

FTC STILL WATCHES RADIO-TV . . . 56

Canadian stations had better look to their spots. A plan to levy fines for violation of rules has been proposed by Board of Governors chairman. See . . .

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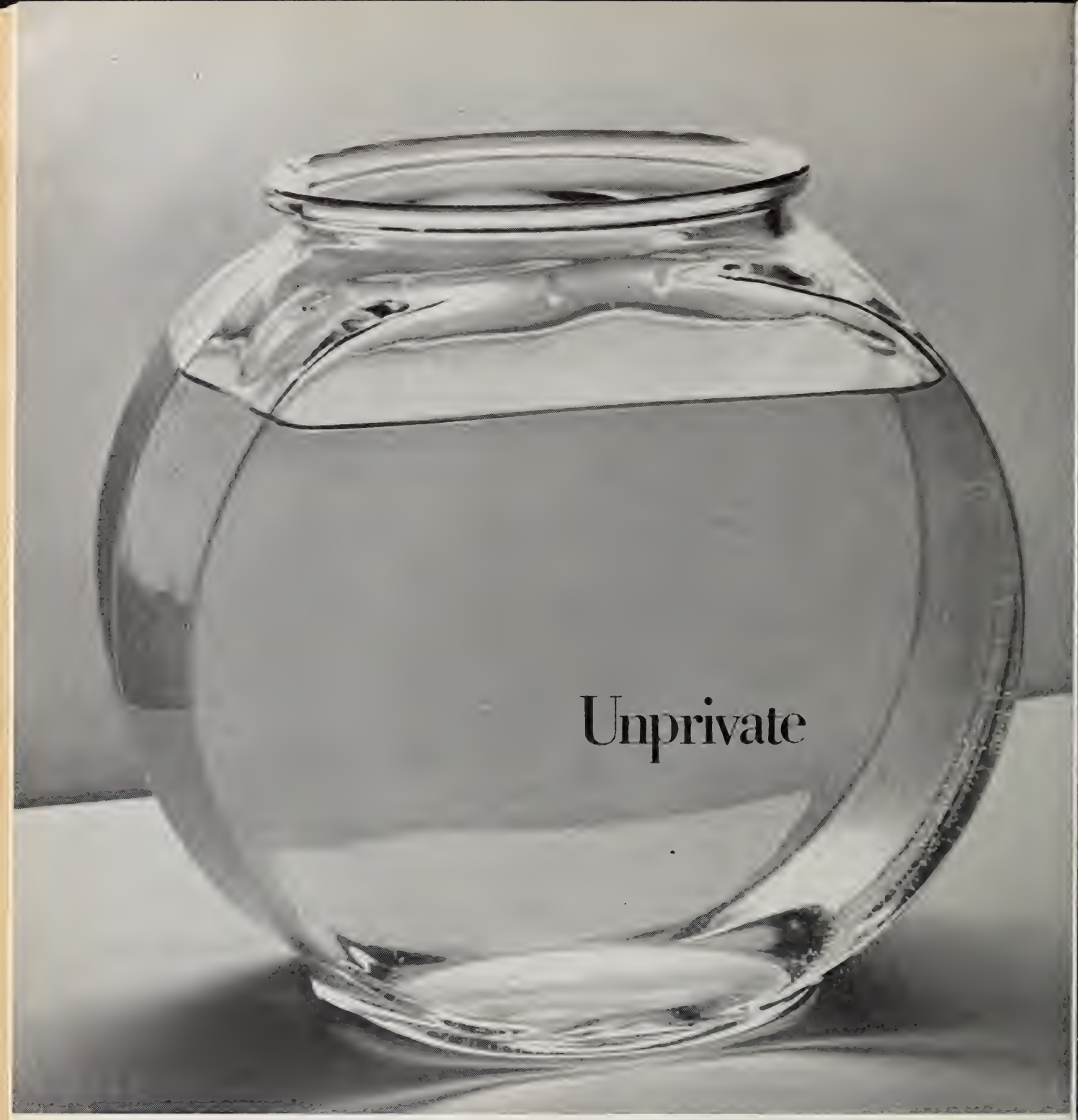
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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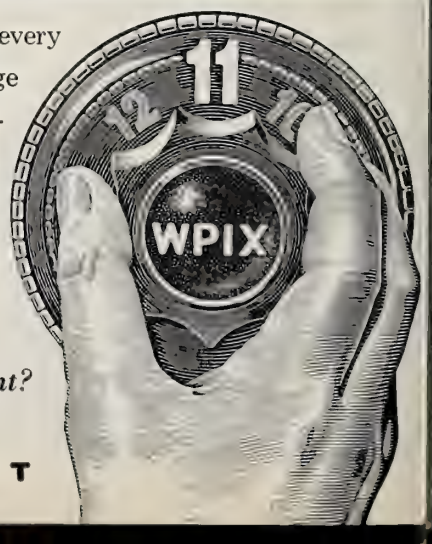
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The programming standards of a television station are exposed every minute of every hour of every day. All you need do is *look* to see that WPIX-11, New York's Prestige Independent, has the "network look" . . . network-proved and network caliber programs night after night. Programs like M Squad, Air Power, the Honeymooners, Mike Hammer, You Are There. When you, the advertiser, painstakingly produce TV commercials, you have a right to expect they will be presented in programs that do justice to your product *and* your company. WPIX-11 is the only New York Independent Television Station qualified to display the Seal of Good Practice.

where are your 60 second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

FCC OKAYS PAY TV TEST, SETS CHECKS

RKO General ready to move; opponents undecided on appeal

Gleeful RKO General officials were preparing Friday to shift Hartford, Conn., pay tv plans into high gear, after issuance of FCC decision authorizing three-year trial of subscription tv over ch. 18 WHCT (TV) Hartford.

Order, which was tentatively approved last January (BROADCASTING, Jan. 23), includes several conditions, but none was unanticipated, according to RKO General executives and lawyers.

FCC turned down objections fired at proposal by Connecticut and Hartford theatre owners, generally on ground their fears pay tv might be against public interest cannot be tested until trial has taken place. Movie lawyers were unable to say whether they would appeal, pending study of FCC document.

If no further legal actions are taken that would force RKO General to cease preparations, first pay tv service should be initiated this fall. Plans call for start of direct-payment tv service when 2,000 subscribers are signed. RKO General plans to spend up to $10 million on demonstration, although it expects to lose $1 million overall.

Mostly Movies ▪ Bulk of programs will be motion pictures, to be provided daily during evening hours. Charges will range from 25 cents to $3.50. Goal is 50,000 subscribers.

Trial is being undertaken in cooperation with Zenith Radio Co., which will manufacture encoding and decoding equipment, and Teco Inc., holder of Phonevision license from Zenith. Teco also will attempt to provide program material.

Conditions placed on test were not as severe or rigorous as expected in some quarters. Commission directed RKO General, among other things, to screen all promotional material carefully so as not to misinform public that pay tv is regular service. This would apply also to publicity issued by Zenith and Teco. It asked RKO General to maintain file of all agreements, commitments and understandings with third parties, concerning programs, for inspection by commission.

Suggests Surveys ▪ It recommended that RKO General make before-and-after surveys of television viewing in area, but did not require this.

Commission found favorable RKO General's promise to set up "Committee of 400'" comprised of variety of local viewers to help in planning programming.

Whether pay tv will cause diversion of programs from regular tv cannot be answered with assurance, FCC stated. Test itself will provide final answers, commission observed. Commission also indicated that it would watch carefully licensee's responsibility for pay tv programming just as agency concerns itself with this provision in regular tv field.

Was lens broken?

People who watched *Eyewitness to History* on CBS-TV Feb. 17 expecting to see full half-hour of intimate glimpses of President Kennedy at work in White House may have been somewhat disappointed. Only small portion of program was devoted to candid-type shooting, while films did not appear to come up to quality expectations. Reports that cameraman taking film shot most of it with broken lens were denied by CBS, but network spokesmen admitted that extreme and unexpected difficulties were encountered. As result some of film was not quite up to standards, making editorial selection stringent.

FCC names Cunningham for Orlando tv rehearing

FCC Chief Hearing Examiner James D. Cunningham will preside at rehearing of Orlando, Fla., ch. 9 case, agency announced Friday (Feb. 24).

Ch. 9 grant to Mid-Florida Tv Corp. (WLOF-TV) was one of several remanded by Court of Appeals following revelations of *ex parte* representations during congressional hearings. Commission said designation of examiner will not take effect until it has been approved by court.

Mr. Cunningham will serve in lieu of retired Pennsylvania Judge Horace Stern, who sat for rehearing of four other *ex parte* cases. Other party in Orlando proceeding is losing applicant, WORZ Inc.

Philip Morris pulls two accounts from DDB

Philip Morris Inc.'s sudden withdrawal of its cigarette account brands—Alpine and Benson & Hedges—from Doyle Dane Bernbach Inc. had turned more than $4 million worth of billings loose on advertising market over past weekend.

Joint statement tersely claimed "mutual disagreement on policy." Alpine, which landed with DDB year ago as new product, accounted for most of $4 million in billings, with about half in radio and tv spot as well as network tv. Billings for Benson & Hedges, DDB account since fall of 1959, was mostly in print, but some was in network tv and spot. With sales for both products steady, the shift would seem to be another consequence of conflict of interest chain reaction started last January when A.S.R. Products, division of Philip Morris, handed its razor and blade account to Benton & Bowles (BROADCASTING, Jan. 23, 1961). Schick Inc. subsequently left B&B and went to Norman, Craig & Kummel, which in turn lost to DDB its Ronson lighter account (Ronson also makes shaving products). It was likely Philip Morris felt conflict interest was created by DDB's association with Ronson (even though Ronson's shaving account is with Papert, Koenig, Lois Inc.)

Court enjoins unions from KXTV (TV) boycott

Injunction restraining two unions from activities designed to influence sponsors and agencies against KXTV (TV) Sacramento, Calif., Corinthian station, granted late Feb. 23 by U. S. District Court, Northern Div., Calif.

Restraining order affects American Federation of Television & Radio Artists and National Assn. of Broadcast Employes & Technicians. Unions struck station last September. They are charged with joint campaign to bring about boycott of advertisers. Proceedings also are pending before National Labor Relations Board.

Burns, Ford to testify at Senate etv hearings

John L. Burns, RCA president, and FCC Chairman Frederick W. Ford will testify at Senate Commerce Committee hearings Wednesday and Thursday on etv bill (S 205).

Others scheduled to appear include Sen. Lee Metcalf (D-Mont.); Joseph Baudino, vice president, Westinghouse Broadcasting Co.; Loren Stone, manager, KCTS (TV) Seattle, Wash.; John C. Schwarzwalder, manager, KTCA-TV

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Kintner

Earl W. Kintner, chairman of Federal Trade Commission during that agency's plunge into payola scandals and campaign against purported tainted tv demonstration commercials, to private law practice in Washington after successor, Paul Rand Dixon (BROADCASTING, Feb. 13), is sworn in, expected before end of March. Mr. Kintner, FTC career lawyer, joins Washington law firm of Berge, Fox & Arent, whose name will be changed to Fox, Arent, Kintner, Kahn & Plotkin. Last named is Harry Plotkin, former assistant general counsel of FCC who resigned in 1951 to join law firm of Arnold, Fortas & Porter (Paul Porter is former FCC chairman) and moved over to Berge firm in 1955.

William P. McSherry named to new job of national news editor for television of ABC News and **John Scali** Washington diplomatic correspondent. Mr. McSherry has been with ABC News since 1943 as writer and editor. In his new post he will coordinate expanded tv activities, reporting to John T. Madigan, ABC director of news and public affairs. John Scali joins ABC Washington Team (CLOSED CIRCUIT, Feb. 20) after 15 years as AP diplomatic reporter. He covered Eisenhower visits abroad, Khrushchev visits here and filed firsthand account of tv "Kitchen Debate" between Nixon and Khrushchev. Mr. Scali is past president of State Dept. Correspondents Assn.

Vernon Burns, vp of NTA International Inc., appointed general manager of National Telefilm Assoc., parent company, with responsibility over all NTA divisions. He represented NTA in England from 1955-58 and was placed in charge of NTA International's European Operations in 1958. Subsequently he was named vp of division. **Ted Steele,** general manager of WNTA-AM-FM New York, named vp in charge of these stations. He joined stations last year after many years as air personality. In addition to his duties at WNTA-AM-FM, Mr. Steele serves as host on two WNTA-TV programs, *Ted Steele Dance Party* and *Don't Call Us.* Earlier, Mr. Steele had been personality on WOR-AM-TV New York.


Mr. Dine

Josef C. Dine named director of information and special services, CBS News. Mr. Dine will maintain liaison with all CBS press information departments, while assisting in formulation of policies relating to information concerning CBS News. Mr. Dine has been associated with Pat McDermott & Co., pr firm. He previously headed his own pr firm, Dine & Kalmus, and from 1949 to 1952 was director of press department for NBC.


Mr. Mickelson

Sig Mickelson, resigned president of CBS News (BROADCASTING, Feb. 6), to Time Inc. Broadcasting Div., N. Y., to "assume broad responsibilities for Time Inc. plans in the fields of international broadcasting and broadcast news." Announcement by Time broadcasting vp Weston C. Pullen Jr. said Time has been actively looking into world broadcasting since last fall and cited Mr. Mickelson's activity in European broadcasting union over years. At Time he will coordinate with Frederick S. Gilbert, general manager of Time-Life Broadcast, and with overseas division of Time Inc. Move comes shortly after publisher's broadcast division opened New York news bureau under ex-NBC and CBS writer-producer Richard McCutchen to supplement Washington bureau headed by John W. Roberts. Mr. Mickelson had been with CBS 18 years when he left this month, starting at WCCO Minneapolis, then owned by network, and had headed CBS News Div. since 1954. He left after organizational change that placed CBS News under supervision of CBS Inc. Committee.

Stations owned by Time Inc. are KLZ-AM-TV Denver, WFBM-AM-FM-TV Indianapolis, WTCM-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids, Mich.

For other personnel changes of the week see FATES & FORTUNES

Minneapolis-St. Paul; Mrs. R. Horning, Greater Cleveland Television Assn.; Morton Zimmerman, president, Electron Corp., Dallas, Tex.; Raymond Hurlbert, general manager, Alabama Educational Television Commission; Mrs. Edmund Campbell, Greater Washington Educational Television Assn.; Lawrence Dennis, chairman, Joint Council on Educational Television; Dr. Charles Bone, superintendent of public instruction, Pennsylvania; Dr. Earl Jorgensen, director, Montana Educational Television Project, Montana State U.; George Brain, superintendent of schools, Baltimore; and Mrs. Allyson Bell, legislative associate American Assn. of University Women.

NAB opposes UPI request

United Press International proposal to FCC asking 25 kc band reserved for UPI exclusively to cover special events (BROADCASTING, Feb. 6) aroused ire of NAB in comments filed Friday.

Frequencies requested (161.625-161.650 mc) are currently reserved for broadcasters' remotes. NAB said broadcasters need more frequencies, not less, in this area. Trade association pointed out UPI had cited only rare cases when it needed space and that it had got FCC special authority for those occasions. Broadcasters' need for this space is constant—particularly on special events occasions when remotes might conflict with UPI plans, NAB said.

Thomas asks am dropout

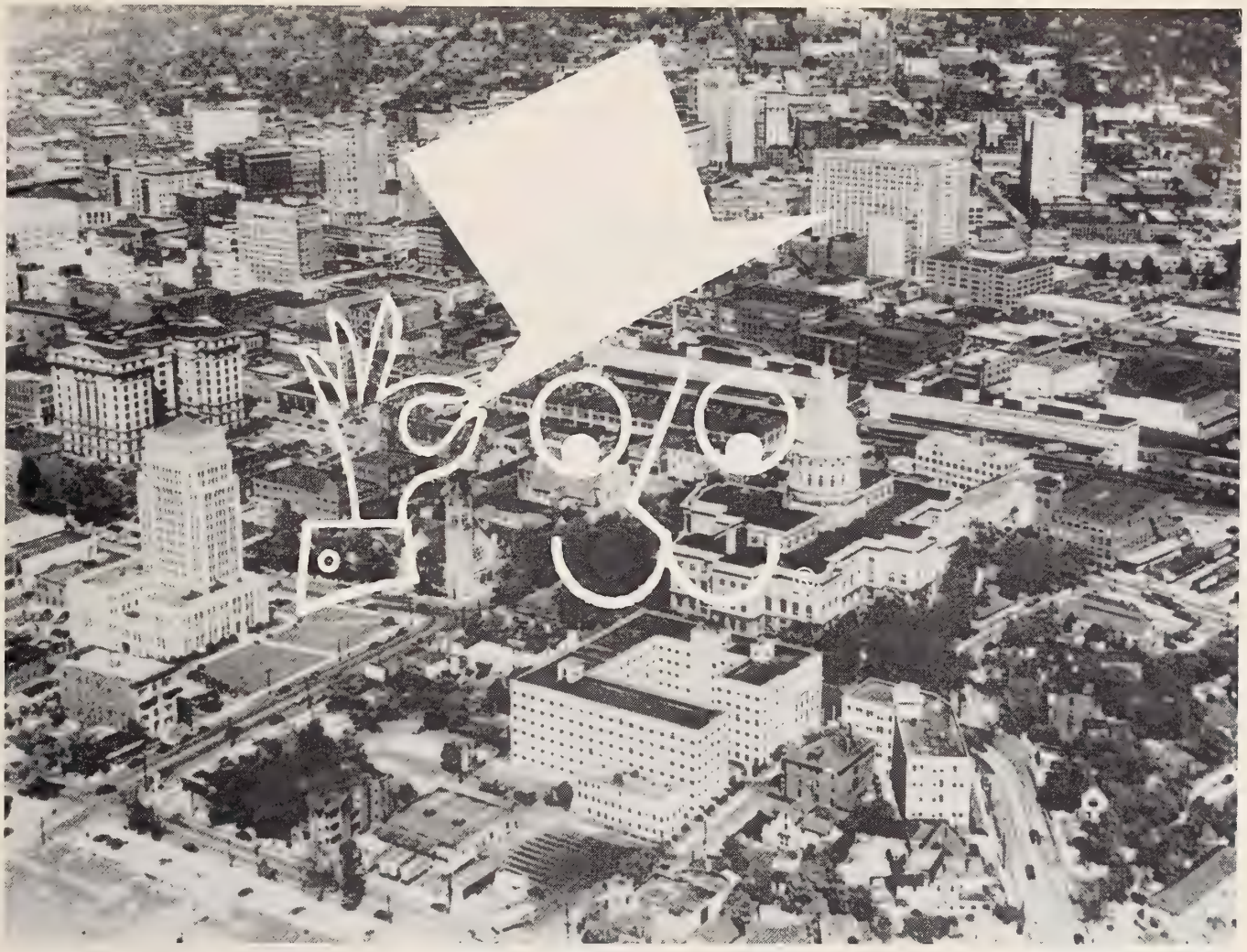
Applicant for 250 w daytimer in Greenville, Tenn. (1450 kc), Friday requested that his application be dismissed without prejudice and that his agreement for partial reimbursement by remaining applicant be approved.

Norman A. Thomas was party wishing to drop out of hearing. Agreement with Greene County Broadcasting Co. Inc. provides that $2,500 be paid him from some $4,000 of listed expenses.

Cowan group discusses $800,000 buy of WFDF

Negotiations are near agreement for sale of WFDF Flint, Mich., by Trebit Corp. to group headed by Daniel Cowan, New York investment banker, at price around $800,000.

Trebit is publicly held company, controlled by Harry M. Bitner Jr. and family. Bitner family at one time owned radio and tv stations in Indianapolis, Grand Rapids and Minneapolis, but sold them to Time Inc. in 1957 for record $15,750,000. WFDF was founded in 1922, operates on 910 kc with 5 kw day, 1 kw night, and is affiliated with NBC.



Esky greets John Blair and Company

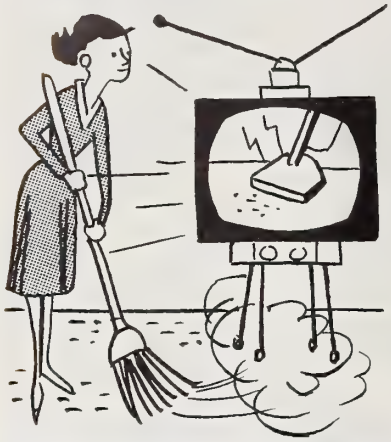
now national representatives for the voice of progressive Atlanta–

WQXI

Management looks at Atlanta . . . and marvels! One of America's ten fastest-growing cities. More than 400,000 pay-checks being distributed by Atlanta's 1675 industrial firms. Metro-area alone now far above the million-mark—and gaining month by month. ■ Forging ahead with the city is WQXI, Atlanta's record-breaking radio station. With a top team of air-personalities, and the reach of 5,000-watts at 790, WQXI reflects the inimitable know-how of Esquire in each phase of operation—including the famous Auditorials, saluted by The Atlanta Journal as "daringly different in the field of news." ■ Even the musical station ID's are by the gifted composer, Raymond Scott. Yes, it pays to schedule the station in tune with Atlanta today—the station that can step-up your share of this rapidly expanding market—WQXI. Call your John Blair man about it.

ESQUIRE RADIO WQXI ATLANTA

What they see on WJAC-TV



THEY BUY!



When you advertise your product on WJAC-TV, you can be sure people see it . . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 26-March 1—**Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

*Feb. 28—**ASCAP,** West Coast membership meeting. 4 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 28—**Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich, director of NAB tv code board, New York office.

Feb. 28—American Marketing Assn., New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 1—**San Francisco Advertising Club,** luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—**Vhf** translator conference sponsored by *DXing Horizons.* Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

*March 6 — **Hollywood Advertising Club,** luncheon meeting. Hollywood Roosevelt Hotel.

March 7—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

*March 8 — **Hollywood Advertising Club,** workshop on "How to Make a Good Tv Commercial." Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

*March 8—**Publicity Club of Chicago,** Sheraton Towers, Chicago, 12 noon. Pierre Salinger, news secretary to President Kennedy, is guest speaker.

March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on FCC proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

*March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

*March 15-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

*March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

March 17-18—**Arkansas Broadcasters Assn., spring convention. Hotel Marion, Little Rock.**

March 17-18—**Professional Advertising Club of Topeka workshop and clinic. Washburn U., Topeka, Kan.**

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

*March 22—**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

*March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—American Marketing Assn., New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s Gavel Awards competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

*April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

*April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

Where was the Bell Telephone System

ON FRIDAY, AUGUST 12, 1960?



It was handling some 210,000,000 local and long distance conversations, plus about 5000 overseas calls.



It was guiding Echo I into near-perfect orbit so Bell System scientists could make the world's first telephone call via satellite.



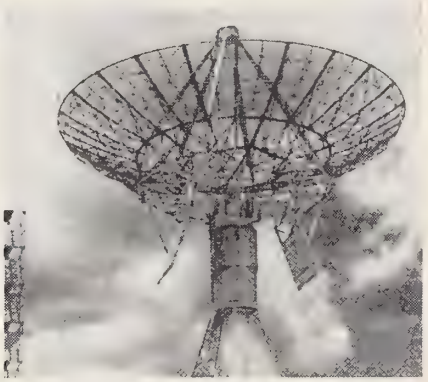
It was developing a world-wide communications system using satellites powered by the Solar Battery, a Bell System invention.



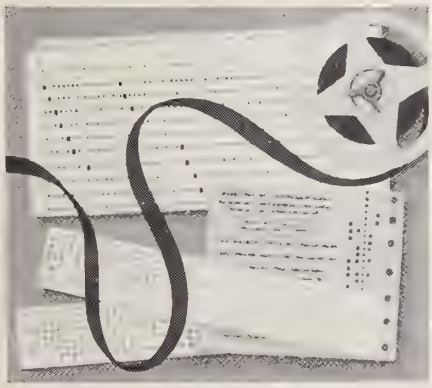
It was offering Bellboy personal signaling to more and more people. Device uses tiny Transistors, another Bell System invention.



It was building fast, reliable communications for BMEWS—the nation's Ballistic Missile Early Warning System.



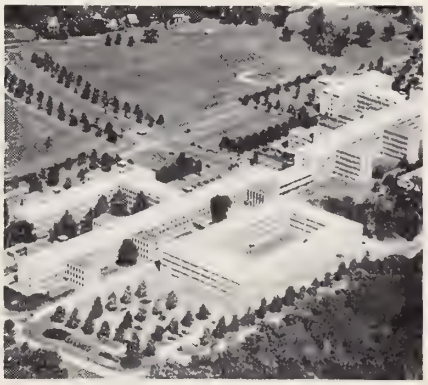
It was constructing a 'round-the-world communications system for America's first man (or woman) into orbit.



It was providing circuits for the speedy transmission of mountains of data for business and government.



It was providing thousands of miles of high-quality circuits for the country's local and network television programs.



And it was delving into innumerable fields of scientific inquiry at the largest industrial laboratories in the world.

It was at the scene of every major communications activity that day, as it is every day.

And for them all—communications on the ground, under the oceans, through the air, around the world—Bell Telephone people "wrote the book that everybody else uses."

How come? Because it's our job to be expert in universal communications.

You have a right to the best service in the world. *And you get it!*

BELL TELEPHONE SYSTEM *Pioneering in outer space to improve communications on earth*

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'
LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.



America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top National Advertisers BUY Carlton Fredericks' LIVING SHOULD BE FUN

Anbesol Antiseptic
Alcoa Wrap
Atlas Juicemaster
Benson's Prune Malt
Bovril
Buitoni Products
Eclipse Mattress
Fels & Co.
Mountain Valley Water
Real Lemon
Vademecum Tooth Paste
Vegamato
West Pine CN Plus

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KABC Los Angeles, Calif.
WJAN Ishpeming, Mich.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
KQAQ Austin, Minn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WRSA Saratoga Springs, N. Y.

For complete information and audition tapes, write, wire or 'phone:

CF PRODUCTIONS, INC.
One Park Avenue N.Y. 16, N.Y.
MUrray Hill 5-8757

28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel. Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.**, spring convention. Buena Vista Hotel, Biloxi.

*April 16-19—**Assn. of National Advertisers**, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

*April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera. Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers**. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television**, Deshler-Hilton Hotel, Columbus, Ohio.

*April 28-30—**Alpha Delta Sigma**, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of **E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.**

*May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 3—**Station Representatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival**, Hotel Roosevelt, New York City, all day.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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IN RADIO IT'S THE...

SALES CLIMATE THAT COUNTS!

WPEN

MATURE, ESTABLISHED PERSONALITIES

•

EXCLUSIVE HELICOPTER TRAFFIC REPORTS

•

FIGHTING EDITORIALS

•

ADULT MUSIC

Certainly, we have respectable ratings to talk about — but so do many other stations. WPEN has a big plus that is shared by few other stations — the ideal selling climate. The WPEN advertising atmosphere is the product of responsible management who provides established selling personalities, outstanding program features, and non-frantic music. Result: the best sound on WPEN is your commercial.

PHILADELPHIA

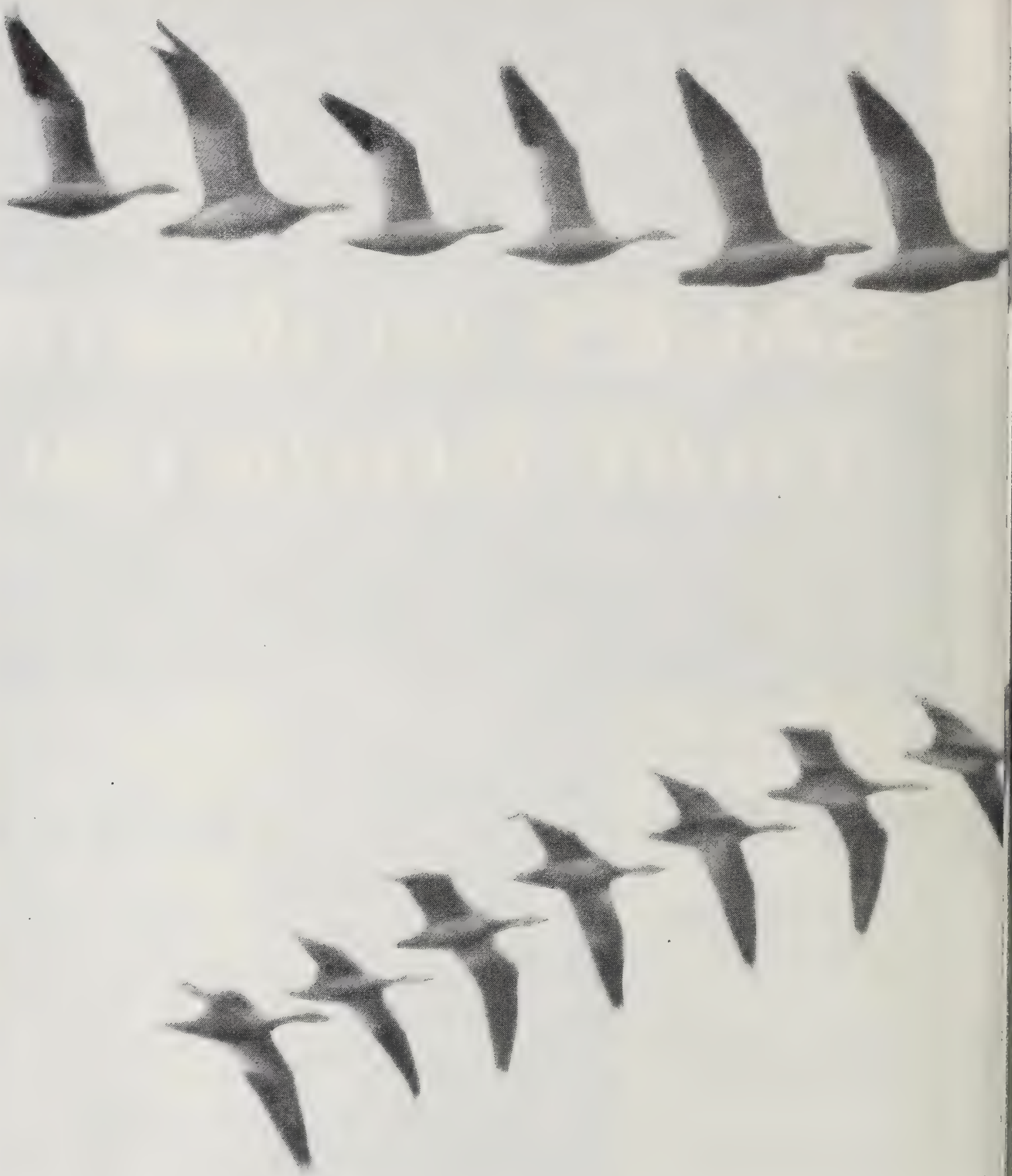
WPEN

THE STATION OF THE STARS

CALL GILL-PERNA

WPEN

OUR BEST SOUND IS A RINGING CASH REGISTER



There is nothing harder to stop than a trend



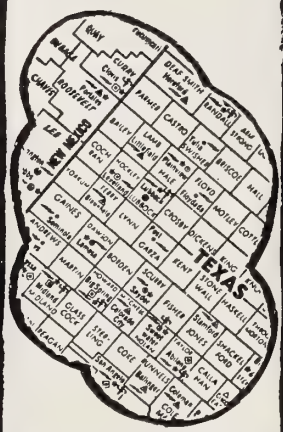
NETWORK	WEEKDAY AVERAGE RATING MONDAY THRU FRIDAY	OVER-ALL AVERAGE RATING FOR WEEK MONDAY THRU SUNDAY
ABC-TV	21.2	20.7
NET Y	17.0	19.0
NET Z	17.1	16.1

*Source: Program Appraisal Supplement to National NTI Report for 6 weeks ending February 5, 1961. Nielsen 24 Market TV Report, Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

Each of the 6 Nielsen TV Reports* issued thus far in 1961 tell precisely the same story: ABC-TV is the strong network on week nights and the leading network all week.

The trend in '61 is very definitely to ABC-TV.

hottest Combination Yet!



1 purchase
1 film
1 billing

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE • SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO

west texas television network

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE ®

Especially the fm

EDITOR: Perspective '61 was, as usual, a first rate job—clear, concise, well-documented and to the point. It deserves the attention of everyone in our business . . . the best piece I've seen on fm in many moons.—*Joe Gans, Joe Gans & Co., Adv., New York.*

'Outstanding' piece

EDITOR: I . . . was very much interested in your Perspective '61 presentation. Particularly so in the first segment entitled "1961: Year for cautious optimism."

I have been a subscriber for many years . . . and find this is probably the one outstanding presentation in recent years. — *Norman Weissman, Dayton, Ohio.*

Always an honor

EDITOR: . . . It's always an honor to have one's opinions valued ["Why don't stations tell how good they are?" BROADCASTING, Feb. 20].—*Alice J. Wolf, Timebuyer, N. W. Ayer & Son, Philadelphia.*

Well, almost always

EDITOR: In your always-interesting, well-written and well-edited trade journal [PROGRAMMING, Feb. 6], there is a smidgen of misinformation regarding the payment formula whereby actors, writers and technicians will get a modest share of the proceeds if and when theatrical motion pictures made after Jan. 31, 1960, are released to television.

The percentage to be received by each group is to be calculated on the distributors' gross receipts, minus a charge for distribution costs—not on the producers' sales price. The only exception to this formula is in the case of a producer making an outright sale direct to tv networks or stations in which event the charge for distribution costs is reduced 75%.—*E. T. Buck Harris, Public Relations Director, Screen Actors Guild.*

Elderly escalator

EDITOR: . . . You carried an article [BROADCAST ADVERTISING, Jan. 2] entitled "A rate card escalator." For your information, the basic concept of the "new" Young Tv rate card was started by WABC-TV in February 1956. We have continued to use this concept . . . since that time. For the past two or three years, some of the top tv representatives, such as Blair Tv, have been recommending the use of this concept . . . to all of their stations.

The station and the advertisers have found this type of rate card to be extremely satisfactory in that its flexibility enables the client to achieve a far greater reach for a particular budget.—*James E. Szabo, General Sales Manager, WABC-TV New York.*

Broadcast background

EDITOR: I was surprised that in your story on the nomination of Paul Rand Dixon to be chairman of the Federal Trade Commission and Philip Elman to FTC membership [GOVERNMENT, Feb. 13], you did not mention that Mr. Elman once worked for the FCC.

Mr. Elman and I were among ten young men who joined the law department of the FCC in 1940. Some of your readers might like to know he was engaged in broadcasting work for the short period he remained at the FCC and, therefore, can be expected to be familiar with the problems of broadcasters.—*Leo Resnick, Attorney, Washington, D. C.*

Wrong city

EDITOR: We appreciate very much the story . . . regarding the Weimer Packing Co. and WTRF-TV [THE MEDIA, Feb. 13]. However, we feel it should be brought to your attention that for the past eight years WTRF-TV has been located in Wheeling, not Charleston.—*James H. Knight, Promotion Director, WTRF-TV Wheeling, W. Va.*

[A busy reporter let his mind wander momentarily and with it went WTRF-TV. Sorry, we know better.]

Foreign language broadcasts

EDITOR: We have found your YEARBOOK to be of great assistance to us in compiling information about foreign language broadcasting. We would like to know how long you have included foreign language listings in your YEARBOOK? If the listing has not been continuous, could you tell us the years in which the listing did appear?—*Jack Victor, Research Assistant, Language Resources Project, University of Pennsylvania.*

[The foreign language programming data has appeared regularly in the BROADCASTING Yearbook • Marketbook since 1956. Copies of the 1956 edition are $4.00 each.]

Popular availability

EDITOR: Our *IRS Mailbox* series is running 13 weeks over 129 radio-tv stations in the Southwest—thanks to a recent mention of the series availability in your Program Notes [PROGRAMMING, Nov. 28, 1960].—*Elbert Haling, Special Assistant, U. S. Internal Revenue Service, Dallas, Tex.*

Why WTMJ-TV bought Warner's "Films of the 50's"

Says Robert J. Heiss

"Unlike some of the assortments we've bought in the past, we can say of these Warner features,

ALL QUALITY, NO RUBBISH

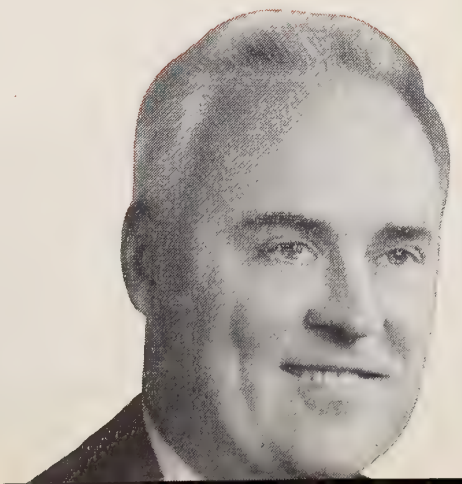
The fact that many films in this Seven Arts release also give us superb entertainment for our growing color TV audience is a fine plus that fits our policy of buying 'good box office' for all our programming."

Warner's Films of the 50's...
Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



Robert J. Heiss
Manager of Radio & Television
WTMJ-TV, Milwaukee

MONDAY MEMO

from GEORGE F. WYLAND, group creative dir.—tv, Fuller & Smith & Ross

Music can have a special, selling language of its own

What will trigger the next important trend in television commercials? Very likely, music.

Music has contributed materially to most of the exciting things that have been done in our business. But the spotlight has been on the visual element, and music has yet to receive its deserved recognition.

This situation is earning some attention at present. At my urging, a special category for background music and jingles has been introduced in the judging of the upcoming American Television Commercials festival.

While this may serve as a beginning, it is apparent that a concern with music whenever the industry reviews and judges its achievements in the commercial field would be certain to encourage further exploration. This is one area of television commercials which, in broad terms, has perhaps the greatest possibilities for development.

Music's mounting role and impact in the tv commercial (and program) field can be compared in some ways to the effect and additive supplied by sound to the movie silents. Even before sound, music itself—the playing of a piano to heighten mood and provide background—could break the spell of indifference and unreality on the part of the theatre audience watching the silent screen.

Still Magic ▪ But even with the arrival of sound in motion picture presentation, music was sustained. It was obvious that words alone—a continuous flow of "natural" sound—could provide an unintended distraction to the action on the screen. Music, working its manifold magic, was in movies to stay.

Too frequently music is tacked onto a commercial as an afterthought—a four-second gesture to shorten copy. Even at that the musical touch can give a commercial a finished effect.

But when the production involves costly original music, most of which is buried in the final mix, or worse, the musical substance ends up fighting other elements, it is then that music becomes exposed to criticism that it is an expendable luxury.

Far from being a luxury, music is recognized for its contribution to the success of many film productions—theatrical and television. A prime example is *Peter Gunn* on ABC-TV.

Yet another illustration of how music can be a powerful factor in a network television program series:

The theme for *Alcoa Presents* was made into a long-playing record. More than 150,000 copies have been sold over the counter, a paid-for proof of the theme's effectiveness.

The use of music in film has very specific application to commercials. There are such key questions to be considered as:

When must mood or location be established and changed more quickly than in a commercial consisting of a sequence of vignettes? When does a mood need sustaining more than when it's time for a close-up of product? If we want to say "modern," is it not more effective to express it musically—as F&S&R did in a recent presentation of *Aluminum at Idlewild*—rather than have an announcer assert the claim in overworked expressions? If we must say "big," how much better to say it with music and picture, avoiding pompous words!

In thoughtful use of music in commercial production, the art form generally supports and reinforces other elements. The ultimate application of this kind is the dance commercial—whether the "dancers" are human or product, live or animated. Music by its versatility can provide counterpoint, can highlight by contrast, can take a dramatic part by giving expression to what otherwise is dull action on the screen. As a viewer, for a moment, think of the heightened possibilities for an advertiser's headache remedy commercial that has a happy, jangly background to the private discomfort of a specially created character.

At this agency, we used music to verbalize titles which told the story of a new Alcoa product, Colorib, in a basically simple commercial which won the Hollywood Advertising Club's international broadcasting award as the "best live action commercial, one minute or over." Of course the Colorib commercial was not designed to win prizes, but to tell a new story a new way, to let the form of presentation speak for the modern character of the product and its maker.

Its Own Sake ▪ Music houses themselves must share some responsibility for the limited use to which music has so often been put. Too often, to the music maker, it is music for music's sake. Basically, however, the fault lies with agency thinking—which treats music as a thing apart, keeping the people who are concerned with music out of the picture until all other elements in the production of a commercial are firmly locked down.

To be effective, music must be part of the creative concept, working side by side with copy and art, initiating as well as reinforcing ideas. The added enrichment of music can often result in economy of production and greater clarity of the spoken word.

A stock shot of a foggy London street can be romantic or mysterious, depending on the choice of chord. A table and two chairs, with the right scoring, becomes a bit of Paris. Music can make random pictures fall into place, relate, and create a whole thought or theme. We make frequent use of this approach when turning low-budget newsreel-type coverage of latest achievements in the use of aluminum, as in the Saturn rocket engine or the aircraft carrier *Enterprise,* into exciting, finished commercial presentations.

At F&S&R we think of music as a tool that can be used with precision to win attention and influence people. We are more concerned with audience response than frequency response. And we have found that extra production dollars will rarely buy more than when they are spent on music, used to its fullest advantage.



George Wyland started his ad career with Foote, Cone & Belding in 1947, following a stint as actor-writer-director. In 1952 he became radio-tv commercial producer at Leo Burnett and later program packager for NBC's "Home Show." He was manager, creative production, at Cockfield-Brown Co. in Toronto for five years before joining J. Walter Thompson in New York as writer-producer and commercial co-ordinator on the Ford "Startime" show. He went to Fuller & Smith & Ross, N. Y., in June 1960.

United Press Movietone News

supplies newsfilm

to more television stations

than all other services combined.

WeeReBeL is ON TOP!

DAY AND NIGHT
with
NIELSEN and ARB

in Georgia's
2nd MARKET

In the Nielsen Average Week, Nov-Dec 1960 WRBL-TV delivered MORE TOTAL HOMES than Station B . . .

- 34 of top 35 once-a-week shows
- Top 20 multi-weekly shows
- 36 of 41 programs in prime nighttime, 7:30 to 11 PM
- 220 of 230 quarter-hours, Monday through Friday, strip programs from 8:00 AM to 7:30 PM
- 25 of 28 quarter-hours, 11 PM to Midnight

AND . . . The Two-Week ARB Report, November 1960 further confirms that WRBL-TV delivers MORE AUDIENCE than Station B . . .

- In 68½ of the 75 Nighttime Shows seen on Columbus Television, 7:30 to 11:00 PM, Sunday thru Saturday.

PROOF POSITIVE

that WRBL-TV dominates this key market, and is still, on ALL COUNTS, your best buy.



CALL HOLLINGBERY
for more information

COLUMBUS, GEORGIA
WRBL CBS **TV** Channel **3**

Affiliated with WRBL and WRBL-FM

WEEREBEL ®

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 27, 1961 Vol. 60 No. 9

COLOR SPURRED BY ZENITH SUPPORT

Announcement of multihued-set line by largest volume maker indicates faith that this may be the year for breakthrough

Color television may remember 1961 as the year of the big breakthrough.

Zenith Radio Corp.'s announcement last Wednesday that it will enter the market this fall with a line of color receivers immediately spurred excitement and interest throughout the industry.

▪ RCA, and its corporal guard of color manufacturers (Admiral, Magnavox, Packard-Bell, Emerson-DuMont, Olympic) hailed the move as proof of the correctness of their judgment.

▪ Other manufacturers were not so moved; all, however, agreed that the impact of Zenith's entry into color tv must be considered of vital significance.

Zenith's step into the color picture is considered a major and dramatic step in the up-to-now, less than booming story of color tv production and sales. The reasons were obvious:

▪ Zenith has been acclaimed the top volume manufacturer in black and white television sets the past two years (more than a million each year). If Zenith has decided this is the year for color, it must be significant.

▪ RCA up to now has been the only major force behind color. But when a second major entity such as Zenith is added to help promote color, how far behind can others afford to be?

▪ Many in the black-and-white field feel the monochrome market is softening; it's on a slim profit margin diet now. Second-set promotions can't possibly cure the saturation sickness, "so where can we go except to color?"

▪ Color lends itself naturally to excitement and allure in promotion and merchandising and is such a glamorous companion for tie-in promotion with other lines such as fashions, home furnishings and the full range of consumer necessities such as foods and toiletries.

▪ Color sets cost two to two-and-one-half times as much as monochrome, hence manufacturer, distributor and dealer enjoy higher unit sale and larger profit margins. The mark-up margin is important to the trade; it enables extra working room for promotion funds and salesmen's incentive plans, as well as sales attractions such as more liberal trade-in allowances to prospective customers.

▪ Zenith's report gave new hope to those who profess that color tv will be the decade's multi-million dollar business that will help put America's economy back on its traditional firm foundation. The stock market reacted immediately. Although the big board was closed Wednesday when Zenith issued its short announcement, Zenith common jumped several points to close at 107 and three-quarters Thursday. Monday it closed at 105 and one-half and Tuesday 103 and one-half.

Some manufacturers were not so sanguine.

In essence those who failed to enthuse put it bluntly in a straight commercial, marketplace philosophy:

When the American consumer wants color tv, we'll give it to him. Until then, we'll play the waiting game.

All, however, agree that color tv may herald the next major thrust in television. The only difference of opinion occurs when the date is mentioned.

At present there is an estimated 600,000-650,000 color sets in the homes of the public, or in public places like restaurants, taverns and hotel and club lounges.

Production has, in the last two years, consistently inched upward, from the meager (compared to black-and-white production) 115,000 color receivers manufactured in 1959, to 150,000 in 1960. In 1961, it is estimated, manufacturers will top 200,000. This estimate was made before the Zenith entry was announced. The impact of Zenith's push may result in galvanizing additional producers to the end that more than a quarter of a million color sets may be made this year.

A basic consideration by those manufacturers who are reluctant to place color tv on their public shelves is this: Color tv will become a force in the marketplace when its price comes down somewhere near that of monochrome. Failing this, color tv must "oversell" black and white by some technical breakthrough which will give high level color tones, stable pictures and ease of



Zenith's Hugh Robertson said intensive research has gone into the new line of color sets. He promised improved performance and simplified operation.



RCA's John Burns said the entry of Zenith into the market indicates the rapidly mounting interest in color tv on the part of the public.

COLOR SPURRED BY ZENITH SUPPORT continued

tuning. When either of these happens, the public will gobble up color tv.

Net Programs Static ▪ Although NBC over the years has continuously presented a substantial lineup of color programs, it has never had the allies in the other two tv networks it hoped for. CBS has presented a number of specials in color in recent years (*Wizard of Oz, Danny Kaye,* for example) and a few of its regular programs (*Red Skelton*). ABC has maintained it will program in color when the public wants it (see box, this page).

The new Zenith color sets will include a number of technical innovations that were only outlined in general terms. The Chicago-based manufacturer declined to give full details so early. The sets will, however, incorporate a new Zenith-developed color demodulation system which employs a new tube invented by company engineers. Zenith will go into the market for its picture tube, a three-gun shadow mask tube, but probably also will manufacture its own version. The sets in console models probably will carry retail prices "above $600," Zenith said.

The Zenith announcement said the firm is "going into the color television business this fall, when it will introduce a line of completely new and unique color tv receivers."

Millions in Research ▪ Hugh Robertson, Zenith board chairman, said the new color receivers "are the result of the expenditure of millions of dollars over a period of eight years of intensive research and development work. Zenith's research has been aimed at improving the standards of both performance and reliability as well as simplification of use of the receiver in the home."

Mr. Robertson said complete details about technical innovations and styling will not be revealed until the sets are introduced in production quantities to distributors and dealers. He did mention that a new method of color demodulation has been developed, featuring a new tube. Chassis design will be horizontal with hand-wired circuits. Many models will feature Zenith's remote control ultrasonic "Space Command" device.

Joseph S. Wright, Zenith president, commented Thursday: "I think we will give color a big lift. We have always enjoyed a reputation for a quality product."

Zenith has shown its distributors color television prototypes for a "number of years," a Zenith source contributed.

What were the reactions from other manufacturers? RCA; "welcomed" Zenith's entry into color. John L. Burns, president of RCA, last Thursday said:

"The Radio Corporation of America welcomes the entry of Zenith into the color television field. Their announcement is further indication of the rapidly mounting interest in color tv on the part of the public, manufacturers, broadcasters, sponsors, distributors, and dealers during the last year.

"In announcing their color tv marketing plans, Zenith takes its place with six other important television manufacturers—RCA, Admiral, Emerson, Magnavox, Packard-Bell, and Olympic. In addition, Sylvania has said it is considering entrance into the field later this year.

"Color broadcasting is also on the increase, with NBC offering a daily schedule of network programs in color and more than 100 independent stations across the nation originating local color programs and color film presentations. We hope that, like the manufacturers, the other competing networks will join the march of progress in this great new industry.

"RCA and NBC, which introduced color television in 1954, have long felt that vigorous competition is not only healthy for the entire industry, but also in the best interests of the public."

RCA moved into the profit column in its color business last year for the first time, chalking up a net of more than $1 million.

Another RCA official commented Zenith's move is "highly significant" because "the competition will help to break this thing loose." He said, "This is what color has needed, another major manufacturer with the promotion resources comparable to RCA that they will put into it."

More Programming Needed ▪ An Admiral Corp. representative commented, "We're certainly glad to see Zenith come in. Now we'd like to see the other networks besides NBC come up with some good color programming."

Admiral color set sales last year were up 35% over 1959 and color sales for the first two months of this year are running ahead still more. Prices range from $595 to $895. Admiral went into color in late 1953, but dropped out in 1957 because of the poor market. It came back in 1959.

Magnavox is enjoying "very good sales this year" in color, a company spokesman said Thursday. Magnavox is in its fifth season with a color line that features the RCA chassis, but its own sound system and cabinets. The company had its best year in color to date in 1960. Color is still only a small fraction of the firm's total market however.

Emerson Radio & Phonograph Corp. produced its first color tv set more than seven years ago. Currently it manufactures both the Emerson and the Dumont color tv sets, all of which are console models selling for $750 to $800.

Benjamin Abrams, president of Emerson, "sees no reason for the pace of color set sales to accelerate greatly." He pointed out three requirements essential to increased sales: More color programming by all three networks; lower prices for color sets and more manufacturers to get on the bandwagon to stimulate more color promotion.

Olympic Radio & Television Corp. introduced its present line of console and three-way combination color tv models to the market in June 1960. The company's first color sets were made three years ago on a limited basis for showing to the trade only. Set prices start at $695 for the console and $995 for the combination model. While declining to reveal actual set sales, the company reports that sales of the combination model are about equal to sales of its highest priced black and white models.

Olympic welcomes the arrival of any new color tv manufacturer, according to Robert S. Burros, advertising manager, who said the promotion by competitors increases general interest in color tv and benefits all set makers.

No enthusiasm at ABC or CBS

Both ABC and CBS greeted the color flurry with less than enthusiastic hosannas.

ABC said it has no plans for colorcasting. A spokesman said the network is standing pat on its "official" position which it took some time ago. This is that when viewers show by their purchases of tv sets that they want color tv, ABC will start broadcasting color. He noted that ABC's studios in New York, Los Angeles and Chicago are equipped for color whenever the go-ahead is ordered.

CBS-TV also took the same position. There is no new policy on color, it said. CBS has programmed color broadcasts to a minor degree over the years, but has no plans to step up colorcasting.

There are more than 350 stations which are equipped to broadcast network color. Of these more than 100 can air color slides or film and nearly 40 can originate live color. There are plenty of color properties available from syndicators (BROADCASTING, Feb. 20).

wsb-tv
first in
king-size
feature
packages
in Atlanta!



Top movies (lots of them), well programmed, result in rating leadership for WSB-TV. Audience interest is excited by showcasing movies like "High and the Mighty" and Judy Garland's "A Star is Born"—series like "Best of Gable"—sneak previews and color premieres! Superior programming that's made possible by using Warner's "Films of the 50's", RKO's "Post-48's", MGM and Paramount libraries, Shirley Temple and Tarzan packages, and 20th Century Fox movies. This all adds up to king-size audiences for advertisers on WSB-TV.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

IN MADISON

1ST PLACE ABC-TV POWER

only on

WKOW TV

• Now in 1st place 6 p.m. to midnight (Mon. thru Fri.). **WKOW-TV** increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959; Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• **WKOW-TV** noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on **WKOW-TV.**

• The audience has switched to **WKOW-TV!** Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to **WKOW-TV.**

WKOW-TV

and 10,000-watt WKOW-AM



TONY MOE,
Vice-Pres. and Gen. Mgr.
Represented nationally by
THE BOLLING CO.
In Minneapolis by
WAYNE EVANS & ASSOC.

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO RADIO Des Moines

COLOR SPURRED BY ZENITH SUPPORT continued

Packard-Bell Electronics Corp. has had color sets on the market as long as RCA. Using RCA components, Packard Bell designs their own chassis to combine with low-boy styling. "We've been selling color receivers as well as making them," a company spokesman said pointing out that last year Packard-Bell had 25% of total color sales in its territory (13 Western states and parts of Texas).

All P-B sets include remote tuning. They're priced competitively with other color sets which don't have color tuning, $875 for a console and $1,325 for a "home entertainment center" am-fm-tv-record player with complete stereo for all sound whether records, radio or tv).

Among the major manufacturers who are not including color tv in this fall's consumer products line (showings for the 1962 season will take place in June) are the following:

Tube's the Thing ▪ Motorola Inc., which has no color in its line now, was not quite so enthusiastic about the Zenith move. Motorola felt that Zenith is only doing now what it spent several million dollars to learn in 1955.

Edward R. Taylor, Motorola executive vice president, felt, however, Zenith "is going to contribute something to the progress of color." He said Motorola has no plans to re-enter color and probably will wait until a major technological breakthrough in the picture tube. He said this would have to be a single-gun tube.

The present three-gun picture tube, he explained, "means complex circuitry, which means high manufacturing cost and high selling cost, which means no mass market. And you need at least a million sets to make a mass market."

In 1955 Motorola introduced a color set using the CBS Hytron 19-inch picture tube. The next year the company switched to the RCA 21-inch tube. "We sold a few thousand in 1955, but it dwindled to only a few hundred in 1956 and 1957, so we just dropped out." another Motorola representative recalled.

Westinghouse, which included color tv receivers in its consumer line for three years (1955-57), has no immediate plans for a polychrome set in its 1962 family of tv receivers.

O. H. Yoxsimer, general manager of Westinghouse tv-radio division, said that Westinghouse is continuing its interest in color, but at this time only in the back rooms of its research and laboratory departments.

General Electric's S. Martin Fassler, marketing manager of the radio and television division, said that GE was showing an increasing interest in color but that there were no immediate plans to market a color receiver. There is none planned for the 1962 line, he said.

He recalled that GE came on the consumer market shortly after the FCC adopted color standards in 1952, but that the company omitted color sets from its line in 1956 and has had none since then.

GE, Mr. Fassler indicated, is working on color receiver development and is looking to a breakthrough in receiver design that will permit color receivers to be more competitive with black and white sets.

Sylvania Home Electronics Corp. has been seriously considering a return to color tv manufacturing this fall but as of last week had not made up its mind. Peter J. Grant, president of the Sylvania tv marketing subsidiary, said some weeks ago that the company had been taking a long new look at the questions of customer service, dealer and distributor profits and network programming. Sylvania made color sets in 1956 and 1957 but got out because it felt at the time there were not enough profits in the market for distributor, dealer and manufacturer.

Hoffman Electronics Corp. some years ago brought out a line of color sets, but they were too high priced to make sales count. A spokesman said Hoffman had no plans to go back into color until it can be competitively priced with black and white.

The most exciting retail activity came, as might be expected, from the Chicago marts.

Sol Polk, president of Polk Bros., expressed high enthusiasm over the Zenith announcement. Polk Bros. claims to be the largest retail seller of tv sets in the world. His Chicago-area chain has been a heavy color promoter for the past six years and is a heavy broadcast advertiser, with all tv commercials in color (MONDAY MEMO, Jan. 2).

Polk Bros. is in the midst of setting up "great color salons" in its stores to merchandise color even more effectively, Mr. Polk said. This chain has long used an economic incentive plan for its sales force to help push color. The new salons will carry every model of color set on the market, Mr. Polk said.

Marshall Field & Co., currently welcomes customers to its tv sales area with an operating RCA color set. It's the first thing to catch the eye. Field reported color sales considerably improved so far this year. Last year was a record year.

The Fair reported a waiting period for delivery of its Magnavox color sets because sales are "so very good." During the Christmas season color sales were "excellent," a salesman said.

WE'RE AT **FULL POWER** NOW IN BATON ROUGE!

Make "No. 9" a MUST For Your Lineup In The Mid-South's SPENDINGEST Market



WAFB-TV, First in TV in Baton Rouge, now has completed its switch to MAXIMUM POWER and MAXIMUM COVERAGE . . . with full 316,000 watts, and latest long-range RCA traveling-wave antenna.

Now we're putting a MAXIMUM SIGNAL over STILL MORE of the important Baton Rouge Area . . . where folks MAKE MORE and SPEND MORE (60th IN RETAIL SALES PER HOUSEHOLD in the 245 SRDS TV markets).

A FEW EXAMPLES OF BATON ROUGE SPENDING*

Furniture—Appliance—Household Sales	
107% above Louisiana, 80% above U. S. average	$ 17,851,000
Automotive Sales	
95% above Louisiana, 72% above U. S. average	$ 61,807,000
Retail Sales	
77% above Louisiana, 45% above U. S. average	$270,882,000
General Merchandise	
65% above Louisiana, 53% above U. S. average	$ 36,238,000
Food Sales	
61% above Louisiana, 19% above U. S. average	$53,187,000

*Sales Management "Survey of Buying Power"

Call BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
abc

WAFB TV CHANNEL 9
BATON ROUGE, LOUISIANA

Low cost of tv on a per-family basis

TVAR ANALYSIS SHOWS THAT IT AMOUNTS TO JUST $33.48 ANNUALLY

Pay-tv advocates are fired upon in a report prepared by Television Advertising Representatives Inc., New York, for distribution among the general and sales managers of Westinghouse Broadcasting stations. The ammunition: television expenditures per family, viewed as surprisingly low when related to the number of families served by the medium.

TvAR's analysis, based on 1959 FCC figures, latest available, shows the total amount spent for tv advertising coming to $33.48 per tv family. TvAR notes that $4,141 was spent in retail stores that year by the average family.

Said Larry Israel, vice president-general manager of TvAR: "It is hard to believe that any system of pay television could come even close to matching this low cost of toll-free television."

Investments in tv spot time by national and regional advertisers in 1959 amounted to $9.50 per tv family, based on a tv advertising volume of nearly $1.495 billion. According to TvAR, these outlays in general varied with the size of the market—the larger the market, the greater the outlay per family. In the 10 largest markets for which FCC figures were available, spot tv expenditures averaged $9.19 per video home. In markets below the "top 40" level the investment declined to a low of $5.32.

Despite the rep company's correlation between spot tv expenditures per household and market rank, there were wide variations within the various market groups. Miami, for example, 26th in market rank, was at the top of list with spot billings per tv family of $11.77. Market-by-market figures are attached to TvAR's report.

Mr. Israel reminded the WBC stations that the investment by television's advertisers ($33.48 per tv family) delivers service to the American public from three tv networks, local programming by network affiliates and independent-station programming in the four-or-more-station markets.

Dodge drops Welk show, may make tv cutback

Chrysler Motor Corp., Dodge Div., last week announced it is ending its six-year association with the *Lawrence Welk Show* on ABC-TV (Sat., 9-10 p.m.), effective June 10. Dodge has been spending about $3 million in sponsoring the program on an alternate week basis (with J. B. Williams Co.).

Dodge started to sponsor the Welk program in 1955 on a full-hour basis and since last June has been an alternate-week advertiser. It was understood that the decision to drop the program

The top spenders in network television

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

	November 1960	Jan.-Nov. 1960	Jan.-Nov. 1959
Agriculture & farming	$ 130,101	1,793,557	1,653,447
Apparel, footwear & accessories	1,247,549	8,012,996	6,304,625
Automotive, automotive accessories & equipment	5,451,951	50,465,581	42,835,733
Beer, wine	694,400	7,540,461	6,062.913
Building materials, equipment & fixtures	188,954	2,039,545	3,020,893
Confectionery & soft drinks	1,158,299	13,070,225	11,154,622
Consumer services	448,934	3,436,875	3,076,407
Drugs & remedies	7,702,547	75,910,863	67,392,211
Entertainment & amusement	30,656	897,963	383,278
Food & food products	11,115,626	104,359,303	102,802,118
Freight, industrial & agricultural development	53,470	350,270	348,127
Gasoline, lubricants & other fuels	1,326,070	14,051,495	8,459,113
Horticulture	....	371,250	249,608
Household equipment & supplies	3,169,795	28,427,728	27,793,351
Household furnishings	767,550	5,411,304	3,647,196
Industrial materials	2,006,069	21,470,865	18.791,712
Insurance	758,650	11,555,104	9,555,061
Jewelry, optical goods & cameras	2,152,821	11,904,481	11,628,311
Office equipment, stationery & writing supplies	558,261	3,454,798	3,932,009
Political	1,595,589	2,501,857	....
Publishing & media	342,421	2,140,677	5,261
Radio, tv sets, phonographs-musical instruments, accessories	444,159	4,964,706	5,002,516
Retail or direct by mail	30,725	124,126	....
Smoking materials	6,239,843	69,872,450	68,592,841
Soaps, cleansers & polishes	6,069,911	64,073,235	61,545,183
Sporting goods & toys	622,308	2,856,368	2,661,822
Toiletries & toilet goods	8,871,916	101,902,747	93,238,894
Travel hotels & resorts	....	765,173	1,067,535
Miscellaneous	803,182	7,960,244	7,437,274
TOTAL	$63,981,757	$621,686,247	$568,642,061

ESTIMATED EXPENDITURES
TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR

November 1960

1.	Procter & Gamble	$3,984,364
2.	American Home Products	2,725,163
3.	General Motors	2,381.978
4.	General Mills	2,059,744
5.	Lever Bros.	1,909,923
6.	Colgate-Palmolive	1,903,274
7.	R. J. Reynolds	1,582.277
8.	General Foods	1,363.546
9.	Westinghouse Electric	1.065 549
10.	Texaco	1,060,712
11.	Brown & Williamson	1,054,899
12.	Gillette	1,030,249
13.	Sterling Drug	1,016,067
14.	Ford Motor	944,566
15.	National Biscuit	944,000

ESTIMATED EXPENDITURES
TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR

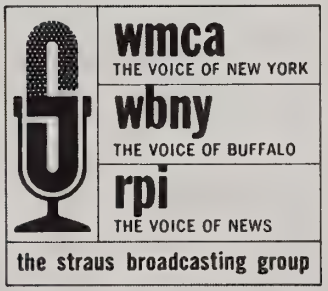
November 1960

1.	Anacin tablets	$952,607
2.	Winston cigarettes	636,932
3.	Salem cigarettes	577,531
4.	Colgate dental cream	571,923
5.	Polaroid Land camera	541,543
6.	Betty Crocker cake mixes	540,184
7.	Viceroy cigarettes	483,282
8.	L&M cigarettes	469,782
9.	Chevrolet passenger cars	457,141
10.	Tide	433 322
11.	Dristan tablets	432.379
12.	Ford passenger cars	417,306
13.	Bufferin	397.457
14.	Texaco (general promotion)	392,464
15.	Alka-Seltzer	388,974

In 1959, **wmca** 570 kc, ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports. In 1960, **29 out of 30.***

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports

59 60 61



was simply that the show "no longer is selling automobiles" for Dodge. In recent years, Dodge has made compact cars and more expensive automobiles and company executives reportedly felt that the program no longer was reaching the audience it needed.

D. W. Moore, Dodge's advertising director, said its future plans for advertising media will involve presentation in all media, including tv, but it is believed that a cut-back will be made in television. The agency for Dodge is BBDO, Detroit.

Chevy help wanted ads accentuate the positive

Cutting through the gloomy news of rising unemployment, Chevrolet Dealers of Southern California are devoting part of the commercial time on their evening tv newscasts to reading help wanted ads from "tomorrow morning's *Los Angeles Times*." "There's so much talk about layoffs, that it seemed like a good idea to point out that many employers are looking for help," Jess Johns, president, Eisaman, Johns & Laws, agency for the Chevy dealers, said when questioned about the campaign. He recalled that the association used a similar plan on radio during the recession of 1957 and said the current revival of the idea on tv had been suggested by a number of dealers who remembered the good effect it had had before.

The upbeat messages are seen and heard on the newcasts of George Putnam, KTTV (TV), Jack Lathan, KRCA (TV) and Baxter Ward, KCOP (TV), all Los Angeles, three evenings a week.

Business briefly...

John Morrell & Co. (Red Heart dog food) through John W. Shaw Adv., Chicago, currently is buying the second flight of radio and tv spots as part of a continuing campaign which this year has shifted major emphasis from print media to broadcast. The first flight of 13 weeks got under way last month in 19 tv and 40 radio markets using 7 to 15 spots a week in each market. Account executive at Shaw is Charles Allen.

United Airlines, through N. W. Ayer & Son, Philadelphia, on March 6 starts a 52-week contract to co-sponsor the Frank Goss 5:45-5:55 p.m. newscasts on an 18-station CRPN hookup. Farmers Insurance is the alternate sponsor.

Mother's Food Products Inc., Mother's Gefüllte Fish, Newark, N. J., will include spot campaigns on WPAT Paterson, N. J., and WABC New York in a Jewish Passover promotion campaign. Radio spots are scheduled Monday through Friday from the first week in March through April 10, when the schedule may be extended. Agency: Dunay, Hirsch & Lewis Inc., N. Y.

Procter & Gamble Co. will sponsor a newly-edited special repeat presentation of *How Tall Is a Giant* on NBC-TV March 23 (Thur. 7:30-8:30 p.m. EST). The portrayal of how a Monterrey, Mexico, team won the 1957 Little League World Series was first presented June 14, 1960, on NBC-TV. Tennessee Ernie Ford again will serve as host. Agency: Benton & Bowles Inc., N. Y.

Chock Full O' Nuts Corp., N. Y., which launched a heavy radio-tv spot campaign in New York on Feb. 19 to introduce its new instant coffee brand, will extend the "blockbuster" spot campaign in April to Albany, N .Y., Connecticut and New England. Minutes, 20's and IDs are being used. In time, the instant coffee brand will reach all markets which have distribution of the company's regular coffee brand. A copy point in the instant coffee commercials is the admission that regular coffee is better: ". . . [instant] is not as good as our regular coffee, even though it is made of the world's finest, most expensive coffee beans. . . ." Agency: Grey Adv., N. Y.

Vintner buys tv campaign

In a saturation campaign over WCBS-TV New York, United Vintners Inc., San Francisco, has bought a 19-week schedule to begin on Wednesday (March 1) that will spotlight the use of 1,310 ten-second announcements over the period. The purchase is in two cycles: for the first six weeks, the advertiser, on behalf of Petri wine, G&D Vermouth and Italian Swiss Colony wine, will utilize 110 ten-seconds per week; for the next 13 weeks, it will schedule 50 ten-second announcements per week, plus eight one-minute spots per week. The agency: Harrington & Miner, San Francisco.

Chun King's humor pays off

To long-faced detractors of humor in advertising, one advertiser has a cheerful comeback: Sales are up 40%.

That's the record so far this year in media markets for Chun King chow mein, as joyfully announced by Jeno F. Paulucci, president of the Duluth, Minn., food firm. He thought it appropriate to report progress after the Hollywood Advertising Club called a Chun King spot "the world's best radio commercial of 1960" (BROADCASTING, Feb. 13), the latest of several accolades by RAB and others.

Chun King commercials have been using a comic approach the past few seasons, beginning with tv animation, switching to live-action film last year and adding radio last fall. Freberg Ltd., Hollywood, has been handling production for BBDO, Chun King's agency.

The winning radio commercial, one of the first two transcriptions for the chow-mein canner, was a minute interview by Stan Freberg with a Chinaman who likes hotdogs. Another in the first batch of radio commercials established a questionable chow mein copy point being picked up from time to time in succeeding ET's, that "95% of the people in the USA don't eat it." (In actual fact, more than half the population does eat it; chow mein is a $30 million market, the manufacturer says, and much of it must belong to Chun King. Mr. Paulucci does not say how much, but his family of products—besides Chun King, the biggest brand, there are Jeno's Italian foods, pizza mix, frozen foods, Nokomis wild rice, Wilderness pie filling and Living Earth —did better than a $30 million sales volume last year.)

American Dollars ▪ Chun King is light-heartedly spending around $1 million for radio and tv in the year that began last fall ("more than the rest of the Oriental food industry combined"). The advertiser uses 25

Psychologist says agency must compete to thrive

Agencies that grow fast are those whose executive leadership is not afraid of tough personal competition with other agencies. Agencies that don't grow may have leadership afraid of personal competition.

These are the conclusions suggested by Dr. William H. Lundin, psychological consultant to several midwest advertising agencies and director of psychological Dynamics Inc., Chicago. He spoke Feb. 16 in New Orleans before the southwest regional conference of the American Assn. of Advertising Agencies.

Dr. Lundin said some agency executives "are afraid of competition" and this is why "many of the men who enter the service business do so to avoid the competitive struggle, preferring to render service to others rather than engage in the hand-to-hand combat which





Film frames from the commercials are used for postal promotion of tv schedules.

big markets around the country in both radio and tv lineups, running heavy schedules in two- to six-week flights. In addition, Chun King uses occasional early morning and late-night time on NBC-TV, section inserts in the *Reader's Digest* and small-space newspaper ads for special sales.

The company doesn't stop at handing the consumer a laugh, however. The advertising is conscientiously merchandised. In the summer of 1959, Mr. Paulucci sent private planes around to his media markets and invited the grocery trade inside to see an advance tv presentation he personally filmed. Stations traditionally cooperate to spread the advertising word to the trade and even have been moved to promote the commercials with newspaper tune-in advertising. Now Stan Freberg carries the merchandising ball, making conference calls to brokers and retailers, filming pitches and commercial previews. Teaser mailings from Chun King and stations also preview the spots.

Copy for the on-off radio-tv campaigns is changed often enough to keep the commercials from sounding like Joe Miller's joke book. Whether or not the audience is amused has not been established, but something has them in the supermarket aisles.

seems to characterize the business world." Once these individuals become executives and owners of agencies, he said, "they discover that competition in the service field is even worse than what exists elsewhere, for agency competition is personal competition, the very thing they have tried to avoid in choosing a career in advertising.

"The safety and isolation which existed for them as copywriters and art directors is torn away once the step is taken into the field of account handling and agency management. In short, they are stuck in a situation they never bargained for," Dr. Lundin said.

Agency appointments...

▪ Darling & Co., Chicago (fertilizers and soil builders), to Reinecke, Meyer & Finn, Chicago. Firm is using spots on seven radio stations in midwest marketing area, becomes first participating sponsor on *National Barn Dance* on WGN Chicago starting March 11.

▪ Parker Pen Co., Janesville, Wis., to Leo Burnett Co., Chicago. Parker severed relationship last fall with Tatham-Laird, Chicago. In interim Compton Adv. has serviced $3 million account. Compton also gives up to Burnett its activity in behalf of Parker's Eversharp brand.

▪ Nally Inc. (packaged food products), Tacoma, Wash., appoints Compton Adv., San Francisco.

How to cross-pollinate creative ad people

MJ&A TEAMWORK, TV HELPED SELL PONTIAC'S TEMPEST

Agency team effort is the story behind the sales success of Pontiac Motor Division's Tempest compact car.

Introduced late last fall, the four-cylinder Tempest has "captured 7% of the compact car market," and executives from MacManus, John & Adams Inc. told a timebuying and selling seminar of the Radio & Television Executives Society in New York last Tuesday (Feb. 21) how they turned the trick and how tv played a major role.

Robert E. Britton, vice president and executive director of marketing, media and research, and Robert S. Marker, vice president and director of creative service, mixed their remarks on the topic of "Making the Match—Media and Copy" with slides and tv commercial films.

At a time when "appeals must be directed at what is often a very small target," MacManus, John & Adams suggested meshing marketing, psychological, social and research sciences with artistic judgment. In brief, the agency's Tempest project was based on this three-point platform: "Find compatible people who appreciate the usefulness of all the tools of advertising, not just their own little specializations. Put these men together at the top, the initial planning stage. And cross-educate them continuously in one another's fields. Result: Better balanced agency services, better performing creative people."

Among the agency's media recommendations for Tempest was a series of commercials on Pontiac's participation in ABC-TV's *Surfside Six*, a program asknowledged as being "very good for the Tempest." Though dealers did not receive shipments of the automobile until mid-November, the first tv commercial was presented on the network Oct. 31, 1960. The agency was heartened to learn that subsequent tv commercial research showed a "49% recall" of that announcement. One of the slides shown last week pointed out the agency's claim that Tempest print ads and tv commercials "obtained the highest scores we have seen to date for any ads or commercials."

Campbell Soup opens labs

Heavy broadcast advertiser Campbell Soup Co., Camden, N. J., may reveal new commercial copy points as well as new food products in an expanded basic food research program getting underway at two new Food Science & Nutrition Lab structures, completed last week in Camden and Moorestown, N.J.

17 out of 30

Including top-rated shows of all kinds: eight comedies, three westerns, three variety programs, two suspense shows, one drama.

11 out of 20

Including five top-rated comedy programs (Nos. 5,10,11,14,18)—more than the other two networks combined.

6 out of 10

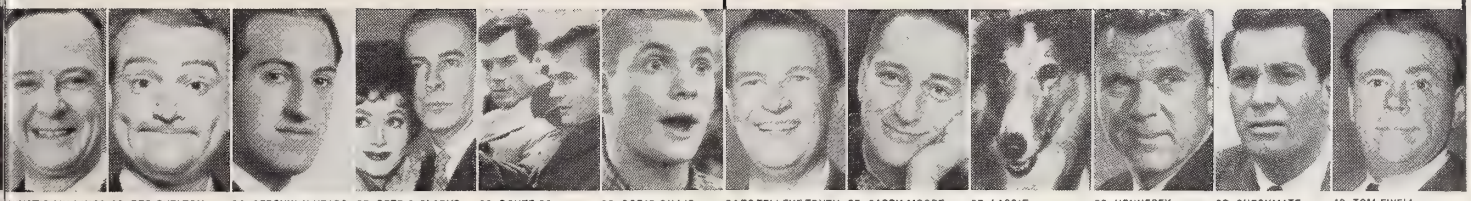
Including television's top-rated show for more than four years (No. 1); television's most popular new show (No. 5); the show with the longest record of popularity in television (No. 9).



1. GUNSMOKE 4. RAWHIDE 5. CANDID CAMERA 6. HAVE GUN 9. ED SULLIVAN 10. DENNIS THE MENACE 11. ANDY GRIFFITH 14. JACK BENNY 17 G. E. THEATER 18. DANNY THOMAS 20. PERRY MASON

23 out of 40

The CBS Television Network presents more than half of Nielsen's top-rated shows—including six of the eight hits of the new season (pictures numbered 5, 11, 25, 29, 39, 40).



5. WHAT'S MY LINE? 22. RED SKELTON 24. GERSHWIN YEARS 25. PETE & GLADYS 29 ROUTE 66 30. DOBIE GILLIS 34 TO TELL THE TRUTH 35. GARRY MOORE 37 LASSIE 38 HENNESEY 39 CHECKMATE 40. TOM EWELL

This remarkable record, based on the latest nationwide Nielsen report, is actually an old story: Throughout the past 134 Nielsen reports issued since July 1955 the CBS Television Network has averaged 22 of the 40 top-rated programs.† In 100 of these reports it has presented more of the Top Ten than the other two networks combined. In sum, if you are an advertiser, producer, performer or viewer, the place to be is The CBS Television Network.*

CBS

*2nd January report. †Evening programs; average audience rating basis.

Your Message Is
ALWAYS
ON TARGET
with

WSIX TV 8

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT
WSIX TV-8...No. 1 in NASHVILLE

6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)



WSIX TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ABC-TV says fall lineup already tops $73 million

The first dollar sign of a fast-breaking tv network selling season came last week from ABC-TV. The network's president, Oliver Treyz, asserted the network already has over $73 million in prime-time billings "sold" (that is, recorded on the books) for the new 1961-62 season.

Though Mr. Treyz did not refer to last year's pace, it was reported that ABC-TV's programming committed to advertisers at this time last year fell far short (as of March, the total stood at some $49 million). The entire prime-time schedule sold to advertisers this season represented some $160 million.

Among the blue-chip advertisers whose business accounts for the fat millions: Procter & Gamble, Lever Bros., American Home Products, Ralston, Aluminum Co. of America and Brown & Williamson Tobacco.

Also in advertising...

Sharp spending ▪ In 1960, the Gillette Co. spent 17% of its net sales or about $38.6 million on advertising throughout the world. Advertising expenditures incurred in the U. S. were larger in relation to sales than in other parts of the world. The Gillette Co., which includes the Gillette Safety Razor Co., The Toni Co. and The Paper Mate Co., enjoyed its most successful year in 1960 with net earnings reaching an all-time high at $37.123 million, surpassing by 19% earnings the previous year and net sales increasing by 7% over 1959, reaching a record $224.737 million.

Petry moves ▪ Edward Petry & Co., Radio Div., has moved to new and expanded quarters on the 11th floor of the building now occupied by the company at 3 E. 54th St. The telephone number will continue to be Murray Hill 8-0200.

International deal ▪ The affiliation of G. Street & Co. Ltd., London, and Kastor, Hilton, Chesley, Clifford & Atherton, New York, has been announced by both agencies Street, with a staff of over 260, maintains two offices in London, and offices in Leicester and Manchester, to serve clients through affiliates in Europe, Australia, New Zealand, South Africa, and Argentina. Kastor Hilton, which has a branch office in Toronto, stated the move will accommodate growing interest in European markets by clients, some of whom plan to establish manufacturing or marketing facilities there during 1961 and in the future.

Ad year reading ▪ "Advertising, What's In It For You," a 16-page booklet based on material supplied by Lawrence C. Gumbinner advertising agency, New York, has been published in a 40,000 run. It is aimed at eventual circulation of 400,000. The publisher is Employe Relations Inc., N. Y., which distributes publications to more than 400 offices and plants throughout the country. Sumner H. Wyman, vice president of Gumbinner, said his agency wanted to give a straightforward exposition of advertising's function to consumers. Written by Sy Ethan, Gumbinner account executive, the booklet backs up the story of advertising with an explanation of work by the Advertising Council and Advertising Federation of America, carrying the advertising year symbol and slogan, "Advertising Keeps Us Rolling."

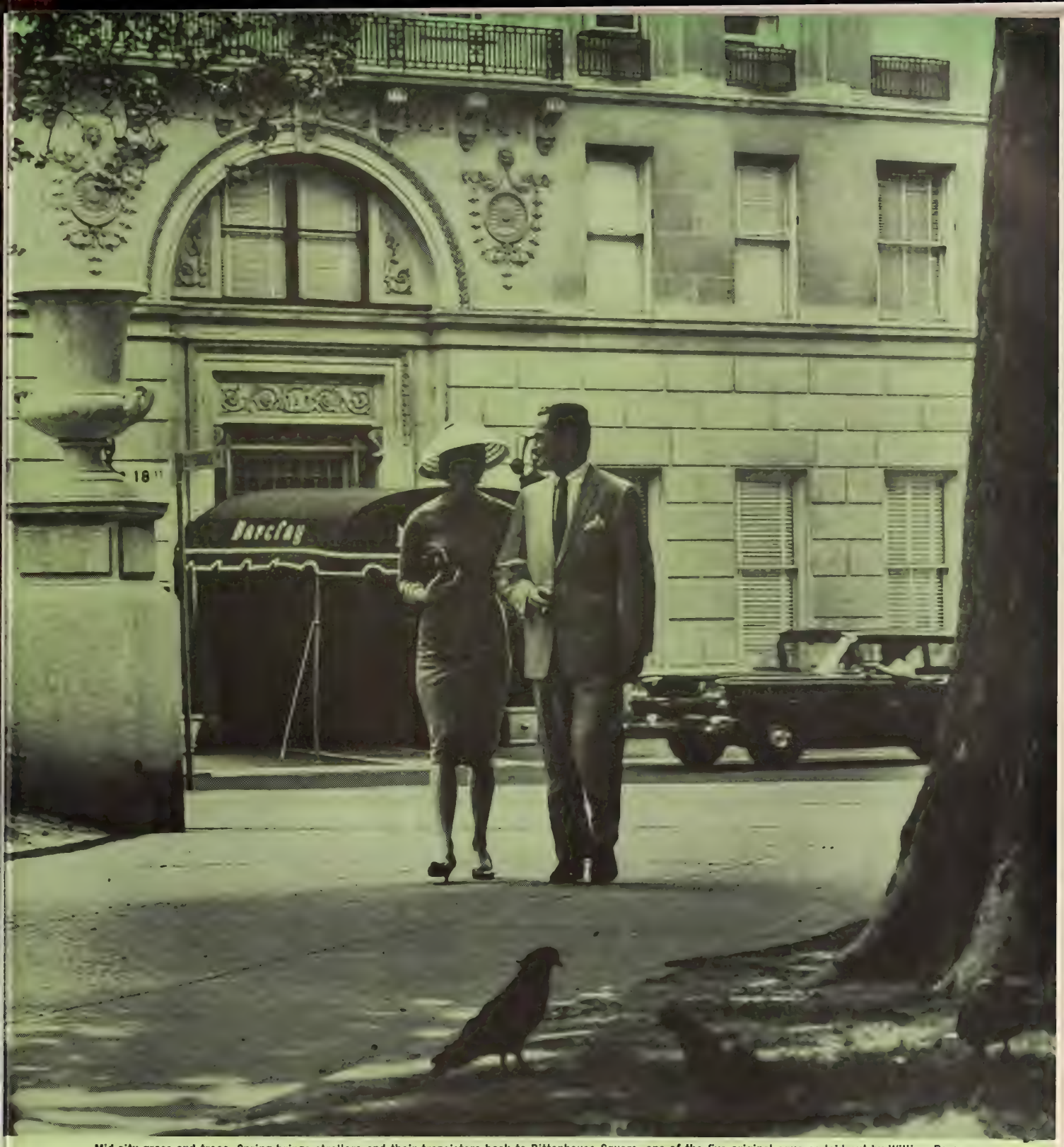
L&N expands ▪ Lennen & Newell Inc., N. Y., reports it has acquired Martin & Tuttle Inc., west coast advertising agency with billing of about $1 million and offices in Los Angeles and Seattle. This marks the second expansion in six months of L&N's four-office western division. It opened a branch in Honolulu in September 1960, and has offices in Los Angeles, San Francisco and Seattle.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 16-22 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 16	**My Three Sons** (9 p.m.)	ABC-TV	27.3
Fri., Feb. 17	**Flintstones** (8:30 p.m.)	ABC-TV	26.2
Sat., Feb. 18	**Checkmate** (8:30 p.m.)	CBS-TV	22.1
Sun., Feb. 19	**Candid Camera** (10 p.m.)	CBS-TV	29.0
Mon., Feb. 20	**Pete and Gladys** (8 p.m.)	CBS-TV	19.2
	Surfside Six (8:30 p.m.)	ABC-TV	19.2
	Andy Griffith (9:30 p.m.)	CBS-TV	19.2
Tue., Feb. 21	**Red Skelton** (9:30 p.m.)	CBS-TV	26.1
Wed., Feb. 22	**Perry Como** (9 p.m.)	NBC-TV	22.4

Copyright 1961 American Research Bureau



Mid-city grass and trees. Spring brings strollers and their transistors back to Rittenhouse Square, one of the five original squares laid out by William Penn.

Sound of Spring: Soon high heels and shoes will be clicking on the bare pavement of Philadelphia's Rittenhouse Square, unmuffled by winter snow and ice. Another sound of Spring: The warming and enlightening voice of **WIP,** as active in the public weal in good weather as through Winter's many snow emergencies. A 40-year record of public service and Metropolitan's *fresh* concepts of service are rapidly moving **WIP** to the foremost audience position in Philadelphia. Advertisers are keeping pace with the times . . . on

WIP, Metrodelphia, Pa.

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock,** V.P & General Manager. **H. D. (Bud) Neuwirth,** Sales Director. Represented nationally by **Edward Petry.**

TAFT STATIONS SWITCH TO ABC-TV

'Meteoric rise' in programming given as reason for move

Switch of the Taft Broadcasting Co. stations from affiliation with CBS-TV to ABC-TV was made last week. Effective April 30. WKRC-TV becomes ABC-TV's primary tv affiliate in Cincinnati, while Taft is giving notice of termination of a 12-year affiliation with CBS-TV in Cincinnati. Taft also will assign primary affiliations agreements with ABC-TV for two of its other stations: WBRC-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

WTVN (TV) Columbus, from its inception has been affiliated with ABC-TV, which was pointed to by Hulbert Taft Jr., president of Taft Broadcasting Co., as a favorable experience and partly responsible—along with ABC's "meteoric rise" in programming—for the changeover.

Mr. Taft said his company was "convinced its progressive improvement" of service in all three areas now would be "accelerated."

CBS-TV will affiliate with WCPO-TV Cincinnati. The station formerly carried ABC-TV programs.

Mort Watters, vice president and general manager of the WCPO stations, in announcing the termination of the contract said "WCPO-TV has been operating on a month-to-month basis with the network since Oct. 1. The disaffiliation comes as a result of WCPO-TV's unwillingness to accept the latest contract proposal of ABC-TV which was made by the network on Feb. 15."

$4 million offer to buy WNTA-TV called too low

An offer to buy WNTA-TV New York for $4 million and use it for a non-commercial educational television station was rejected by the station's management, it was reported last week. The offer was termed "inadequate" by station officials.

Howard Stark, a New York station broker, acknowledged that he had forwarded the proposal to WNTA-TV's management on behalf of a group of leading citizens in New York. He said he has been authorized to "offer more money at the proper time."

National Telefilm Assoc., owner of the station, announced several weeks ago that it was placing both WNTA-TV and WNTA up for sale in order to raise funds to retire short-term debts (BROADCASTING, Feb. 20). Reports circulated last week that NTA has placed a price of $7 million on WNTA-TV.

Ely A. Landau, who resigned from NTA as board chairman in order to bid for the station, was reported to be "confident" that he could form a syndicate to top the educational group's offer.

The group of citizens that hopes to buy the tv station is headed by Howard C. Sheperd, board chairman of the Greater New York Fund and retired chairman of the First National City Bank, New York. The National Educational Television & Radio Center has been assisting the citizens' group in planning for an educational tv outlet in New York.



Concluding the Taft-ABC-TV arrangements last week:

Seated are Julius Barnathan, vice president in charge of affiliated stations, ABC-TV (left), and Hulbert Taft Jr., president of Taft Broadcasting Co. Standing (left to right): Robert L. Coe, vice president in charge of station relations, ABC-TV; Robert Schlinkert, vice president, Birmingham Div., Taft Broadcasting Co. and general manager of WBRC-TV; Fred von Stade, general manager, WKYT (TV) Lexington, Ky.; Lawrence H. Rogers, II, vice president, Taft Broadcasting Co.; Sam T. Johnston, general manager, WKRC-TV Cincinnati, and David G. Taft, executive vice president of Taft.

AN ART, NOT A CRAFT

That's how NAB's Collins describes broadcasting

Broadcasting must be developed as a profession to reach "a pinnacle of responsibility we can all be proud of," NAB's Assn. of State Presidents was told Feb. 23 by NAB President LeRoy Collins at the concluding luncheon of the group's sixth annual Washington conference.

In a talk to state association officers representing 45 states, Gov. Collins described broadcasting "as an art, not a craft." He said that to deserve a professional status, the broadcaster "must give a full measure of his talent. He must recognize that his greater and greater power in a free society carries with it a greater and greater responsibility to serve."

Once again Gov. Collins made a reference to the role of networks in industry affairs. He told the state presidents broadcasting "doesn't belong to the networks, advertisers or rating firms but is theirs to build into a noble structure." In his Feb. 10 talk to the NAB board he had said NAB should be the industry voice rather than networks.

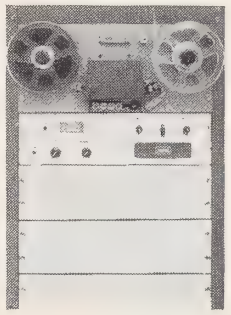
The nation's struggle for freedom can be successful, he said, "only with the aid of electronic communication. In foreign lands people who cannot read must be helped to understand freedom through words they can hear and pictures they can see. At home, through broadcasting, our democratic institutions can be strengthened to become vigorous, moving, achieving forces —or, by lethargic indifference or misuse, they can crumble away."

Looking at the practical side, Gov. Collins added, "The spirit I want to see can mean more profits to you . . . and can build broadcasting to a pin-

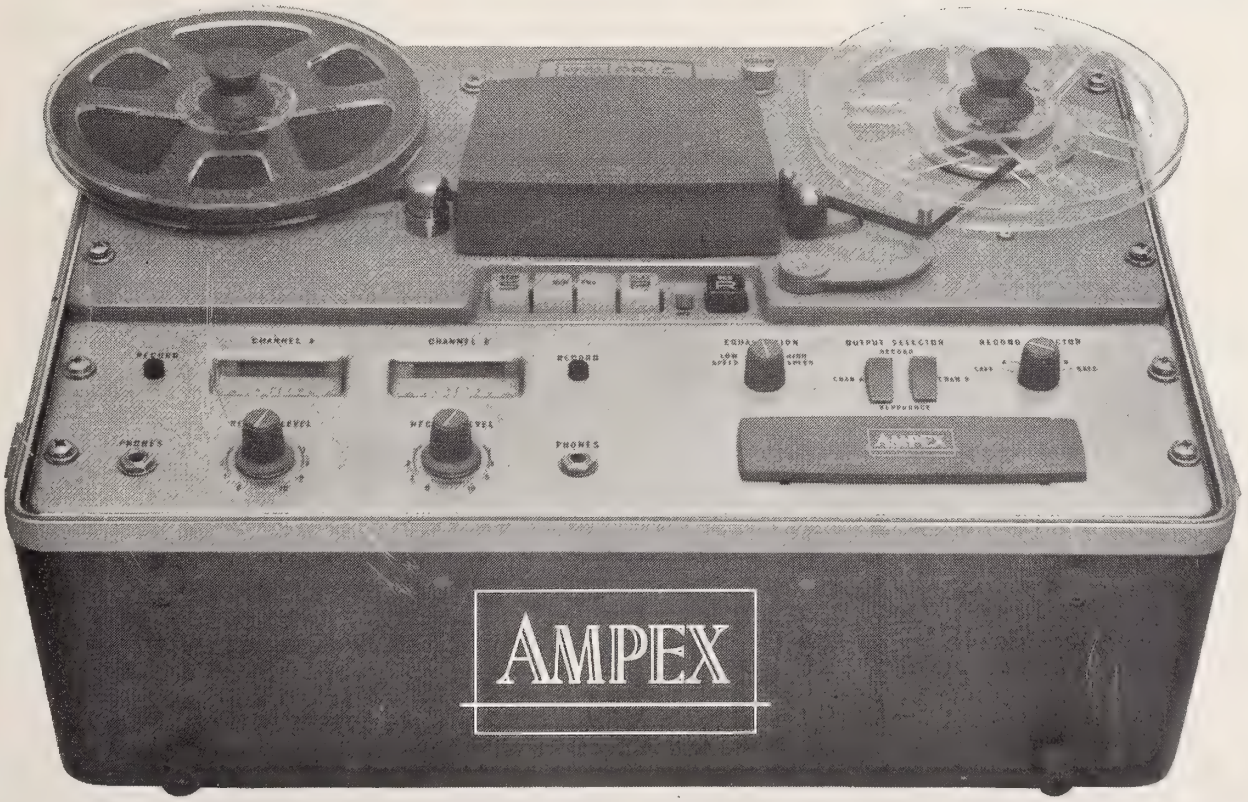
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective *track and two*-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



PR-10



Literature including specifications, features, benefits and applications available from Ampex. Write Dept.

ASK ABOUT THE NEW AMPEX FINANCE AND LEASE PLANS.

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter St., Redwood City, Calif. • Ampex of Canada Ltd., Rexdale, Ontario.*



NAB state presidents in conference assembled

Forty-five state associations were represented Feb. 22-23 at the sixth annual conference of NAB State Assn. Presidents, held in Washington. Members conferred with the NAB staff and heard an address by President LeRoy Collins.

Row nearest camera (l to r): Richard M. Allerton, NAB research manager; Richard C. Johnson, KBOM Bismarck, N. D.; Donald C. Dailey, KGBX Springfield, Mo.; Fred L. Vance, KVOA-TV Tucson, Ariz.; Bernie Mack, WGIR Manchester, N. H.; Floyd Fletcher, WTVD (TV) Durham, N. C.; James H. Hulbert, NAB economics-labor relations manager; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Thomas Y. Gorman, WEEI Boston; Robert B. McConnell, WISH Indianapolis.

Second row: Virgil Trimm, WMTS Murfreesboro, Tenn.; Leslie E. Maupin, KPLM Minot, N. D.; Sherman K. Headley, WCCO-TV Minneapolis; William Shutts, KVOC Casper, Wyo.; M. F. Woodling, KHSL Chico, Calif.; William Morgan, KNOR Norman, Okla.; Ray VanHooser, KNED McAlester, Okla.; A. D. Smith Jr., WMTS Murfreesboro, Tenn.

Third row: Kenneth Hastie, WMT Cedar Rapids, Iowa; Fred L. Beard, WJDX Jackson, Miss.; Gordon L. Capps, KSRV Ontario, Ore.; Walter Dickson, WABI Bangor, Me.; William Carlisle, NAB station relations manager; Lloyd W. Dennis Jr., WTOP Washington; Harry Peck, KODY North Platte, Neb.; Carl V. Kolata, WTTN Watertown, Wis.; Hollis Seavey, NAB government relations; John Perry, NAB assistant to the president.

Fourth row: John Ellinger, WNAB Bridgeport, Conn.; George R. Dunham, WNBF Binghamton, N. Y.; Jess Jordan, WTBF Troy, Ala.; Gale Mix, KRPL Moscow, Idaho; Don DeGroot, WWJ Detroit; Ronald A. Murphy, Seattle; John F. Degnan, assistant to NAB radio vice president; Robert H. Warner, KMON Great Falls, Mont.; Douglas A. Anello, NAB chief counsel; Joseph S. Sinclair, WJAR-TV Providence, R. I.; Lee Ruwitch, WTVJ (TV) Miami.

Fifth row: Donald J. Horton, WVLK Lexington, Ky.; Milton J. Bergstein, WMAJ State College, Pa.; George W. Patton, WBML Macon, Ga.; Edwin E. Koepke, KDEN Denver; Thad M. Sandstrom, WIBW Topeka, Kan.; Vernon A. Nolte, WJBC Bloomington, Ill.; Gordon Sherman, WMAY Springfield, Ill.; Louis M. Neale Jr., WBEU Beaufort, S. C.; William E. Johnson, KYNT Yankton, S. D.

Sixth row: Harvey C. Smith, WDEL Wilmington, Del.; James Hairgrove, KBRZ Freeport, Tex.; Gene Hendryx, KVLF Alpine, Tex.; Ernest N. Thwaites, KFUN Las Vegas, N. M.; Mrs. Thwaites; Gene Trace, WBBW Youngstown, Ohio; Carlton Dargusch Jr., Columbus, Ohio; Harold B. McCarley, WBLE Batesville, Miss.; Julian F. Haas, KAGH Crossett, Ark.

Speakers table: Charles H. Tower, tv vice president; Edward H. Bronson and Stockton Helffrich, tv code directors; Howard H. Bell, affairs vice president John F. Meagher, radio vice president; Vincent T. Wasilewski, government affairs vice president; Charles M. Stone, radio code director; John M. Couric, public affairs manager.

nacle of responsibility we can all be proud of."

The presidents spent two days discussing all the problems that confront local broadcasters and their state associations, comparing ideas and matching methods.

Close attention was given state legislation. New York, for example, has a bill to establish the board of regents as a tv program licensing agency as well as one to set ground rules for rating services. Oregon, too, has a rating bill. Other problems dealt with advertising taxes, trading stamps (usually financed by retailers out of advertising budgets), FCC's field inspection of Florida stations, freedom of access to cover public events, contacts with state legislators, hurricane and tornado warning services, community identity, the radio and tv codes, and promotional methods.

Lee Ruwitch, WTVJ (TV) Miami, showed a station film covering last September's hurricane and described how the statewide hurricane warning service operates.

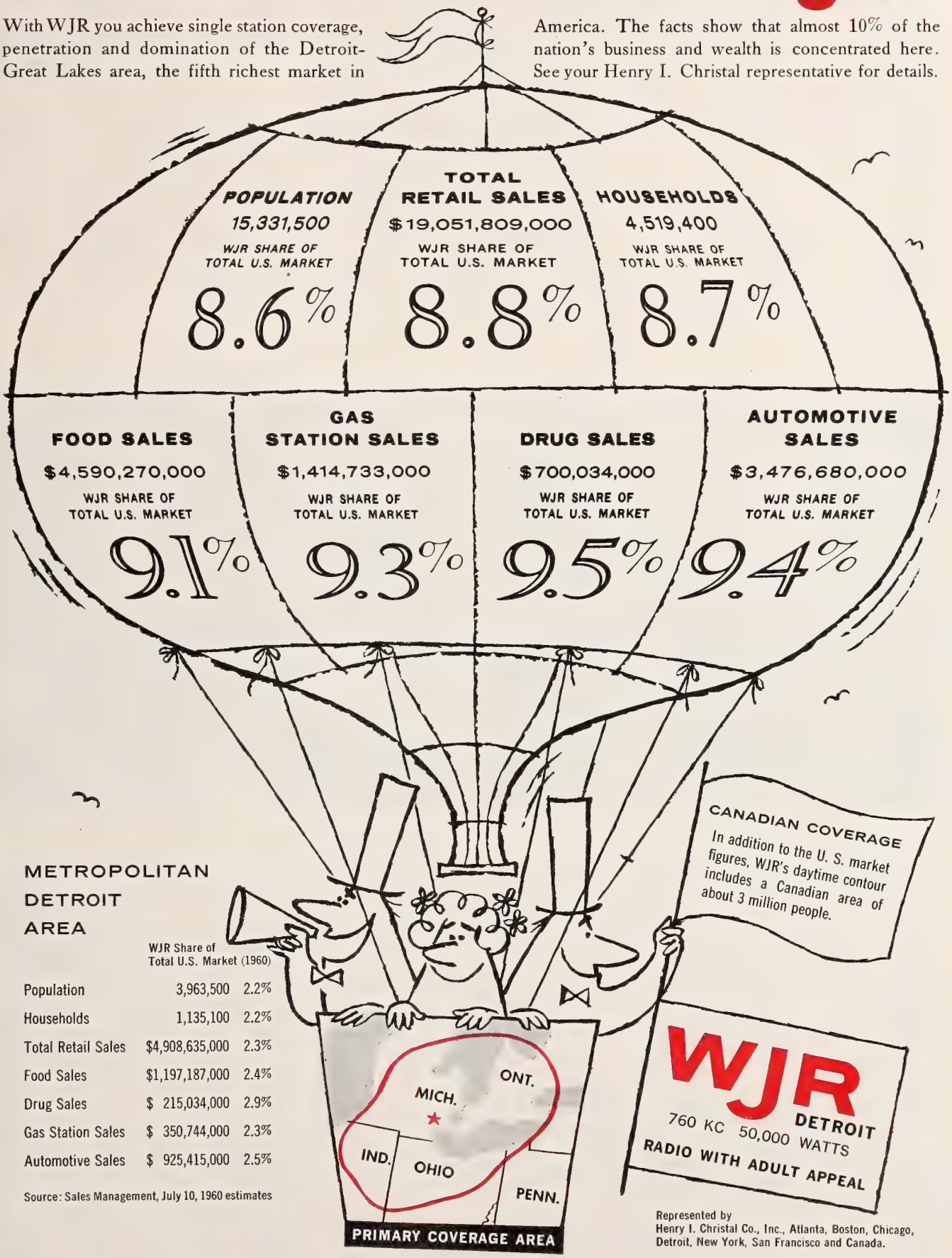
Mr. Ruwitch gave out copies of a station form providing a documentary report of a station's contact with community organizations and individuals. The form specifies date of contact, agency or individual, subject of contact, action taken and name of station individual. He explained the accumulated file provides proof that stations have been active in ascertaining program needs of the community. It covers "all interviews, phone calls, letters of correspondence, citations, activities in community affairs besides indicating if the contact was initiated by the station or an outside source." The filled-out forms are turned in to the station program director's office where the file is maintained.

NAB staff members took part in the two-day meeting. The final afternoon was devoted to informal sessions at NAB headquarters. State Presidents also took part in the Feb. 22 Voice of Democracy awards luncheon (see page 42).

5th market in America . . . and going up!

COVER IT WITH WJR

With WJR you achieve single station coverage, penetration and domination of the Detroit-Great Lakes area, the fifth richest market in America. The facts show that almost 10% of the nation's business and wealth is concentrated here. See your Henry I. Christal representative for details.



METROPOLITAN DETROIT AREA

	WJR Share of Total U.S. Market (1960)	
Population	3,963,500	2.2%
Households	1,135,100	2.2%
Total Retail Sales	$4,908,635,000	2.3%
Food Sales	$1,197,187,000	2.4%
Drug Sales	$ 215,034,000	2.9%
Gas Station Sales	$ 350,744,000	2.3%
Automotive Sales	$ 925,415,000	2.5%

Source: Sales Management, July 10, 1960 estimates

Represented by
Henry I. Christal Co., Inc., Atlanta, Boston, Chicago, Detroit, New York, San Francisco and Canada.

NBC profit momentum still building

SARNOFF SEES TV GAINS, RADIO PLUSSES, MORE COLOR IN NEW SEASON

NBC is leading from and with strength at the approaches of a new television sales season, and there's every indication that the network will maintain a profit momentum in 1961, making it an even better business year than 1960, the biggest profit year in NBC's history.

This bullish report comes from Board Chairman Robert W. Sarnoff, interviewed last week in New York by BROADCASTING editors.

Among the highlights of his pre-1961-62 season assessment:

▪ For the full year of 1961, business will be higher than in 1960, both for television generally and NBC-TV specifically.

▪ NBC-TV led all three networks in gross time sales in the last three monthly gross billing reports (October through December, 1960), a substantial amount of this gain coming from daytime sales which he expects to continue and increase.

▪ NBC Radio continues in the black (as it had for the full year 1960) and Mr. Sarnoff feels that NBC has "finally found the fundamental answer to maintain a radio network service."

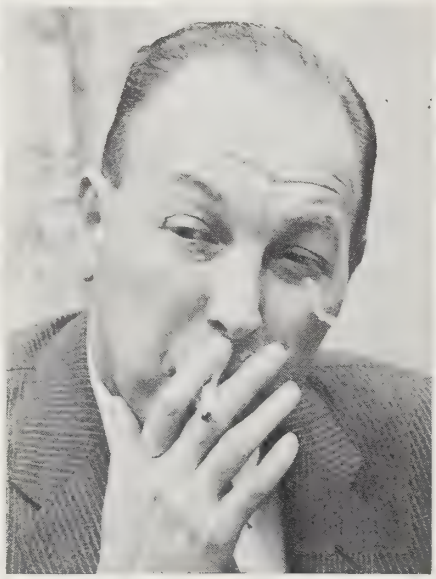
▪ An even further expansion in color programming at NBC-TV is in sight for the 1961-62 season (also see color expansion story, page 23).

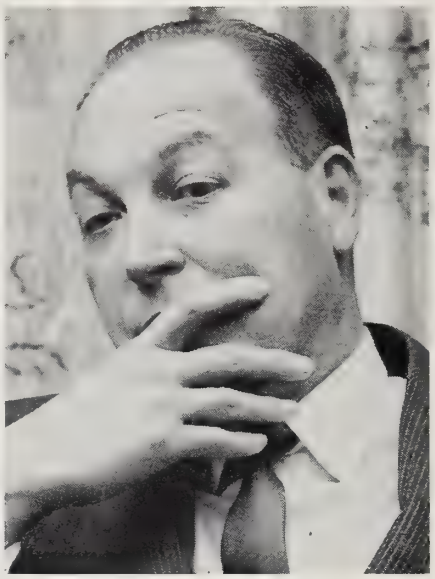
▪ Events have reduced to something of a "paper plan" the so-called Doerfer plan of programming an hour in prime time each week but in non-competitive time periods with one half-hour turned back to the affiliates every third week for their own use in local information programming. This is chiefly because the networks are doing so much more information programming anyway.

▪ Programming at NBC would appear to be in very good shape, balanced and varied. NBC always has furnished more programming for so-called minority groups than the interests of the general audience warranted and while critics continue to carp about programming, Mr. Sarnoff doubts there's any "disaffection" on the public's part.

▪ Pay television's future would seem to be limited probably to localized experiments and not much else. NBC has no pay-tv blueprint, and sticks to its belief that pay tv cannot be "successful" without cannibalizing free tv. "I've seen nothing to give much encouragement to the proponents, in terms of results."









▪ The international operations of NBC are "going strong" though "the competition is getting pretty keen." NBC is investing abroad where the law permits, is providing management services and is selling NBC programs (both tape and film). President Robert E. Kintner's current Latin American journey includes the objective of opening up new facilities for news.

▪ Mr. Sarnoff has "no qualms" in stacking up NBC's service "against any criteria," whether in program balance, quality, program types, or leadership in improving the public taste.

▪ The recent controversial speech of Gov. LeRoy Collins, president of NAB, needs additional study but Mr. Sarnoff believes "the industry should have a strong NAB to represent it" and that NAB "can only have leadership if it has leadership at the top." He feels that in the past, industry leadership has been left to the networks who had to represent themselves and were "perhaps the most articulate." (Mr. Collins' talk was critical of the programming level in tv.)

▪ It is not always (and in fact it is seldom) that the networks provide the public's general impression of television around the country. There are only three networks, they are large and they program big and so they are "singled out" but the usual impression is "what's fed from a station." A *Nation's Future* (NBC-TV information show), though programmed by a network, may lose its national value when some stations fail to clear it.

Mr. Sarnoff emphasized that a tv station can easily end up with an unbalanced schedule, though the networks—and here he bracketed both NBC and CBS—are feeding balanced fare.

The NBC board chairman asserted that the effect of Gov. Collins' speech was in fact to "alert stations as to their program structure," and, he specified, the network program is but part of the station's overall structure.

During the interview, Mr. Sarnoff was asked for his opinion on objections raised recently against certain interpretations by network shows, such as *The Untouchables* on ABC-TV, and *Harvest of Shame* on CBS-TV. Did he have a formula for NBC "for staying out of trouble?" Said Mr. Sarnoff:

"I think you (a network) would be unsuccessful if you programmed to stay out of trouble." Mr. Sarnoff felt most programs dealing with controversial issues will bring some complaints but that the network's objective is "to present all the facts our research can un-

cover and present them in such a way that the facts speak for themselves," a procedure, he noted, in use in the *White Paper* public information show.

In other areas covered by Mr. Sarnoff:

▪ Action-adventure seems to have the biggest hold at the moment in entertainment programming and while westerns would seem to be as popular as ever in the hour form, the half-hour westerns may be "having trouble."

▪ NBC sees no drastic changes in its selling pattern. Mr. Sarnoff does not expect any changes in daytime tv selling, though the network naturally is watching the effects of the CBS-TV move of selling minutes in its 10 a.m.-noon programming (plan went into effect on Feb. 13).

Mr. Sarnoff reflected that he did not think the CBS-TV plan "responsive" to competitive needs, and pointed out that a couple of years ago when NBC-TV was having its own daytime sales problems "we took our losses and poured our money into developing programs" so as to improve the salability.

As for the CBS-TV plan to add game shows in the daytime periods, Mr. Sarnoff emphasized that NBC had never ruled out game shows as such, and that the network always felt they could be policed and therefore kept in the schedule on that basis.

▪ There may be an increase in the three-network total of nighttime hours sold as participations (that is in one-third of hours) in the fall, but Mr. Sarnoff reminded, this was not to say that all new hour-long shows will be sold in this way.

▪ The new program prospect appears optimistic. Already buttoned up for the fall: A new Walt Disney hour in color at 7:30 Sunday, feature films at 9-11 p.m. Saturdays, an "important" new hour-long Dick Powell series; and an expectation of probably having a Mitch Miller and a new Dinah Shore (Chevrolet has dropped her show for next season) hour-long series. As to powerhouse carryovers, he pointed to *Wagon Train* and *Perry Como*.

There will be a continued and increased emphasis on news and public information shows (there seems to be a rise in public interest for these programs). In the specials category, Mr. Sarnoff predicts, there may be about the same level or just a few less entertainment shows but probably more information programs.

As to new programming forms, it would appear the networks are approaching something of a plateau, at least in black-and-white. It is a more mature medium. The networks now, he thinks, are faced with a constant search for improvement of substance within existing forms, while also looking for new forms. New programming was easier to formulate in the early days of television when everything was new. New forms will be developed in the future but they'll come occasionally.

The current business recession, Mr. Sarnoff reflected, is having some effect on tv both in network and in national spot with some advertisers exercising their rights under short-term commitment, "although I fully expect that they will be back in as we start the new season." Both tv in general and NBC in particular will be up this year over last.

Mr. Sarnoff paid special tribute to the radio network operation, asserting in part:

"I think we have finally found the fundamental answer to maintain a radio network service.

Pat on Back ▪ "You know, you might just give the boys a pat on the back, or the company a pat on the back. With all the brickbats you take sometimes for running a television network, there is very little recognition given to the fact that long, hard years of effort and a lot of money went into maintaining what is an important national service: the radio network. It would not have been hard to drop it.

". . . But it has helped our affiliates maintain their position in their communities. It has maintained a national service that can be called upon instantaneously; it has provided important news."

Some of that answer, Mr. Sarnoff said, lies in the increased emphasis placed on news with the news interest the "keystone" of the radio network, and on the facts that rates were not "depressed" while the conventional relationship of paid compensation to stations was supported.

Of the whole NBC "picture," Mr. Sarnoff concluded: "I think we are in the best position I have seen in a long time. With the new nighttime hits we expect to be coming in we ought to be in real top shape."







NBC's caballero

NBC President Robert E. Kintner prepared to reconnoiter expansion opportunities for NBC news and international business operations in Latin America. The itinerary: Caracas, Venezuela, to meet with the NBC representative there and William H. Phelps, owner of Radio Caracas; Buenos Aires, Argentina, where NBC also has a man, to see Curt Lowe and Ildefonso Recalde, owners of Station Cadete, an affiliate, and to Argentina's new station in Mar Del Plata; Rio de Janeiro and Brasilia, Brazil, to see the capital's new station. Mr. Kintner left earlier this month and plants to return March 5.

THE REACTION TO COLLINS' SPEECH

From Capitol Hill to Bismarck, it's generally favorable

The firm position taken by NAB President LeRoy Collins on behalf of improved programming, public service and industry unity has received favorable reaction from a cross-section of station, business and legislative interests.

Gov. Collins made his views dramatically clear in his first appearance before the NAB board, meeting Feb. 10 in Palm Springs, Calif. (BROADCASTING, Feb. 13, 20).

A sampling of presidents of state broadcasters associations, taken last week at NAB's annual presidential conference, showed general approval of Gov. Collins' leadership, with some awaiting actual performance of the new NAB administration.

Robert W. Sarnoff, NBC board chairman, said the industry needs strong leadership and a strong association. He noted that historically the networks have been forced to represent themselves. Gov. Collins told the board he felt NAB, rather than networks, should be the industry voice and he was critical of industry programming.

On Capitol Hill ▪ Three prominent legislators commented favorably on the talk, taking the position Gov. Collins appeared to be just the man to cure what they regarded as broadcasting's ills.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who inserted the speech in the Congressional Record, said the address had "candor and courage." He added that "If the broadcasters of America heed the advice . . . in his speech, I feel they will move in the right direction in discharging the important public responsibility placed on their shoulders."

Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee, called the speech "the freshest breeze we have heard from the medium that monopolizes the recreation of so many Americans."

A frequent critic of television rating services, Sen. Monroney found particularly rewarding Gov. Collins' all-out criticism of that aspect of the industry. "I take my hat off to Mr. Collins," he said.

Sen. John Marshall Butler (R-Md.), another Commerce Committee member, found the speech a timely warning to an industry that "has shown recent signs of self-satisfaction." He said Gov. Collins' "plan of reorganization might help to produce" a universally respected spokesman and, in addition, "that articulate and persistent voice of conscience which is vital for the growth of every country and industry."

More Reaction ▪ Here are typical comments made to BROADCASTING by state association presidents:

Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan.: "Broadcasting needs this kind of forceful leadership and broadcasters must wake up to a lot of these problems. Too many of them are not aware of community responsibility and the need for better programming. People aren't aware of the good programs on the air, creating a need for positive action."

Douglas L. Manship, WBRZ-TV Baton Rouge, La.: "I'm glad we're on the offensive instead of the defensive, for a change."

Floyd Fletcher, WTVD (TV) Durham, N. C.: "He took a very positive position, and did what we ought to be doing. The industry needs a strong program indicating what we are doing and our potential."

Lee Ruwitch, WTVJ (TV) Miami: "His talk was candid and forthright, showing a keen sensitivity to our problems. We can't wash away our troubles. It's better to be honest with ourselves."

Richard C. Johnson, KBOM Bismarck, N. D.: "If he can effectively implement the course he has laid out, we'll be on the right road."

Harold B. McCarley, WBLE Batesville, Miss.: "I believe he will lead broadcasters and the NAB with a full understanding of the industry problems. He has proven his ability as a leader."

Thomas Y. Gorman, WEEI Boston: "Excellent. This type of positive approach is what we need. A concerted broadcasting front will bring better recognition."

Robert C. Walker, WCHV Charlottesville, Va.: "An outstanding address. He said some things that will make people sit up and take notice. Broadcasters who have their hearts in the industry should be pleased with it."

A. D. Smith Jr., WMTS Murfreesboro, Tenn.: "I'm convinced he'll be a good leader and good for the industry."

In a letter to BROADCASTING, an independent operator, Stephen A. Cisler, WLVL (FM) Louisville, said: "For the first time it has been suggested by a top NAB official that the organization start representing the stations and not just the networks . . . I propose that those of us who have remained outside the NAB now get behind President Collins by becoming active members where possible."



From far Hawaii came the winner of the annual Voice of Democracy broadcast script competition, Carol Ogata of Pahoa, Island of Hawaii. Miss Ogata received her award at the VOD luncheon held Feb. 22 in Washington. L to r: L. Berkley Davis, General Electric Co., president of Electronic Industries Assn.; LeRoy Collins, NAB president and Miss Ogata.

Hawaiian girl wins Voice of Democracy

Fifty-one winners of Voice of Democracy statewide broadcast scriptwriting contests received their awards and all-expense Washington trips last week, winding up with the annual luncheon held Feb. 22 at the Statler Hilton Hotel.

All winners made it to Washington despite airline strikes and bad weather. Carol Ogata, of Pahoa, Hawaii, named top winner, was grounded when she reached the West Coast but friendly travelers gave up air accommodations to help her reach Washington.

Miss Ogata was awarded a $1,500 scholarship. Second winner was Miss Briony Sharman, of Peterborough, England, an exchange student who won the New York State contest. She received a $1,000 scholarship. The other two finalists were Joseph G. Quill Jr., Raynham, Mass., $750 scholarship and William C. S. Mays III, Providence, R. I., $500 scholarship. The four finalists received gold recordings of their winning scripts on the theme, "I Speak for Democracy."

LeRoy Collins, NAB president, presided at the awards luncheon. Participants in award ceremonies included Associate Supreme Court Justice Tom C. Clark; L. Berkley Davis, General Electric Co., president of Electronic Industries Assn.; T. C. Connell, commander-in-chief, Veterans of Foreign Wars; Wayne O. Reed, deputy U. S. Commissioner of Education; FCC Chairman Frederick W. Ford, and Dr. Ellsworth Tompkins, executive secretary of the National Assn. of Secondary School Principals.

The contest is jointly sponsored by state broadcaster associations, NAB, EIA, and the VFW. A board of judges selected the four finalists.



u.a.a.

CONGRATULATES

WCBS-TV ON THE 10th ANNIVERSARY OF THE LATE SHOW

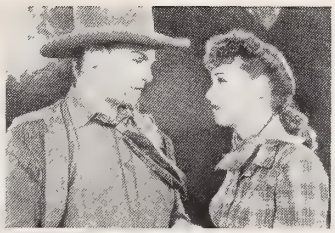
AND IS PROUD TO HAVE CONTRIBUTED THE TOP-RATED FEATURE FILM ON FOUR OF THE SEVEN NIGHTS OF THE WEEK DURING THE PAST 5 YEARS A.R.B.



Highest rated of all Sunday nights:
"VICE SQUAD"
Starring Edward G. Robinson and
Paulette Goddard — United Artists



Highest rated of all Monday nights:
"FIGHTING 69th"
Starring James Cagney and
Pat O'Brien — Warner Bros.



Highest rated of all Thursday nights:
"OKLAHOMA KID"
Starring James Cagney and
Humphrey Bogart — Warner Bros.



Highest rated of all Friday nights:
"POSSESSED"
Starring Van Heflin and
Joan Crawford — Warner Bros.

U.A.A. can help your station achieve the kind of lasting success enjoyed by this popular and profitable program. Write or wire.....

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 1041 N. Formosa Ave., HO 7-5111

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KIOA Des Moines, Iowa: Sold by Lester Kamin to W. Clark Swanson, George A. Bolas, Robert A. Hall and William E. Worthing for over $600,000. Mr. Bolas is Chicago advertising executive; others are businessmen. Mr. Kamin retains KAKC Tulsa and KBKC Mission, Kan.; he bought KIOA in 1957 for $185,000. KIOA operates with 10 kw day, 5 kw night on 940 kc and is affiliated with MBS. Blackburn & Co. acted as consultants in this transaction.

▪ WMET-AM-FM Miami Beach, Fla.: Sold by James R. Williams and associates to George I. Norman and Cloyd Wangsgard for $250,000. Mr. Norman owns KSVN Ogden, Utah and has an interest in KTWL Golden, Colo. Mr. Wangsgard is an accountant. The Williams group acquired the station in 1958 for $150,000. WMET is 250 w on 1490 kc; WMET-FM operates on 93.3 mc with 13 kw. Broker was Paul H. Chapman Co.

▪ KRES St. Joseph, Mo.: Sold by Jock MacGregor and Raymond J. Cheney to Earl F. Hash, Charles Cutler, and Mrs. Mabel E. Perry for $115,000. Mr. Hash owns WTMT Louisville, Ky. KRES is 5 kw on 1550 kc, affiliated with MBS. Broker was Hamilton-Landis & Assoc.

▪ WBAZ Kingston, N.Y.: Sold by Austin Harkins to Olin Tice and George Bryan for $104,500. Mr. Tice controls WKEN Dover, Del.; WCAY Columbia and WMYB Myrtle Beach, both South Carolina; WKTC Charlotte, N.C., and is half-owner of WBBQ Augusta, Ga. WBAZ is 500 w daytimer on 1550 kc. Broker was Edwin Tornberg & Co.

▪ WEMB Erwin, Tenn.: Sold by Max Blackemore to V.F. and H. E. Jackson and James E. True Jr. for $55,000. Mr. True formerly was a broadcasting station executive in southwestern Virginia; Messrs. Jackson are in oil distribution and in the retail hardware and furniture businesses. Mr. Blakemore is 50% owner of WCVP Murphy, N.C. WEMB is 5 kw day on 1420 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 76).



Roy Danish, assistant director of the Television Information Office, discusses program notes with Mrs. Dorothy Klock, acting director of broadcasting for the New York Board of Education, before the opening of the first session Feb. 16, of a 15-session comprehensive course on television offered by the city's school system at the Donnell Library Center. Entitled "Television in Today's World," the in-service course is being taken by some 260 New York City school teachers for their general instruction and to help them direct students to more discriminating tv viewing.

▪ WRIB Providence, R.I.: Sold by Frank and John Roa and Irma Pace to Paul J. Perreault and associates for $225,000 and agreement not to compete.

▪ KFST Fort Stockton, Tex.: 55% interest sold by George, Frank and Emily Baker to Billy H. Hubbs, Kenneth Z. Bond and Rex L. Billingsley for $37,750. Mr. Hubbs and father, Barney Hubbs, have interests in KIUN Pecos, KVLF Alpine, both Texas. Mr. Hubbs Sr. has interest in KVFC Cortez, Colo.

Bartell group buys control of Macfadden

The Bartell Broadcasting Corp. has acquired control of 62-year-old Macfadden Publications Inc., it was announced last week by Irving S. Manheimer, Macfadden board chairman. Bartell and others paid approximately $1.5 million for 30% of Macfadden.

At a special meeting of the company's board of directors, Gerald A. Bartell was elected president, replacing Mr. Manheimer, who was named chairman; Lee Bartell was elected secretary. The Bartell brothers were elected to the Macfadden board, replacing A. A. Whit-

Outstanding Exclusive Broadcast Properties

This is a powerful 24-hour operation in a solid top-100 market. Area is growing fast and has a good diversified economy. Large cash requirement with a 6 year payout at 6%.	CENTRAL $400,000
Daytime property in an excellent market that has a high income standard. Heavy cash requirement. Negotiable terms and down payment.	TEXAS $160,000
A good 250 watt fulltime facility along with a popular FM. Market is an established metropolitan area. Combination operation with real estate. Liberal payout.	SOUTH $150,000

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RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
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Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

ford and Edward McSweeney. Mr. Manheimer will continue actively with the company. No other personnel changes were contemplated.

Macfadden Publications publishes *True Story, Photoplay, Tv Radio Mirror, True Love, True Experience, True Romance, Sport, Saga, Climax, True Detective* and several annuals and paperback books. Bartell Broadcasting owns and operates WADO New York, WOKY Milwaukee, KYA San Franciso, KCBQ San Diego and also controls and operates three television stations in the Dutch West Indies.

ITALIANS TO PICKET

They're still dissatisfied with ABC's 'Untouchables'

In a stormy meeting held on Feb. 17, the board of governors of the Federation of the Italian-American Democratic Organizations of New York voted to picket ABC on March 9 in protest of *The Untouchables* program. The board's action came after they had heard a report on the Feb. 1 Washington meeting of Congressmen Joseph P. Addabbo (D-N.Y.), Victor L. Anfuso (D-N.Y.), Alfred E. Santangelo (D-N.Y.), and ABC Vice Presidents Thomas W. Moore and Alfred Schneider (BROADCASTING, Feb. 20).

Rep. Santangelo, president of the Italian-American group, said that the "assurances" given to himself and Congressmen Addabbo and Anfuso by ABC not to link crime and Italians or Italian names in subsequent programs of *The Untouchables* were "unsatisfactory." Besides reaffirming their determination to picket, the board voted to invoke "economic sanctions" against sponsors of the high-rated ABC-TV crime series. The program currently is being sponsored by L&M Cigarettes on alternate two-thirds and one-third participation by Beecham Ltd. and Armour & Co. on weekly one-sixth participations, and by Whitehall Labs on alternate one-third participations.

The board listed five reasons for rejecting the network's conciliatory efforts. Among them were charges that *The Untouchables* was still using a disproportionate number of Italian characters and in repeated instances using the name of an actual Italian person allegedly involved in various criminal activities without offering any substantiating proof of these claims. Four future shows, April 13, 20, 27 and May 14, in the ABC-TV series were cited by the board as using a central Italian criminal character. The program was also charged with contributing to juvenile delinquency by its emphasis on violence and crime. The Italian-American group further charged that the disclaimer ABC is now making at the end of each *Untouchables* program labelling portions of the show as "fictionalized" are lost among a welter of post-program commercials.

Congressmen Santangelo, Addabbo and Anfuso have been authorized by the board to hold another meeting with ABC officials before March 3, the date of the federation's last scheduled meeting before the March 9 picket deadline.

How television can change viewers' minds

The usefulness of television for altering consumer attitudes was emphasized last week in a research report issued by the National Safety Council. The report analyzed viewer opinions before and after the Dec. 26 telecast of "The Great Holiday Massacre" on CBS-TV, one of the *CBS Reports* programs with Edward R. Murrow (AT DEADLINE, Feb. 20).

The study, claimed the first of its scope involving documentary programs, showed that basic advertising principles apply just as much to the "selling" of concepts such as safety as to consumer products.

The conclusions indicated that safety documentaries have placed too much emphasis on merely inciting anxiety (horror of accidents, crash scenes, etc.); that they have not adequately demonstrated the "product" benefits that would enable an individual to translate his anxiety into specific things he can do to avoid accidents. This does not mean generalities such as "drive safely," found to be totally ineffective, but careful point-by-point teaching of "how" to drive safely.

Only television provided the built-in controls necessary for isolating and studying viewer attitudes, said John Naisbitt, public information director for NSC.

In the CBS-TV program, the study noted, two drunks on screen less than three minutes had the greatest impact on viewers, but the effect was not helpful from a safety education standpoint.

What happened, the study said, was that the average driver subconsciously found the two drunks, as well as reckless teenagers, speeders and other atypical "scapegoats" enabled him to get himself "off the hook." Research study was made by Creative Research Assoc., Chicago.

STATIONS FOR SALE

EAST—$150,000.00

NEW YORK STATE—250 WATT FULLTIMER

This is the oldest station in the market in an under-radioed area. Under absentee ownership is grossing in excess of $90,000.00. Asset values approximately $120,000.00. To the right party will sell with 29% down and the balance out over a reasonable length of time.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$225,000.00

SUNNY SOUTH FULLTIMER

The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$140,000.00

Fulltimer station showing good cash flow. Priced right at $140,000.00 with 29% down payment. Perfect set up for owner-operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$350,000.00

MOUNTAIN STATES VHF—NBC NETWORK

Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
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NATIONWIDE BROKERS
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A threat in FCC's new program forms?

EXHAUSTIVE REQUIREMENTS PROMPT TWO COMMISSIONERS TO QUESTION

Drastic revisions planned by the FCC in its program reporting forms were made public last week with two commissioners—in concurring statements —expressing grave misgivings. They feared the required data would place the commission in programming and administrative areas where it has no business.

Ten days earlier, the FCC had announced its proposed rulemaking and asked for comments by April 3 (BROADCASTING, Feb. 20). Specifics to be reported were disclosed for the first time last week after months of study which began with *en banc* hearings in December 1959.

The commission stated that replies to the questions will be used to compare a licensee's past performance against future promises. In addition to renewals, applicants for new stations and for transfer approval would be required to complete the forms.

Replies to the new forms will be of considerable length and entail a great deal of work for the applicants. If the rules are adopted, for instance, stations would be required to describe their service area with such factors as population, foreign language and minority groups, agricultural population, religious and educational institutions, recreational, sports and cultural facilities, other broadcast services and newspapers.

Another "brief statement" would be required detailing steps taken by the applicant during the past three years to ascertain the needs and interests of his audience, followed by these three requests:

"State the scope and results of consultations with civic leaders, including but not limited to public officials, educators, religious leaders and representatives of agriculture, business, labor, nonprofit organizations and the professions with respect to the needs of their groups.

"How does the applicant propose to translate into its schedule programs designed to fulfill the needs found through the consultations and efforts described above?

"State the extent to which, and the procedure by which, complaints and suggestions from listeners have been and will be considered by the applicant and acted upon if appropriate. For past operation, give specific examples."

Leading Community Issues ▪ Another section on controversial issues of public importance requires the applicant to describe at least two local issues for each of the past three years and specific programs broadcast in connection therewith. The applicant also is asked about his past and proposed handling with respect to fair presentation of controversial matters, including the frequency of editorials and the opportunity for presentation of opposing views.

The applicant is directed to describe steps taken to encourage development of local talent and whether past or proposed programming falls into a specialized category, such as popular music and news. If the answer to the latter is yes, the broadcaster would be required to tell how he has determined that such specialization is in the public interest ". . . with appropriate attention being given" to the same "speciality" of one or more stations in the same community.

On review of programming, the FCC would require this information: "State your policy and practice and describe regular procedures within your organization for review of programs and advertising prior to transmission or exhibition through your station: (a) as to programs produced or originated by your station; (b) as to non-network programs produced by others (syndicated programs, etc) and originated by your station; (c) as to network programs.

A breakdown of the weekly average of programming in eight categories, both past and proposed, is asked for in the new forms. They would require specifics on whether the programming is carried daily or weekly and the average number of hours or minutes per week. Categories include religious instructive, public affairs, agricultural, news, sports, entertainment and other (specify). Gone from the old renewal forms are such categories as educational (replaced by instructional) discussion and talks. New are sports, public affairs and instructional.

Code Subscriber? ▪ The new form would require the applicant to state whether he "adheres to the principles of any code of broadcasting ethics" but does not ask outright if he is a code subscriber. Also, "what measures the applicant has taken or proposes to take to insure the maintenance of programming and advertising standards."

An explanation is asked about the average weekly time devoted to programs prepared by, in behalf of, or in

Minow entourage arrives Thursday

Newton N. Minow will be sworn in as chairman of the FCC this Thursday (March 2) at 10:30 a.m. He will receive the oath from Supreme Court Justice William O. Douglas.

Mr. Minow chose Thursday to replace present Chairman Frederick W. Ford to avoid assuming command on a regular FCC meeting day—Wednesday. He said that he probably will not attend the Wednesday meeting since he will not then be an official member.

It was learned authoritatively last week that Seattle attorney Kenneth Cox will become general counsel of the commission, although neither Mr. Minow nor Mr. Cox would definitely confirm it.

Mr. Cox will take over the general counselship early in April, at which time the incumbent, John FitzGerald, will attain 25 years of government service. At this plateau, Mr. FitzGerald can retire under involuntary separation with an annuity based on his highest average salary for the past five years. He became general counsel in September 1958 and prior to that had been chief of the Office of Opinions & Reviews.

The new chairman's confidential assistant will be Gloria Coe, formerly with Guild, Bascom & Bonfigli, San Francisco, and aide to J. Leonard Reinsch, director of the 1960 Democratic convention, during last summer's convention preparations. Another Minow aide, former ABC attorney Tedson Meyers, reported for work at the commission last Thursday (Feb. 23). He is slated for the post of legal assistant to the chairman.

After winding up his Chicago law practice, Mr. Minow arrived in Washington late last week. He was confirmed by the Senate to serve on the FCC until June 30, 1968. When he is sworn in, Charles H. King, an Eisenhower recess appointee will go off the FCC. Mr. King, on leave as dean of the Detroit College of Law, plans to return to that post in the near future.

WLEX-TV

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in industrial
Kentucky,
is pleased
to announce
the appointment
of the
PAUL H. RAYMER CO.
as its national
representative...
effective
immediately.

WLEX-TV · CHANNEL 18 · LEXINGTON, KY. · ABC/NBC

cooperation with educational organizations exclusive of sporting events. The maximum and minimum daily operating hours of recorded, live, network and total operating hours also must be detailed.

On commercial operation, the broadcaster is asked to state the maximum amount of commercial time during any one hour of the day (both spot and continuity) which he has broadcast in the past and plans in the future—plus the maximum number of spots in any one hour.

Fm stations which duplicate the programs of am outlets serving the same general area would be required to "state . . . the basis for applicant's belief that such duplication serves the public interest of the area served."

Operating Policies ▪ Under this heading, the commission made inquiry into an area which at least one member said was the lone preserve of the licensee and of no concern to the government. The required information:

"State applicant's general plans for staffing the station, including the number of employes in each department. . . ."

The document describes all programming types asked for in the new forms with the additional intelligence that it is determined by the character of the program material, not the nature of whatever commercial material or non-commercial spots are carried. Other definitions include such programs as network, recorded, live, commercial, participating and sustaining, plus commercial and non-commercial spot announcements.

Retained from the old forms is the composite week, which Chairman Frederick W. Ford said that he would have eliminated. He also would have required the applicant to "better reflect the actual programs proposed and broadcast as well as the number of weeks involved," plus the time per week.

Both Commissioners Rosel H. Hyde and T. A. M. Craven said that they concurred in the issuance of the notice for the taking of comments but their agreement with the majority generally ended there. "I have misgivings concerning certain phases of the procedures proposed and the possible overall implications," Commissioner Hyde said. He continued:

"The approach, however well intended, in which the licensing authority endeavors to prescribe certain guidelines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with aside from the traditional objections against government intervention in such matters and the specific prohibition of Sec. 326 [anti-censorship provision of the Communications Act]."

Adverse Reaction ▪ Commissioner Hyde said that he also is concerned "that this attempt to give direction may tend to limit rather than expand the potential of broadcast services." He said that it would be most difficult for an applicant to put the tastes, needs and desires of his community into a written formula.

"Does it assume that a definitive statement of actual needs can be posted for each community to be used as some kind of a standard for weighing of the services of all broadcasters serving the community?" he asked. "If, on the other hand, it means submission of an applicant's opinion or judgment . . . how can the agency undertake to approve or disapprove?"

Commissioner Hyde said there is a need for diversity and competition as opposed to conformity and sameness which would be the product of the proposed new forms. He suggested the



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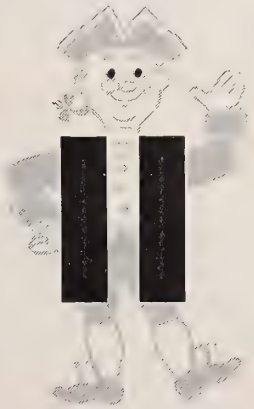
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IVORY FLAKES	20 MULE TEAM BORAX
IVORY LIQUID	
IVORY SNOW	
IVORY SOAP	20 MULE TEAM BORAXO
JOY	
LESTARE	WISK
LESTOIL	ZEST

FCC put more emphasis on the showing it requires of an applicant as to the effort it makes to provide a successful and useful service and on steps taken to insure integrity of service.

Commissioner Craven agreed with Chairman Ford that the composite week should be deleted. He also took issue with the requirement that the number of hours devoted to various types of programming be specified. "I have been in the past, and I will continue to be, unalterably opposed to the commission establishing guidelines for the programming of broadcast stations," he said.

The commissioner maintained that this is the legal obligation and privilege of the licensees and that it is ". . . not for the government to ascertain the mass communication needs, tastes and desires of the communities of this country. Establishment by the commission of programming types which the applicant must follow in order to be seriously considered by this agency would mean the throttling of initiative, creative thinking and the legal rights and duties of licensees in violation of the censorship provisions of the Constitution and the Communications Act."

It is the government's duty merely to determine whether the licensee has the sense of responsibility required to operate a station in the public interest and whether he has been diligent in ascertaining the needs, tastes and desires of his community, Commissioner Craven declared.

More power urged for vhf television boosters

The Senate Communications Subcommittee last week heard mountain state witnesses urge the adoption of new FCC regulations for vhf boosters.

Sen. Gale McGee (D-Wyo.), who held hearings Feb. 21 and 22 in Salt Lake City, Utah, and Casper, Wyo., cited the "obvious" need of regulations to control the duplication of service by boosters and local stations that exists in some areas. He said the stations want protection.

He also said that a number of witnesses, especially in Casper, expressed the need for more power than the one watt allowable under present regulations. He said they recommended that the FCC consider each booster station individually. Particularly high mountains in the area were given as the reason for the need for more power.

Sitting with Sen. McGee was Sen. Frank E. Moss (D-Utah). He is not a member of the Commerce Committee, but he wrote the original booster bill which was enacted last summer after revision by the committee. Representing the FCC at the hearings was Commissioner Robert E. Lee.

SUSPENSE ON CAPITOL HILL

Long overdue 'impartial' report on rating services may be released any time now

The suspense among those who provide television's rating services and those who use them—as they await a so-called "impartial" report to Capitol Hill on ratings, overdue since Jan. 3—was becoming almost unbearable last week.

Those who had seen a lengthy questionnaire sent to the ratings services last summer by a three-man committee—sponsored by the American Statistical Assn.—could well understand why.

The awaited report, the legacy of the late House Legislative Oversight Subcommittee, now is reported far enough along that it may be released any day, and almost certainly within the next three weeks.

The nervousness, which is evident among those who use the ratings services as well as those who provide them, is based on a healthy skepticism of the motives of Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee which inherited responsibility for the ratings report from its former subcommittee, and other members of the committee.

The ratings services and their users have reasons of their own to believe that some congressmen who participated in the 1959-60 tv quiz and payola scandals show have reasons of their own to try to put ratings in a bad light.

The ratings services, in other words, already have answered all the questions the three-man Technical Committee on Broadcast Ratings is going to ask, and none of them have complained openly about the comprehensive questionnaire and the ensuing personal visits and "hundreds" of phone calls. They're worried that congressmen, those who have worried most vociferously about ratings, may choose to withhold the report if it's favorable to the present ratings systems, or may extract from it only information which suits their own purposes.

As the head of one major rating service put it: "We want to see all the report released, whether it murders us or not." But the same man, who is, after all, a statistician, couldn't bring himself to believe that a report by three eminent members of the American Statistical Assn. would be so black for the future of broadcast ratings.

One rating service spokesman said he suspects the report already is in the hands of House Commerce Commitee members. It's almost certain congressmen have at least a working draft of the report by now.

The lengthy questionnaire actually was only a beginning, it was understood, in that answers to the questionnaire suggested further questions, and so on.

The ratings inquiry was the last major project of the Oversight Subcommittee, which had heard testimony in its tv quiz scandal hearings to the effect that quizzes were rigged to intensify audience excitement and thus bolster ratings. Whether Rep. Harris felt ratings to be cause or effect, he announced last March that Oversight had asked the ASA to examine the validity of ratings (BROADCASTING, April 4, 1960).

The ASA group is headed by Dr. William G. Madow of the mathematical statistics department of Stanford Research Institute, Menlo Park, Calif., and includes Dr. Raymond J. Jessen, General Analysis Corp., Los Angeles; Dr. Herbert Hyman, acting head of the sociology department at Columbia U., New York, and an undisclosed number of staff people. The group's expenses are being underwritten from Oversight Subcommittee funds.

The questionnaire to the ratings services:

1. Name of survey for which information is provided.
2. What is the population concerning which you wish to make estimates?
3. What is the population from which you select your sample?
4. How do you select your sample?
   a. What is the frame or list from which the sample is selected?
   b. How do you select from the elements of the frame or list?
   c. What elements do you exclude from the list?
   d. How many elements do you select?
   e. How do you deal with shifting households and population growth in your sampling frames?
   f. How do you define the household or family about which information is obtained? What about roomers, etc.?)
   g. What characteristics are you trying to measure? (e.g. sets on, station tuned, number of persons watching [or listening], program identification, sponsor identification, audience composition, etc.)
5. What interviewing technique do



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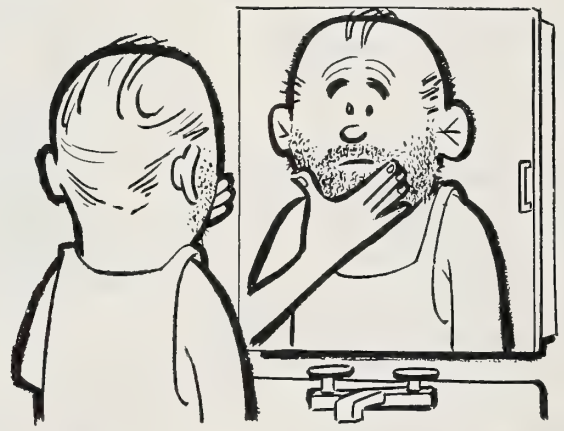
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you use (telephone, diary, mechanical or electronic device)? Specify.
6. What procedure do you use if you obtain a refusal?
7. How many refusals do you obtain at first contact?
8. How many of those who refuse then enter the survey after further contact?
9. Do you substitute when a refusal occurs and if so, what technique do you use?
10. What procedure do you use when someone is not at home at the first contact?
11. Do you make callbacks, and if so, when and how many callbacks do you make before treating the sampled unit as a "not-at-home—repeated calls."
12. List the other reasons by which you classify non-interviews and frequency with which each occurs.
13. How do you contact the elements of the sample? Do you make a personal call? Do you write to them? Do you telephone them? Please indicate which you do and indicate several if you do more than one.
14. How do you select the staff who visit the elements of the sample?
15. For what purpose is the visit made?
16. How often are the visits made?
17. How do you select the staff who make the telephone inquiries?
18. Do they ever telephone the same household for more than one survey?
19. How do you check on whether they are actually calling the right households and whether they are performing the interview satisfactorily?
20. What training do your interviewers obtain?
    a. How long does the training last?
    b. Does the interviewer interview respondents under the supervision and observation of the trainer?
    c. Is the work of the interviewer checked by the trainer after the interviewer goes out on his own?
21. How many interviews do your interviewers make each day, and how many interviews will an interviewer make during an entire survey?
22. For this survey, list for some time period the number of interviews made by each interviewer.
23. How are households assigned to an interviewer?
24. What do you do about schedules that are lost?
25. How do you edit?
26. What estimates do you make? Please state the formula or procedure that you use in computing each of the estimates.
27. How do you weight data in making estimates?
28. Do you provide sampling errors? (By table? By formula? By other means?)
29. How are your studies validated?
30. Have you ever run other studies or obtained other data or have others done so that seemed to provide evidence concerning the reliability of the information obtained in your surveys? Please list such studies.
31. How long do households stay in the sample?
32. At what rate do they drop out?
33. How do you replace drop-outs?
34. What studies have you made of the effects of having the same households stay in the survey over the periods mentioned?
35. To what conclusions have these studies led?
36. How do you deal with households with more than one set?
37. Where your survey is confined to a single week out of a month or some other fraction of a "rating period," how do you choose the survey period (for example: the *first* week of each month)? What difficulties, if any, would you encounter if your survey period were kept secret?



WAVE-TV viewers have 28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

Portland grant made final

Going along with an initial decision issued Dec. 31, 1959, the FCC last week granted Fisher Broadcasting Co.'s application for ch. 2 in Portland, Ore., and denied the competing application of the Tribune Publishing Co. Fisher's principal owner is O. D. Fisher and family (60%), owners of KOMO-AM-TV Seattle. The other applicant publishes the *Tacoma News-Tribune* and owns KTNT-TV Tacoma.

The commission also made effective an initial decision of Nov. 8, 1960 which grants ch. 8, Christiansted, St. Croix, V.I., to Supreme Broadcasting Co. of Puerto Rico. The application of Radio American West Indies Inc. for the same facility was dismissed without prejudice. The two companies had previously reached a merger agreement.

Supreme operates WORA-TV Mayaguez, P.R.

Government briefs...

Unfair practices ▪ WATE-AM-TV Knoxville, Tenn., engaged in unfair labor practices in 1960 by refusing to bargain with the International Brotherhood of Electrical Workers, according to a Feb. 16 intermediate report and recommended order by Stephen S. Bean, trial examiner of NLRB. The stations were directed to cease refusal to bargain with the IBEW local.

throw the switch for 250 watts nighttime

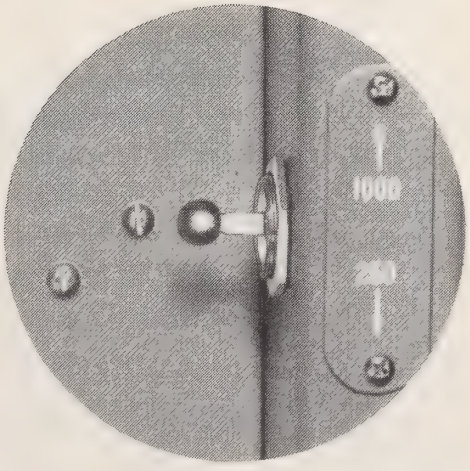
With the Gates BC-1T 1000/250 watt transmitter, you efficiently reduce power to 250 watts nighttime operation by changing the primary voltage of the plate transformer. In this manner, when operating at reduced power of 250 watts, the primary power consumption is at a minimum, and the use of plate voltage dropping resistors, which are power consuming, is eliminated. The reduced plate voltage at 250 watts power to both the modulator and power amplifier tubes results in hundreds of added tube hours and a great savings in power cost.

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RULES UNIT WON'T WAIVE THE RULES

Rayburn bloc blocks House vote on tv committee coverage

House Rules Committee Chairman Howard W. Smith (D-Va.) won new fame as a needler last week when his group held hearings on a proposal to permit the televising of House committee hearings.

But Speaker Sam Rayburn (D-Tex.), the object of the needle, had the votes, and used them to shelve the issue 8 to 6.

The speaker has consistently ruled against radio-tv coverage on the ground that it would impair the dignity of House proceedings. However, broadcasters did cover committee hearings during the Republican-controlled 83rd Congress, when Rep. Joseph W. Martin (R-Mass.) was speaker.

Calling up the tv measure, known to be anathema to the speaker, was Chairman Smith's reaction to the House vote last month to increase the size of his committee and, in effect, transfer its control to Speaker Rayburn.

That fight was over the issue that Chairman Smith bottled up too much legislation. But last week it was Speaker Rayburn's loyal majority that put the stopper on bills.

The rules committee action on electronic coverage was on a resolution submitted by Rep. George Meader (R-Mich.), who since 1955 has vainly urged adoption of a rule that would authorize committees to permit camera and microphone coverage of their hearings, as presently authorized by Senate committees.

The hearing originally was scheduled for two resolutions authored by Rep. Martha W. Griffiths (D-Mich.). They called for opening the House chamber as well as its committees to radio and television coverage.

Have Bill, Will Travel ▪ But Rep. Griffiths, who has been introducing these resolutions since 1956 to no avail, was in Detroit when the hearing came last week. She said she needed more time, but some observers suggested she was absent on Speaker Rayburn's advice.

Rep. Meader, whose resolution would give House committees discretion to set the terms for broadcasts of their hearings, said, "If self-government is to work, people have to know what their representatives are doing." And there's no better way, he contended, than through radio and television.

He also appealed to the committee members' pride in their House. Pointing out that President Kennedy uses television to get his views across to the nation and that some Senate committee members have become household figures because of televised hearings, he said, "Why should there be a blackout in the House? Won't that down-grade House members?"

Rep. Meader received support from the only other witness to be heard, Rep. J. Arthur Younger (R-Calif.). He said the Un-American Activities Committee is an example of a House committee that would benefit from television. "It would show the public what that committee is up against, and the public would have a different attitude toward it."

Indubitable ▪ The questions and comments of the Rules Committee members, however, removed whatever doubt there was as to how the vote would go.

Rep. James J. Delaney (D-N.Y.) remarked that the New York City Council permitted television coverage of its proceedings but had to end it when the meetings became a "burlesque and a comedy show."

Rep. Ray J. Madden (D-Ind.) indicated the extent of his interest by inquiring about color television. "Do we have to go into make-up rooms?" he asked. And Rep. Clarence Brown (R-Ohio) expressed fear for the lives of many House members "who might get killed" rushing to get in front of the cameras.

It was Rep. Brown, however, who gave the resolution's proponents the stiffest going-over, even though he is presumed to have voted to clear the proposal for the floor. (He normally votes with Rep. Smith in the conservative coalition that previously dominated the committee.)

Rep. Brown's concern was with "doctored" telecasts of committee proceedings. "Would the tv camera be permitted to pick up what it wants to pick out and neglect what it wants to neglect?"

Plastic Surgery ▪ He observed that words can be erased and even transposed on tape, and film edited, and added: "A clever editor sitting in New York could change completely the picture of a committee hearing." Rep. Brown has introduced legislation to prohibit the broadcast of recorded discussion programs edited without the express consent of those involved.

"If it's broadcast live, that's all right," he said. "But if it's broadcast later, then it can be altered and edited. Many tv stations and national organizations are concerned about it, according to the mail I've received," he said. "They feel the programs are getting into the area of propaganda."

Rep. Meader conceded the possibility of distorted television, but said, "I have more faith in the honesty of telecasting than that."

The day after the defeat of his measure in the Rules Committee, Rep. Meader went to the floor of the House to score the Rayburn majority for being "unwilling to let the House pass judgment" on the resolution.

The senator thought the words appropriate



Sen. Warren G. Magnuson (D-Wash.), stepped briefly into the space age last week when he placed a half-million mile telephone call from his office in Washington to Seattle, Wash., via the moon.

The call was a signal to start ground-breaking ceremonies for a $3.4 million Federal Science Pavilion at Seattle's Century 21 world's fair. The senator's voice was carried by land line to Bell Telephone Laboratories at Holmdel, N. J., where it was transmitted via short wave (frequency 960.5 mc, 10 kw transmitter) to the moon. On its return, the Senator's message was received by the General Electric Laboratory at Schenectady, N. Y., placed on American Telephone & Telegraph landline and microwave facilities and carried to its destination. The roundabout route required 2½ seconds.

While Senator Magnuson was waiting to be "cut through on the moon circuit," as one of the telephone company technicians put it, his line became involved in an old-fashioned crossed wires situation with a Glendale, Calif., woman trying to telephone Washington state. When informed she was talking to Washington, D. C., she exclaimed "Good heavens!"—a remark Sen. Magnuson thought "very appropriate."

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DIXON, KINTNER ON BROADCAST ADS

Incoming, outgoing FTC heads strongly oppose deception

The Federal Trade Commission may strike out in new directions—most probably in the monopoly field—under Paul Rand Dixon, its chairman-designate, but the agency will continue to scan television and radio advertising with the same attention it has in the past.

These sentiments were expressed last week by Mr. Dixon, who has been nominated to be chairman of the FTC, succeeding the present Republican chairman, Earl W. Kintner (BROADCASTING, Feb. 13).

The monopoly-minded Tennessee Democrat has strong views on false and misleading advertisements. In his mind shady advertising is one of the sharp practices that are just as much "a detriment to free enterprise as monopoly or price discrimination."

"What is the purpose of a false tv commercial?" Mr. Dixon asked rhetorically. His answer: "Monopoly, of course."

Mr. Dixon speaks from a strong FTC background. He was with that agency 20 years (with time out for Navy service in World War II). In 1957 he joined the Senate Antimonopoly Subcommittee headed by fellow Tennessean, Sen. Estes Kefauver (D). This committee, with Mr. Dixon as its chief counsel, has warred on pricing policies in the drug, automobile and steel industries.

Looked ▪ The stocky, 47-year-old lawyer acknowledged that over the years, the committee staff looked into such broadcast matters as talent agencies, music licensing and network operations as possible subjects for investigation. None, however, ever developed.

One subject that did come before the committee was blackouts of baseball games. This was during the committee's hearings on baseball and the antitrust laws.

He questioned whether the FTC has primary jurisdiction in these matters. They seem to be more in the province of the Dept. of Justice, he speculated.

As for broadcasting's responsibility for commercial continuity, he continued, this might be more in the area of FCC jurisdiction. The FTC, however, does have responsibility for deliberate acts.

Mr. Dixon expressed strongly his feeling that all media must guard against misleading advertising. This is the responsibility of business and of all citizens, he said.

No Letup ▪ Don't relent. This is the advice from retiring FTC Chairman Earl W. Kintner who discussed broadcast advertising last week.

"The great danger in reform movements," Mr. Kintner said, "is to let up and permit a return to old practices. Advertising and broadcasting," he added, "cannot afford backsliding."

If new scandals should occur in broadcasting, or in advertising, Mr. Kintner felt it is doubtful whether they can escape legislation. "Self-improvement must be maintained," he stated.

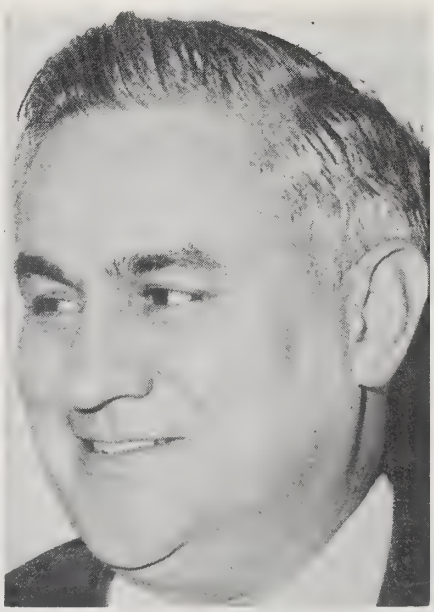
The Indiana lawyer, who is going into private practice after his successor takes over (see WEEK'S HEADLINERS, page 10), said voluntary regulation is still the best defense against more government controls. As for broadcasting, he said, the tv and radio code boards should do even more than they are doing now. He said he means by this that they should continue striving to embrace all tv and radio stations under the codes. They should also, he added, maintain a continuous review of code provisions, and seek to improve methods and practices.

Firmness ▪ Plumping for clear and determined sanctions, Mr. Kintner observed that enforcement teeth are necessary to make a voluntary code work; "otherwise," he said, "a wayward broadcaster can bring the whole industry into disrepute."

The quiz show and payola scandals during the last two years, Mr. Kintner observed, actually helped the broadcasting industry. They opened the eyes of responsible members to the harm that was going on.

Mr. Kintner said credit for the clean-up should go to those "statesmen" in advertising and broadcasting who are "voices in the wilderness" committed to professionalizing their crafts. These men must be kept in the saddle, Mr. Kintner warned, or government regulation will encroach more and more.

"The good health of broadcasting affects everyone," the FTC chairman said. "If a few broadcasters give the industry a black eye, they should be quarantined by their peers. Otherwise the government will quarantine the whole industry."



Paul Rand Dixon
FTC chairman-designate

Applicant challenges Miami ch. 10 ruling

Charge that the FCC may not revoke a grant without a hearing was made last week by National Airlines. The argument was submitted to the U. S. Court of Appeals in Washington as all parties in the Miami ch. 10 case filed replies to previous pleadings.

National Airlines claimed that the commission's action in revoking its 1957 grant and issuing a new permit to L. B. Wilson was illegal because no evidentiary hearing was held. The hearing before special examiner Horace Stern, National declared, was to determine whether allegations of off-the-record contacts with commissioners had sufficient substance to support further proceedings. The Stern hearing, National said, was more like a grand jury hearing.

Last July, the FCC ordered National Airlines off ch. 10 and voted to give the grant to L. B. Wilson, the only one of the original four applicants it found untainted with *ex parte* activities.

In other reply comments:

▪ North Dade Video Inc. claimed that the FCC erred in holding that it was disqualified because former FCC commissioner and former congressman Robert F. Jones had been hired to persuade Congress to prohibit an airline from holding a tv permit. This was not improper, North Dade said.

▪ FCC opposed the argument submitted previously by Elzey Roberts, former St. Louis broadcaster, that the Miami channel should be thrown open to all comers. Mr. Roberts, the FCC said, had no standing, since he is trying to enter a case which has gone through the hearing process.

▪ L. B. Wilson also attacked the Roberts' intervention plea. It claimed not only that the regulations prohibited the acceptance of his late application, but that under his argument National Airlines would be continued on the air although the FCC has found it disqualified to be a licensee.

▪ Mr. Roberts attacked the qualifications of L. B. Wilson to be a licensee on the ground that the ownership of the applicant had changed considerably since it f led its original application, and

Look for a tougher antitrust attitude

It's a tough antitrust lawyer President Kennedy has picked for the role of administration trust buster.

Lee Loevinger, a justice of the Minnesota Supreme Court, was named by the President to be chief of the antitrust division of the Dept. of Justice (BROADCASTING, Feb. 20). His nomination is expected to go to the Senate shortly.

Judge Loevinger is known in Washington as a strong believer in private antitrust law suits as balance wheels in the workings of the Sherman and Clayton Acts.

If his policies are put into effect at the Dept. of Justice, all industries, including broadcasting, may see a surge in private, treble-damage antitrust suits.

Three years ago, testifying before a Senate Small Business Committee, Mr. Loevinger criticized the Justice Dept. and the Federal Trade Commission for agreeing to too many consent judgments. This technique, he stressed, forestalled private suits. He urged a policy of strong reliance on private actions to accomplish the purposes of the antitrust laws.

Another antitrust approach with implications for broadcasting came during the same testimony. Mr. Loevinger urged a broadening of the antitrust laws to require producers, sellers and distributors engaged in interstate commerce and who control a substantial portion of that commerce to deal with all buyers on a non-discriminatory basis. This thinking might be applied to networks.

Senate Prober ▪ No stranger to Washington, Judge Loevinger served as special counsel in 1951-52 on the Senate Small Business Committee's investigation of the newsprint problem. He submitted a report that held that the heavy increase in advertising was responsible for the shortage of newsprint. He chided publishers for not raising advertising rates to the extent necessary to bring newsprint use into better balance. This recommendation was never accepted by the Senate committee and did not appear in the completed report.

He also served with the antitrust division of the Dept. of Justice in its New York City office, and with the National Labor Relations Board in its Kansas City office.

A law partner of Orville Freeman (Secretary of Agriculture in the Kennedy administration and formerly governor of Minnesota), Judge Loevinger was appointed to the state bench in April last year. He is considered a close personal friend of Sen. Hubert Humphrey (D-Minn.).

He will succeed Robert A. Bicks of New York. Under Mr. Bicks' tenure, the Justice Dept. won a consent judgment against NBC (in the case involving the exchange of the network's Cleveland stations for Westinghouse's Philadelphia stations), and an injunction against the six major feature film distributors to television (for block booking). The antitrust division has injected itself twice in the FCC's consideration of option time. At one time, in an informal opinion, option time was declared illegal *per se*.

even after it had amended following the death of L. B. Wilson. He urged a brand new hearing for Miami ch. 10.

Meanwhile, in the Boston ch. 5 case, also involving allegations of behind-the-scenes pressures, the *Boston Herald-Traveler* last week asked the appellate court to stay issuance of its January mandate pending an appeal to the U.S. Supreme Court. The court had upheld the FCC's recommendations, also issued last July, voiding the 1957 grant to the Boston newspaper but permitting it to continue operating while it re-evaluated all of the original applicants. The commission found that both the *Herald-Traveler* and Massachusetts Bay Telecasters Inc. had engaged in *ex parte* activities, but did not disqualify them. A request for a rehearing before the court was denied Feb. 9.

Watchdog group nears date for delayed hearing

The Senate Watchdog Subcommittee is expected to announce this week plans for hearings on charges of broadcaster bias during the 1960 presidential campaign.

Hearings were originally planned for January, but the committee staff, bogged down in the publication of a massive record of campaign speeches and newscasts, was unable to prepare for them. Last week, with the bulk of this work finally out of the way, subcommittee counsel Creekmore Fath indicated that hearing dates and witnesses would be announced shortly.

The Watchdog unit, which is headed by Sen. Ralph Yarborough (D-Tex.) has been silent on the charges it intends to air and the broadcasters it wants to question. But it is reportedly lining up for the hearing about six owner-manager stations accused of partisanship (CLOSED CIRCUIT, Feb. 6).

Senate passed bill drops oath on FCC documents

The Senate has passed and sent to the House a bill amending the Communications Act to eliminate the requirement of an oath or affirmation on certain FCC documents. The measure was referred to the House Commerce Committee, which is already considering an identical bill introduced by Chairman Oren Harris (D-Ark.).

The senate bill (S 683) was introduced by Chairman Warren G. Magnuson (D-Wash.) at the request of the FCC. The Senate passed an identical bill in the 86th Congress, but it died in the House.

The FCC says its workload is increased and its machinery slowed down by the need to return documents to applicants who have omitted the required oath or affirmation.

In place of the oath or affirmation, the FCC is proposing a warning on the forms that willful false statements are punishable by fine or imprisonment.

KWK St. Louis denied bill of particulars

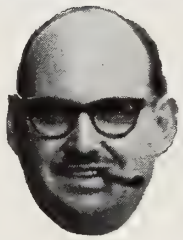
The road was cleared last week for continuation of the license revocation proceeding against KWK St. Louis. The FCC turned down the station's request for a bill of particulars as to the specific charges against it (BROADCASTING, Nov. 28, 1960). General charges listed when the FCC demanded KWK show cause why its license should not be revoked dealt with alleged fraudulent contests conducted by KWK.

Hearing Examiner Forrest McClenning originally set the hearing for Dec. 15, postponed it at the request of the Broadcast Bureau, set it for Jan. 18, then postponed it again, saying he would not begin the hearing until the FCC took action on KWK's request for particulars.

The FCC consistently has held that respondents in such proceedings are not entitled to such particulars. The most recent ruling of this type was in license revocation proceedings against KAKJ (TV) Reno, Nev., in 1957. It was also pointed out that a party in such hearings retains the right to cross-examine and to challenge evidence.

The Broadcast Bureau had opposed the KWK request, stating that it was standing commission policy to deny licensees in such cases "discovery of statements in the commission's investi-

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ARB Tv Audience Report, Nov. 1960

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Midcontinent Broadcasting Group

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Sky spies, dry docks & boy wonders

About once a year the FCC shows a sparkle of humor not generally apparent in the bulk of its documents. This happens when the commission presents "interesting cases gleaned" from reports by its Field Engineering & Monitoring Bureau. For example:

▪ The bureau's Savannah, Ga., office was alerted by citizens who encountered a group of people on a Florida beach using telescopes and radio transmitters. When asked what was going on, a spokesman for the group (with a beard and a foreign accent) replied that radio signals were being received from Jupiter. An alerted FCC official rushed to the scene to discover a class of students studying celestial navigation and synchronizing their observations with time signals from the Naval Observatory. The bearded professor explained the work had been interrupted so many times by silly questions that he was giving silly answers.

▪ Viewers near Portland, Ore., complained to the bureau of "herringbone" patterns on their tv sets. Alert investigators tracked the interference to the hydraulic laboratory of a big dam where a radio-controlled miniature ship was used in a model basin for study of river flow and lock navigation. The remote-control device was found guilty of excessive harmonic radiation. "The little boat was drydocked until its mastermind could be adjusted," the FCC concluded.

▪ A Tennessee am station sent an FCC field office a copy of a handbill announcing the opening of "a new broadcast station" in the same town. When no new station was found in FCC's records, an FCC engineer visited the scene. He found a 14-year-old boy who had advertised a low-power mail order "broadcast station" to communicate with playmates in the immediate area.

▪ Two youngsters in Wisconsin were discovered operating a crystal-controlled transmitter in the middle of the broadcast band to transmit rock 'n' roll record tunes to teenagers within a radius of 20 miles. They proudly told the FCC engineer they had spent eight months planning and constructing their equipment—had even built the control console and installed a modulation modifier. Their call letters were not on regular station lists.

▪ Two other cases involved boys who insisted on trying to operate in the broadcast band, one with 50 watts, after receiving two FCC warnings. Reports the commission: "Their parents agreed to do some personal monitoring."

gatory files." (BROADCASTING, Dec. 12, 1960).

Commissioner King concurred in part and dissented in part to the FCC's denial of the KWK request.

A new hearing date has not yet been set.

Rep. Walter drops 'Spy Next Door' case

"The Spy Next Door," the on-again-off-again television documentary on Soviet espionage in this country, appears to be fading as an issue on Capitol Hill. Chairman Francis E. Walter (D-Pa.), whose House Un-American Activities Committee staff has been digging into CBS' reasons for originally cancelling the program, last week indicated the matter would not be pursued.

Rep. Thomas M. Pelly (R-Wash.) had asked Rep. Walter to question CBS officials "under oath" to determine whether censorship, self-imposed or otherwise, was involved in the cancellation of the *Armstrong Circle Theatre* production (BROADCASTING, Feb. 20).

But Rep. Walter already had a committee investigator's report that Joseph H. Ream, CBS vice president for program practices, had accepted sole responsibility for the original cancellation. The investigator reported that Mr. Ream said he had acted as "a private citizen desiring to assist the [Kennedy] administration" in what he felt was a new policy toward the Soviet Union.

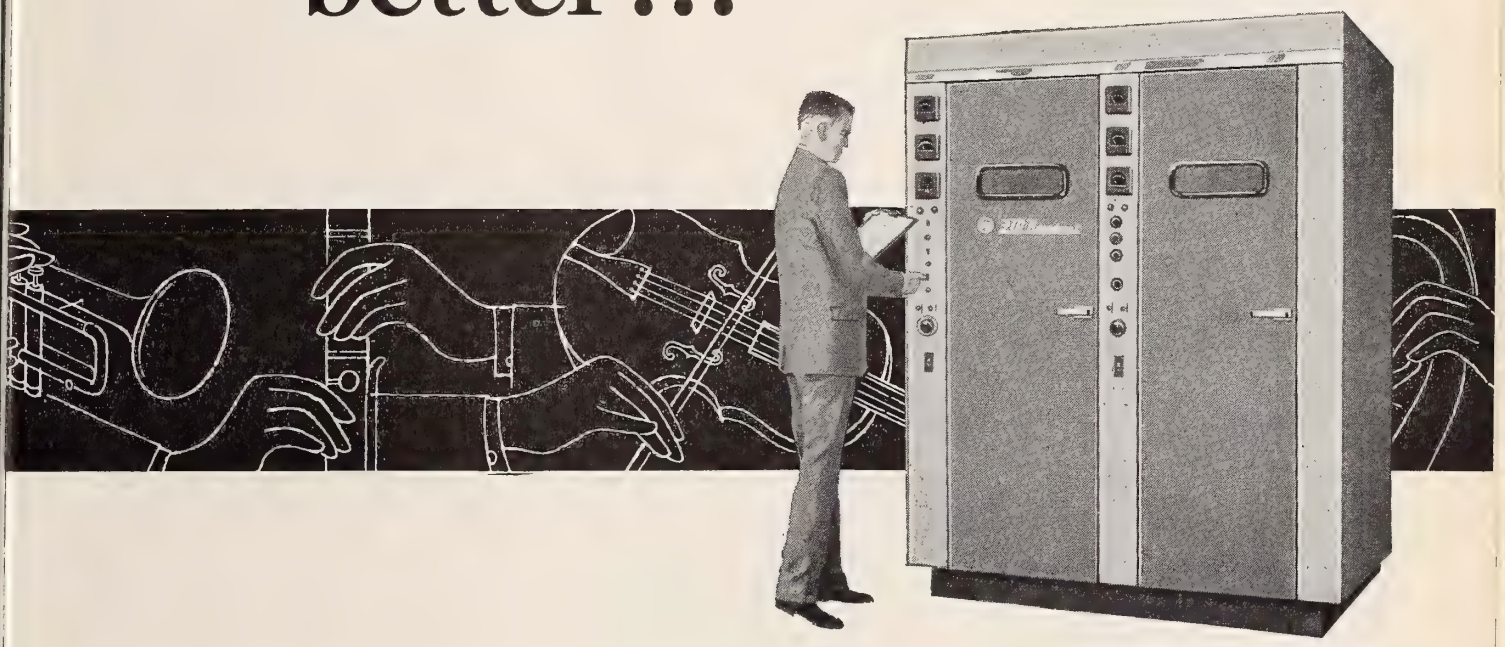
Rep. Walter also had a copy of an inter-office CBS memo in which Richard Salant, president of CBS News Division, assumed full responsibility for insisting on a change in the script of the show. This involved the deletion of a lead-in film clip showing Soviet Premier Khrushchev ranting over the U-2 incident.

Rep. Walter cited these documents in his reply to Rep. Pelly, along with a *New York Times* article criticizing CBS for attempting to construe Kennedy Administration policy as "inhibiting informational media from dealing soberly with many matters that the Soviet Union may find embarrassing."

"In view of the above," Rep. Walter's letter concluded, "we should consider whether it is desirable to give further attention to this matter."

Rep. Pelly interpreted this to mean the matter was being dropped. He indicated displeasure over this develop-

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ment, but appeared resigned to it. 'It's up to the chairman," he said.

"The Spy Next Door," originally scheduled for broadcast Feb. 1, was finally shown on Feb. 15. The committee investigator said Mr. Ream changed his mind about the show when he realized he had misunderstood Kennedy Administration policy.

Ellender would cut some USIA functions

Sen. Allen J. Ellender (D-La.) has called, in effect, for some dismantling of the U. S. Information Agency. He says his proposals would make the agency "relatively free of the taint of propaganda" and save millions of dollars.

He would eliminate all our foreign information centers, which he says "are regarded in most foreign countries as purely propaganda outlets for spreading imperialism," and replace them with jointly supported bi-national centers.

He would also put USIA libraries under the supervision of these centers, with local nationals in charge. In addition, he would eliminate USIA's press operations. He says U. S. embassies could provide the press service.

These recommendations run counter to those offered by the U. S. Advisory Commission on Information. This commission, which was created by Congress to study government information practices, feels USIA's scope should be broadened and its status upgraded to cabinet level (BROADCASTING, Feb. 20).

Another critic of our overseas information program has been Sen. Alexander Wiley (R-Wis.), ranking minority member of the Senate Foreign Relations Committee. He is urging a strengthened Voice of America, especially in broadcasts beamed to Latin America.

He said he was "shocked" to learn that the over-all American overseas broadcasts total only 565 hours weekly, as opposed to 3,000 hours from Iron Curtain countries. He noted that this country beams only 3½ hours weekly to Latin America.

Meanwhile, the man who will administer USIA—former CBS newsman Edward R. Murrow—is still awaiting confirmation. President Kennedy picked him for the post on Jan. 28, but has not yet sent his nomination to the Senate.

Another station gets short-term license

The Rev. William Emert, licensee of WPHB Philipsburg, Pa., received a short term renewal and a reminder of his obligations for fairness from the FCC. WPHB was renewed only until April 1, 1962, following a commission investigation of statements aired by Mr. Emert which allegedly unfairly attacked members of the Philipsburg Ministerial Council and various other groups.

The licensee is not a member of the council and has made written promises to air the views of others in the future. He also has offered a position on the station's policy committee to the council. Commissioners Robert T. Bartley and Charles H. King dissented on the grounds further investigation was needed and that Mr. Emert had used WPHB to make unfair statements. In a separate action, the commission also granted the station an increase in power from 1 to 5 kw.

ABA opposes bill for allocation board

Legislation that would create a special frequency allocation board apart from the FCC was opposed last week by the House of Delegates of the American Bar Assn., meeting in Chicago.

The House of Delegates deferred formal action on the recommendation of a special ABA committee that a national conference on administrative procedure be established in Washington. The conference, to be set up by Congress with top appointments to be made by the President, would seek to improve the operation of federal regulatory agencies such as the FCC, the Federal Trade Commission, the Securities & Exchange Commission and others.

ABA gave no indication when this recommendation would come up again for consideration, but it is likely the proposal will be on the agenda for the annual meeting of the House of Delegates at St. Louis in August.

ABA also took no action concerning questions of professional ethics and *ex parte* contact with commissioners or other government agency officials, review of Canon 35 which prohibits in-court broadcasting or telecasting, or problems of copyright.

Although the ABA did go on record against the bill that would create a frequency allocation board, the House of Delegates took no action about that portion of the recommendation calling for active opposition. The bill was introduced both in the 86th and 87th Congress.

The legislation calls for the creation of a frequency allocation board that would be responsible for the division of the radio frequency spectrum between federal government users and non-government users. It would also establish a government frequency administrator responsible for the assignment of the government frequencies among the government users, under the direction of the President.

ABA said the non-applicability of the

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administrative procedure act and the lack of alternative procedural safeguards, "coupled with the lack of any standards or policy guidance concerning proper allocation of the spectrum, raise questions of the constitutionality of the delegation of such unlimited power to regulate this aspect of interstate and foreign commerce."

By the vague use of the term "allocate," ABA observed, the bill "fails to define the authority of the frequency allocation board vis-a-vis the FCC and the government frequency administrator."

The apparent authorization to appropriate for federal government use frequencies "already licensed by the FCC to private users during the term of the license, without prior notice, without hearing and without judicial review," ABA continued, "raises a serious question under the due process clause."

Proposed FCC pay-off rule draws opposition

An FCC proposal which would further tighten its rules on pay-offs, drop-outs and mergers of two applicants for the same facilities drew quiet moans in comments last week.

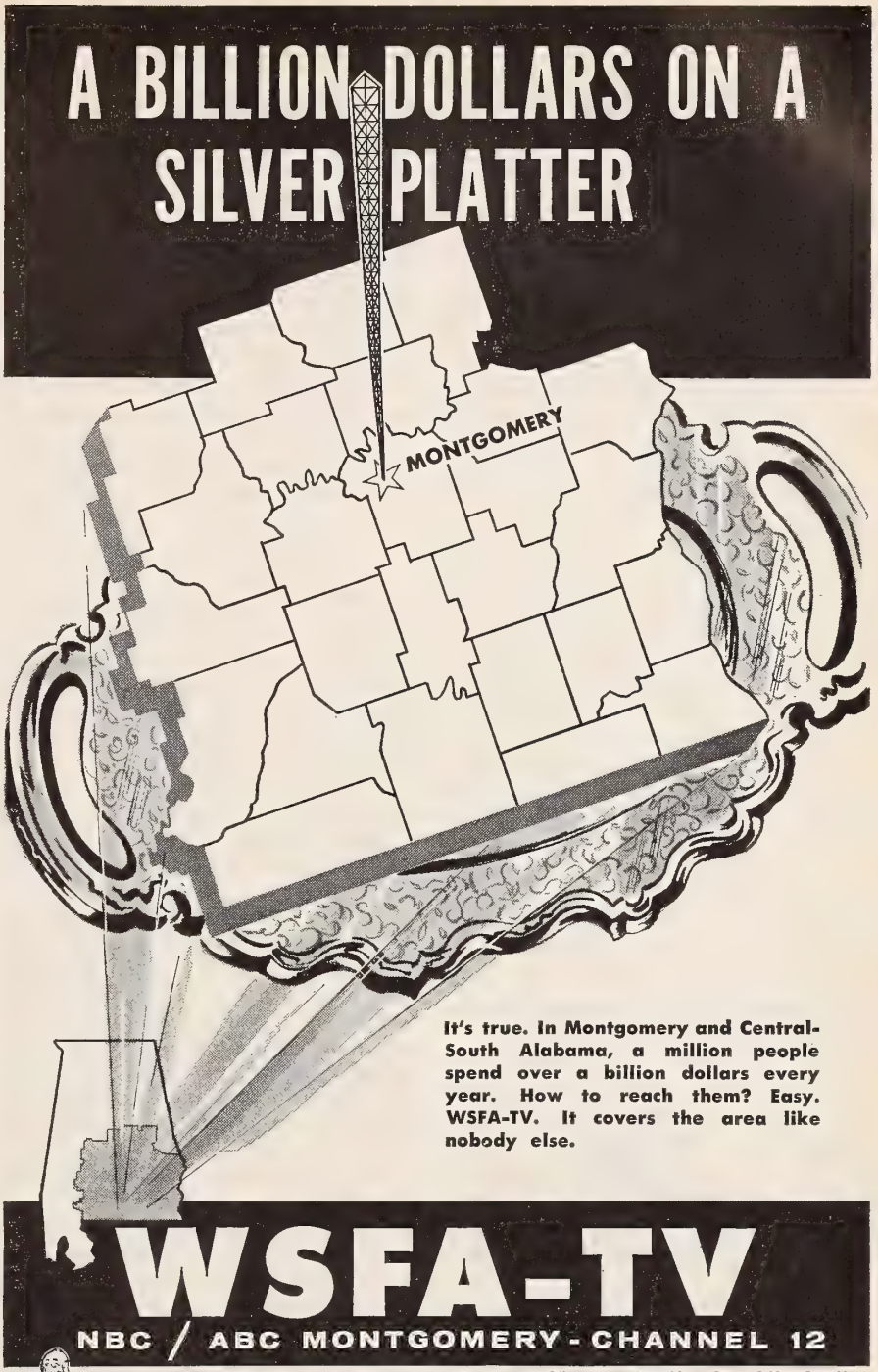
The suggested rule would allow 30 days after an applicant asked for dismissal of his application before granting the facility to a remaining applicant. The commission already has been authorized by Congress to ascertain that money given by one applicant to a withdrawing rival shall cover only "legitimate and prudent expenses."

ABC in comments questioned "both the wisdom and necessity of interposing additional artificial hurdles which will only serve to delay the resolution of conflicting applications and the establishment of new stations." The network pointed out that much of tv service now existing is the result of settlements through pay-off, drop-out and merger.

ABC said the new procedure would result in delay and encourage strike applications—for the purpose of being paid off or to delay construction of a station.

The Federal Communications Bar Assn. asked for an extension of time to file comments to March 13. It said the proceeding was issued on the date FCBA was electing officers and that the added time would enable the organization to get views of the membership which would be of "material assistance" to the commission.

The Washington communications law firm of Haley, Wollenberg & Bader, on behalf of several broadcasters, claimed that recent rules changes have obviated the need for the proposal. They said adoption of it would adversely affect



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Missing manager mystery muddles FCC

A minor mystery was unveiled last week. It all started when the FCC received a telegram stating:

"HAVE JUST LEARNED TUESDAY FEB. 14, 1961, WREA EAST PALATKA, FLA., WENT OFF THE AIR DUE TO DISAPPEARING OF MANGER. WHEREABOUTS MANAGER PRESENTLY UNKNOWN. IMMEDIATE STEPS BEING TAKEN TO RETURN WREA TO OPERATIONS. WILL ADVISE FCC AS SOON AS WREA IS BACK ON AIR. /S/ PETER CORRADO, PARTNER."

Efforts by BROADCASTING to reach the 500 w daytimer were of no avail. The telephone company reported the phone had been disconnected.

The only names listed for WREA on FCC forms are those of Anthony, Peter and Concetta Corrado, owners. Records do not reveal the name of the missing manager,

A call to the Flushing, L.I., address listed on the station's most recent application for license renewal, filed last month, produced no results. The Corrados are unknown at that address, the respondent said.

the FCC's ability to act promptly. They added there was "a serious question" of the commission's statutory authority.

The law firm said that potential applicants had ample opportunity to apply for facilities under the recently amended Sec. 307(b) of the commission rules, since a formal public notice must be published by applicants in local papers.

"Indeed, it appears that the proposed rules are antithetical to the commission's own oft-stated desire to expedite the processing of applications," Haley, Wollenberg & Bader concluded.

2nd KFRE-TV competitor protests dual operation

A second Fresno, Calif., uhf station has protested to the FCC the dual operation of KFRE-TV there on chs. 12 and 30. Ch. 24 KMJ-TV claimed the dual operation authority was granted on an *ex parte* basis and that KFRE-TV hid from the commission the real reason for its request.

The commission has made Fresno an all-uhf market by deleting ch. 12 and adding ch. 30, which subsequently was assigned to KFRE-TV, a Triangle station. The station asked for authority to operate on both channels until April 15 in a letter to the FCC Jan. 30. Permission was granted Feb. 8 and the dual operation was scheduled to begin Feb. 17. Ch. 47 KJEO (TV) Fresno immediately protested on much the same basis as the objection lodged by KMJ-TV (AT DEADLINE, Feb. 20).

KMJ-TV charged that the real reason for KFRE-TV's request was ". . . for the purpose of obtaining an unfair commercial competitive advantage over the existing uhf stations in Fresno." The station told the FCC that both ARB and Nielsen will conduct rating surveys of Fresno between Feb. 16 and March 15. Responses are based on call letters tuned in, rather than channels, KMJ-TV said, and thus KFRE-TV actually will be two stations during the surveys.

The ch. 24 station also maintained that the present KFRE-TV operation is in violation of Sections 309 and 311 of the Communications Act in that no public notice of the request was made; it was not published locally as required, and the commission acted after only 10 days without complying with the pre-grant procedure.

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Tedescos would pay rival to drop am application

Oral argument was scheduled last week by Chief Hearing Examiner James D. Cunningham on the joint petition of Albert S. and Patricia W. Tedesco and of Robert E. Smith, applicants for am facilities in Minneapolis and River Falls, Wis., for approval of an agreement for dismissal of Mr. Smith's application. The Tedescos and Mr. Smith each applied for 690 kc, 500 w daytimers in their respective localities.

Mr. Smith said he's asking dismissal because it would cost him some $56,000 to construct his station. Since he first applied, he said, WIXK New Richmond, Wis., has gone on the air to supply River Falls with a "good signal." Mr. Smith expressed doubt that the town (population 3,887) could support another station if he built it.

The Tedescos asked to reimburse Mr. Smith for $5,051 in expenses. He claims he spent $2,981 in engineer fees, $1,411 in legal fees and $282 for long distance phone calls, and that he incurred other minor expenses. The Tedescos asked that Mr. Smith be allowed to drop out and that the facility be granted to them forthwith. This could be ordered by the chief hearing examiner under a new FCC proposal (see story, page —).

Albert S. Tedesco is a brother of Victor and Nicholas Tedesco, purchasers of WMIN Minneapolis-St. Paul, but they have no business relationship (CLOSED CIRCUIT, Feb. 20).

WPTR renewal hearing indicated, says FCC

A criminal contempt conviction against the licensee of WPTR Albany, N. Y., caused the FCC to say last week that a hearing is necessary on the station's renewal application. The commission also questioned whether there was an unauthorized transfer of control of WPTR a year ago.

J. Meyer Schine and members of his family own WPTR through the family corporation, Schine Chain Theatres. In 1949, Schine Theatres entered into a consent decree agreeing to dispose of several of its theatres after a Justice Dept. charge of unfair trade practices against independent theatres.

In 1957, executives of Schine Theatres and the company were fined $73,000 in a criminal contempt proceeding for failing to observe the decree. The fine was upheld by an appellate court and the U. S. Supreme Court refused last year to review the decision.

The commission's action last week was based on the 1957 fines and not on the original consent decree, which

had not affected the licensee's qualifications by past commission practices. The unauthorized transfer involves a merger of two Schine enterprises, Schinebro Inc. (parent of Schine Theatres) with Hildemart Inc., to form Schine Enterprises Inc. The licensee explained the change was of a corporate nature only, within the family, and that it did not know prior approval was required.

There was no comment from the FCC on whether last week's action portends possible future steps the agency might take in the light of antitrust fines and jail sentences levied against officers of parent corporations of broadcast licensees. These involve Westinghouse Electric Co. and General Electric.

The GE-Westinghouse case differs from the Schine conviction in that Schine violated an earlier consent decree while the actions against GE and Westinghouse were taken in an original antitrust case. It is known that there have been unofficial talks within the commission concerning the GE and Westinghouse convictions two weeks ago, but no official steps have been taken or are contemplated at this time.

The court did not invoke Sec. 313, covering antitrust violations, in the most recent case; this which would have forced the FCC's hand.

The FCC last week...

▪ Was requested to assign ch. 27 from Paterson, N. J., to New York City. Petition from Pan American Broadcasting Co. suggested ch. 47 could then be assigned to Paterson. The company said if the channel is assigned to New York, it will apply for it and proceed "diligently" to construct and operate. Rulemaking was asked also to assign ch. 20 from Coshocton to Athens, both Ohio, and to reserve it for noncommercial educational use. Petitioner was National Educational Television & Radio Center, which suggested ch. 20 be replaced by ch. 71 in Coshocton.

▪ Set aside its Jan. 25 grant of a short-term license renewal to WITT Lewisburg, Pa., because of "subsequent evidence of new technical violations and non-correction of previously cited violations." The original reason cited for WITT's renewal of only 15 months was that a transfer of control to WKVA Lewiston, Pa., had taken place without FCC authorization (BROADCASTING, Jan. 30). Warren and Jeanne Fisher own the largest single interest in WITT (600 of 4,000 shares).

▪ Denied a request of South Jersey Radio Inc. to waive policy and assign call letters WOND-FM to its Atlantic City fm outlet to correspond with the WOND call of its Pleasantville, N. J., am. Commission policy does not favor assignment of common call letters to stations of the same licensee in different service areas. The Atlantic City station is presently designated WOSJ-FM. Commissioner Cross dissented.

▪ Granted the application of KVAN Camas, Wash., to move the station to Vancouver with continued operation of 1480 kc, 1 kw D. Chairman Ford and Commissioner Bartley dissented.

▪ Went along with a Nov. 10, 1959, initial decision and granted renewal of license of KMA Shenandoah, Iowa, to May Broadcasting Co. The application was set for hearing in February 1959 on the question of whether the station's 48.86% ownership of KFAB Omaha violates duopoly regulations (BROADCASTING, Feb. 16, 1959). Commissioner Bartley dissented to last week's action.

▪ By action of Chief Hearing Examiner James D. Cunningham, dismissed with prejudice application of Oregon Tv. Inc. for ch. 3 in Salem, Ore. Oregon Tv had asked for dismissal to alleviate necessity of comparative hearing with Willamette-Land Tv Inc. and to expedite the start of local tv service for Salem. Nafi Corp., parent of Oregon Tv, acquired the applicant when it purchased KPTV (TV) Portland, Ore., from George Haggarty in June 1959. No consideration was paid for withdrawal, which left Willamette-Land (W. Gordon Allen & Assoc.) as the sole applicant.

▪ Received plea from Laurel Broadcasting Co. asking for procedure it should follow in further prosecution of petition for withdrawal of its application for new am in Laurel, Md. Laurel pointed out that Chief Hearing Examiner James D. Cunningham has dismissed its application with prejudice but refused to approve agreement whereby remaining applicant, Interurban Broadcasting Co., would pay Laurel $10,010 as partial reimbursement for expenses (BROADCASTING, Feb. 13). Since then, Laurel said it has appealed to the commission, with the backing of the Broadcast Bureau, and also has been ordered by the examiner to furnish additional information (BROADCASTING, Feb. 20). "Laurel is therefore uncertain as to the propriety of its complying . . ." with the latest Cunningham order, the applicant said, in asking for a ruling as to whether matter is properly before commission or examiner.

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20th Century-Fox seeks tv leadership

SALE OF POST-'50's TO NBC FINANCES MAJOR EXPANSION INTO MEDIUM

They are busy this week at 20th Century-Fox Television. A $1 million pilot production program has a big staff hopping in a determined assault by a major motion picture studio for tv leadership. To help finance the effort, 20th Century-Fox has some $6 million from its post-1950 movie sale to NBC (BROADCASTING, Feb. 20).

Across the country from the humming production scene, Peter G. Levathes, president of 20th Century-Fox Television, last week was in his New York office contemplating a workload that is at least doubled. Depending on the success of network negotiations of the next month or so, it could be even bigger.

Mr. Levathes views the ferment calmly, quietly explaining the mushrooming growth. About the NBC deal:

The first-year fee for NBC's pick of 30 from more than 150 recent motion pictures is something around $6 million. This will go higher if NBC chooses to exercise its option in the two years following.

Full length U. S.-produced motion pictures in network prime time, an idea with a certain amount of shock value, is to Fox Tv a logical extension of the trend to longer programs. "Networks were asking us for 90-minute programs," Mr. Levathes says. "Now, this is a creative problem of the first magnitude, and it led to the question, 'why not take features?' " The eventual acceptance of this idea was "a natural and inevitable development," as he sees it. Slotting feature films as prime program fare, as NBC will do in Saturday 9 p.m. time, can be valuable, he explains, both tactically and to build circulation. As Mr. Levathes understands it, the shows will be on an "open end" basis to allow for uncut screening.

And Then ▪ The future sale of the post-1950 pictures can only be enhanced by network showing, Mr. Levathes is convinced. He refers to syndication successes of post-network tv series and explains that one national broadcast doesn't come anywhere near exhausting a show's potential.

Only a couple of sound stages on Fox's three lots remain in the service of theatrical features, the tv studio head reports. In the wake of a million-dollar production load in tv pilots, the company is planning studio changes for tv that will cost several millions. The building will get underway in the spring at the 60-acre main lot at "Fox Hills." (The three Fox locations are Hollywood's Beverly Hills, Western Avenue-Hollywood and Malibu Ranch, Calif.)

Much of the tv production will be done on location, which fits in with the company's basic tv philosophy, that is to push back the frame and put the shown on a much broader canvas. This philosophy was signalled by *Adventures in Paradise,* which weathered a rocky introduction in the 1959-60 season on ABC, with some doctoring became a success and is on the books for next (its third) season in the same Monday 9:30-10:30 p.m. (EST) period. There are plans to take *Adventures in Paradise* out of its own west coast lagoon across the Pacific to Tahiti this summer.

On the Road ▪ Next season's shows take 20th Century-Fox farther abroad and up and down the highways of this country. Film was rolling last week on these pilots:

Bus Stop, hour series based on the William Inge play, with Marilyn Maxwell, Joseph Cotten and Tuesday Weld in the cast, produced by Robert Blees and directed by Don Siegel,

The Hunters, hour show to be shot in Africa, written and produced by Mr. Blees, directed by Pete Lyon and featuring in the cast Brett Halsey, Skip Homeier, Guy Stockwell and others,

Margie, half-hour storyline taken from a 20th Century-Fox movie that starred Jeanne Crain, now with Cynthia Pepper in the title role, produced by Hal Goodman and Larry Klein and directed by Jack Sher,

House on the Rue Riviera, 60-minute program directed by Douglas Heyes and starring John Ericson, Richard Anderson, Jayne Mansfield and Diana Trask,

The Ginger Rogers Show, a half-hour with the star in twin roles and Charles Ruggles in a key part, and

The Jayhawkers, a post-civil war, hour western, with Dan Dailey, Ann Blyth and others in the cast.

The Circus, which had been discussed as an hour series of specials, has been postponed by Mr. Levathes.

Insurance ▪ All are co-production deals with networks except one, *The Ginger Rogers Show,* and the heavy pilot activity is in addition to Fox's regular workload on *Adventures in Paradise, Hong Kong* and *Dobie Gillis.* The half-hour *Dobie* show is still uncommitted for CBS next season, but dopesters had it pencilled on their network forms early this month (BROADCASTING, Feb. 6).

The new production budget completes Fox's network spread. *House on the Rue Riviera* is with NBC, *The Jayhawkers* with CBS and the rest with ABC, which also was the interested



Marilyn Monroe is a standout in 'There's No Business Like Show Business,' one of the post-1950 package of 30 movies NBC has scheduled for Saturday night. The films were bought from 20th Century-Fox for $6 million.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 27-March 3, 6-8 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 27-March 3, 6-8 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 27-March 3, 6-8 (10:30-11 a.m.) **Play Your Hunch,** part.

Feb. 27-March 3, 6-8 (11-11:30 a.m.) **The Price Is Right,** part.

Feb. 27-March 3, 6-8 (12:30-12:55 p.m.) **It Could Be You,** part.

Feb. 27-March 3, 6-8 (2-2:30 p.m.) **The Jan Murray Show,** part.

Feb. 27-March 2, 6-8 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 1, 8 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 1, 8 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 2 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 3 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

March 4 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 4 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 4 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 5 (6-6:30 p.m.) **Meet the Press,** co-op.

March 5 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 5 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

party in the shelved *Circus*. Network co-production is a way of life for the kind of show Fox is doing. "We couldn't afford syndication," the tv chief says of his large-cast, mostly 60-minute, big facility shows. Then, to sell an hour show you have to bring several advertisers together, and this is somethink a network does best, he explains. Sure, advertisers sometimes come to him, Mr. Levathes acknowledges, but his company has no advertiser-financed shows and sees no trend in that direction.

Another basic Fox policy is to make a show for a specific reason, not to "have a lot of pilots kicking around." Mr. Levathes is counting no chickens in the hatching season, but this conservatism and five hours of co-production deals add up to a strong probability of doubled activity for the next year. If *Hong Kong, Dobie Gillis* and the new Ginger Rogers show make it, the work will be nearly trebled.

This score doubtless led to the decision to build new tv studios at Fox Hills. At present 300-400 people are filling all the lots to capacity, but the fact that much of the new shooting and some of the old is away from home may give carpenters some leeway. East Africa is the locale for *The Hunters,* Italy and France for *The House of Rue Riviera,* and both *Bus Stop* and *The Jayhawkers* are roaming this country.

Revving Up ▪ The tv peaks came about 14 months after Mr. Levathes left the advertising agency side of the business to return to Fox, where he had served years earlier. At Young & Rubicam, New York, he was radio-tv vice president, and from 1938 to 1953 he had been with 20th Century-Fox Film Corp., first as executive assistant to President Spyros P. Skouras and later in charge of the company's television. Soon after Mr. Levathes rejoined Fox, the tv subsidiary completed purchase of its first television station, KMSP (TV) Minneapolis. Now it is taking vigorous new steps in world tv and domestic syndication of product on hand.

Alan M. Silverbach, a 15-year Fox man who had been managing foreign sales, has moved over to the tv subsidiary as director of international sales, handling both tv programs and motion pictures. He has nine tv shows in action around the world, some pictures and sees "no ceiling" to the market. The current domestic network programs are playing internationally, in addition to *Five Fingers, My Friend Flicka, Crusade in Europe, The Greatest Drama, Three Guesses* and *Broken Arrow* (the last is syndicated by International Television Corp. here and in Latin America but by Fox Television elsewhere).

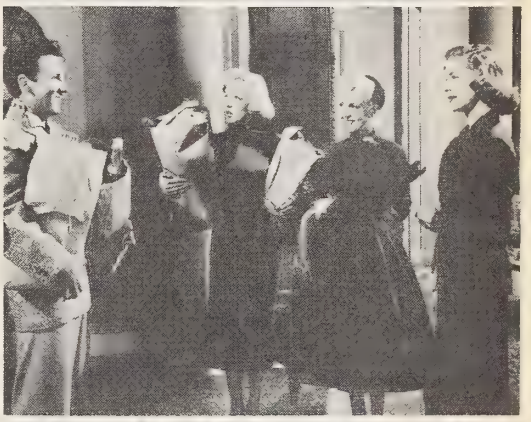
Dubbing goes on in French, Italian, German, Spanish, Portuguese, Asian tongues and others. Some of the hot international spots are the new United Arab Republic Network, Japan, Latin America, Australia, and the company will move into the Philippines and Siam soon.

On the domestic selling front, Charles W. Goit joined 20th Century-Fox Television last September as national sales manager, coming from International Television Corp. and TPA (which ITC absorbed), where he did the same thing. Mr. Goit is organizing for action now and will be pitching networks as well as domestic syndication customers.

Key men on Mr. Levathes' Hollywood production team are Roy Huggins, production vice president, who came from Warner Bros. with credits for *Maverick, Cheyenne* and others, and William Self, executive producer, who used to be with CBS. Their names are on the pilots in work now.









There are 30 films in the NBC $6 million purchase from 20th Century-Fox. Among the many which are outstanding are: 'On the Riviera' (top) with Danny Kaye; 'The Black Rose' (second) with Tyrone Power and Orson Welles; 'How to Marry a Millionaire' (third) with Marilyn Monroe and Lauren Bacall, and 'The Titanic' with Barbara Stanwyck and Clifton Webb. NBC has options for two more years, with an increment in the annual $6-million fee.

Enright, Crown, to do live tv shows for SG

Screen Gems, Inc., New York, announced last week it has concluded a co-production agreement with Aladan Productions, New York, headed by Dan Enright and Alfred Crown, for the development by Aladan of an assortment of live dramatic and panel shows.

This will mark Mr. Enright's re-entry into television after an absence of a year and a half. As a partner of Barry-Enright Productions, Mr. Enright was active in the production of various network programs, including *Twenty One* on NBC-TV, which went off the air after the tv quiz scandals. The first of the series to be produced by Mr. Enright and Mr. Crown is expected to be ready for network presentation next fall.

The move is the second step in the development of a live packaging operation by Screen Gems. The company recently announced that it had retained Herbert Sussan, former director of programs for NBC-TV, to develop a package of live dramatic and musical specials (BROADCASTING, Feb. 20). Since his absence from tv, Mr. Enright has been developing motion picture properties with Mr. Crown, a veteran producer who has been vice president of Samuel Goldwyn Productions and president of Moulin Productions.

Desilu blames profit drop on writers' strike

Desilu Productions had net profits of $264,949, equal to 23 cents per share, on gross income of $14,432,798 for the nine months of fiscal 1961 ended Jan. 28, the company reported last week. Third quarter gross was $5,970,303, with a net of $144,032, or 13 cents per share.

For fiscal 1960, Desilu's first nine months gross was $17,553,899 and its net was $708,121, or 61 cents a share. The third quarter figures showed a gross of $9,091,404 and a net of $587,204, or 51 cents a share.

In a report to stockholders, President Desi Arnaz blamed the decreases this year on a late start in production caused by the writers' strike and the fact that Desilu is currently doing no tv shows for syndication. The syndication market has become uneconomical to the point where the company would be obliged to invest money on a speculative basis, which it is unwilling to do, Mr. Arnaz stated. He reported that negotiations are in progress for the sale or residual use of the studio's full inventory, which will total 1,014 half-hours of entertainment by April 30. The recent realignment of key personnel, he said, will enable him to concentrate on sales and top programming, with three operations vice presidents in charge of programming, production and studio operation, administration and finance.

Confused pilots

Drop that *File*, add that *Beat*, try to keep the *Las Vegas* pilots in line or you'll wind up confused. And you probably will, anyway, as producers keep changing their minds and their titles. Rundown of pilot programs for tv series projected for 1961-62 season release (BROADCASTING, Feb. 20) listed Warner Bros. offering as *Las Vegas File* and that of Goodson-Todman as *Las Vegas*. At presstime this week correct titles were *Las Vegas* for the WB show —*Las Vegas Beat* for the G-T series.

New newsfilm service

British Commonwealth International Newsfilm Agency Ltd., whose daily newsfilm service, Visnews, is being used for the first time in this country by Metropolitan Broadcasting's WNEW-TV New York and WTTG (TV) Washington, D. C., plans to expand into other major U. S. markets. George Tyler, Visnews assistant commercial manager just in from London, and New York office manager Alan White currently are working on details. They expect commercial manager Norman Dickson from England later this month to announce new U. S. customers. Visnews covers world events from its London headquarters.

Producers Studio leases California Studios lot

Producers Studio, a new corporation, has secured a long term lease on the property formerly operated by California Studios at 650 N. Bronson Ave., Hollywood, plus the equipment needed to operate a first-rate studio, the company announced last week. The transaction, involving more than $500,000, covers nine sound stages ranging from 8,000 to 16,000 square feet. *Gunsmoke* and *Have Gun, Will Travel* are among the tv shows produced on the property, which started in tv production in 1950.

Principals of Producers Studio are: Fred Jordan, president; Gerald L. King, vp and secretary; John Young, vp and treasurer; Arthur J. Gaunt, vp. Phil Rapp will join the organization on completion of his duties as executive producer of the *Tab Hunter Show*.

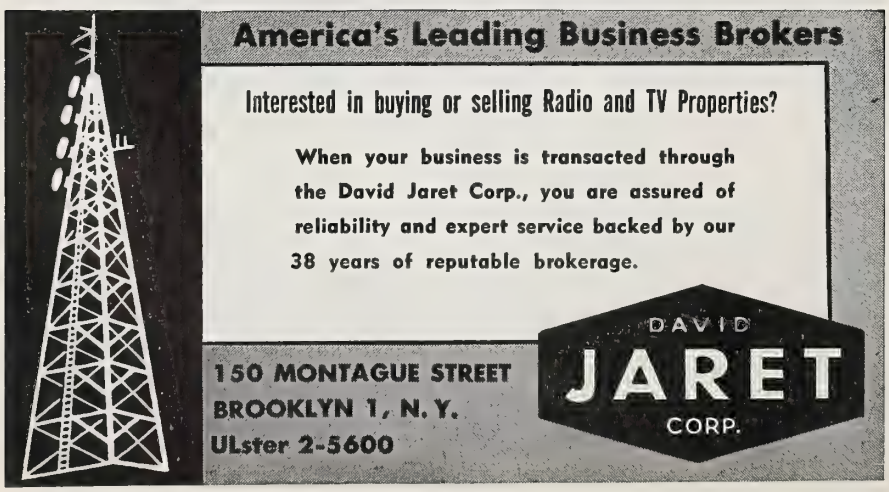
Philip N. Krasne, operator of California Studios before the property's takeover by Producers Studio, is returning to full-time film production activity.

California Studios Div. of Visual Merchandising, slidefilm production firm, continues in operation under the supervision of its vice president and general manager, Richard S. Degner. Mr. Krasne and Mr. Degner are partners in this operation.

MGM plans to release post '48 films to tv

Metro-Goldwyn-Mayer plans to prepare to release post-1948 films to tv. Joseph R. Vogel, president of MGM, indicated to stockholders last week that the firm would "maintain a significant gap" between the theatre presentation of a film and the time it is licensed for tv release. Among major film companies, Warner Bros., Columbia Pictures, 20th Century-Fox, RKO Pictures and United Artists Corp. already have released post '48s.

Mr. Vogel also told stockholders that earnings in the fiscal year ending on Aug. 31, 1961, are expected to increase 25% over 1960 profits. Last year MGM showed a profit of $9,595,000, equal to $3.83 a share. MGM's president predicted that profits in 1962 and 1963 will show further increases over his estimate for this year.



8MM MOVIE GEAR FOR TV

Great film economies expected through use of new camera equipment developed by Fairchild

A major breakthrough—the complete use of 8mm magnetic sound film equipment for a television newscast—was claimed last week by Fairchild Camera & Instrument Corp., Syosset, Long Island, N. Y.

Fairchild claims the process will work both in color and in black and white at substantial savings to comparative 16mm and 35mm models.

According to Fairchild, KPHO-TV Phoenix, Ariz., successfully telecast a seven-minute interview which had been recorded, processed and projected with slight adaption using Fairchild's new 8mm sound movie camera equipment.

A giant stride in the trend toward miniaturization, KPHO-TV's success also indicates unlimited possibilities in news and special events programming in addition to great economic savings. It also opens the door for many stations—which otherwise would be stymied financially—to engage in local production of news films.

Specifically the cost factor is quite notable. Broken down it reads thusly: camera, $249; adapted projector, about $500; processor, $1,375. Total, about $2,125. Fairchild, however, has come up with another angle to fetch possible customers. It will lease the equipment to any station for $50 per month, including complete servicing. This figure to $600 yearly for a complete sound film operation. A film user in a major market told BROADCASTING its cost without sound was about $17,500, a marked increase under any measurement scale.

The experiment, one of the main features at the NAB engineering conference (May 7-10) in Washington, will be demonstrated and described more fully at that time.

Main opposition in using 8mm for tv has been poor resolution, but Fairchild claims to have solved the problem in addition to the lesser difficulties that have prevented the smaller film's success in prior experiments.

The color film was successfully produced by Color-Sound Inc., N. Y., producer of promotion and sales films. Firm now has three pilots in the works which will be on display in New York starting March 20. Camera used was a modified and adapted Fairchild Cinephonic 8mm.

Equipment used by KPHO-TV in its test included a portable, 8mm handheld, sound movie camera (5 pounds in weight), companion 8mm sound projector and a rapid film processor. The camera, equipped with its own power supply and recording system built in, enables its user to carry the entire system in one hand.

Sound is recorded by pushing the start switch while another knob adjusts the volume. Monitoring is achieved through a miniature headset, similar to a conventional hearing aid.

The camera permits about 2¾ minutes of shooting time in each half of the 50 foot film roll. The spool is then reversed, allowing a total of approximately five minutes of shooting time. The film goes directly into the Mini-Rapid 16 processor (currently in use in many tv stations) with no changes or adjustments.

Satellite successful in vlf-vhf retransmission

Navy's ionospheric-probing satellite, boosted into 110-613 mile high orbit from Cape Canaveral Feb. 21, is operating properly on 18 kc, receiving vlf signals from Panama Canal Zone Navy installation and retransmitting them back on a vhf circuit through the F-1 layer.

The satellite—one of a pair—was put into orbit via an Air Force Thor-Able-Star rocket. The two satellites (the primary one was a Transit III-B navigational experiment) failed to separate as planned, but are traversing an elliptical orbit together. Both are operating, but the orbital height is not considered good for the Transit sphere.

Lofti, for "low frequency transionospheric," weighs 54 lbs. It is designed also to report electrical lightning phenomena through the ionosphere to ground stations.

Walker says best stereo is Zenith-GE

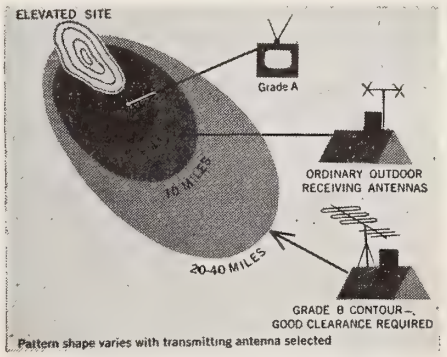
The man who ran the field tests on fm stereo standards ticked off the pros and cons of the various proposed systems last week—and stuck his neck out to the extent he started a buzz of three-dimensional speculation among fm broadcasters and manufacturers.

A. Prose Walker, manager of NAB's engineering department and chairman of the National Radio Stereo Committee's field test committee, gave his views on the six stereo systems at a Washington IRE professional chapters meeting. He suggested that if he were an FCC commissioner he would "knock the

NOW! *Increase TV coverage!*

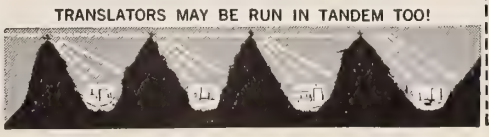
The EMCEE VHF TRANSLATOR

for simplest installation and maximum performance! **FCC TYPE ACCEPTED!**



- **CONVERSION FLEXIBILITY**... any input channel to any non-adjacent output channel.
- **FREEDOM FROM INTERFERENCE**... no internal signals which coincide with input to any other translators.
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TRANSLATORS MAY BE RUN IN TANDEM TOO!



Here's the new VHF Translator with outstanding advantages for all installations. EMCEE Translators are the result of long experience in quality design and trouble-free construction by some of America's leading experts. Now fill in troublesome areas with the advanced EMCEE VHF Translator.

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Gentlemen:

___Please rush free planning package including data sheet, complete installation check list, coverage calculation form.

___Please send free reprint of FCC rules covering translators.

NAME_____

ADDRESS_____

CITY_____STATE_____

heads" of GE and Zenith together to force them to mesh their proposals.

Mr. Walker said he arrived at his choice in this way: Crosby Electronic's system does not permit the simultaneous broadcast of stereo and subsidiary communications (storecasting, musicasting, etc.). Since the income of most fm broadcasters comes mainly from these non-broadcast services, Mr. Walker observed, the approval of the Crosby method would be a disservice to fm.

Multiplex Corp., Calbest and EMI systems were found to be still in developmental stages, he noted. None was at the commercially feasible level.

This leaves the GE and Zenith systems, he concluded. Both are so similar to each other, he stated, they should be "married" into one system.

Meanwhile, the simmering battle between Crosby and GE took a new tack with supplemental filings by both. Crosby told the FCC several weeks ago that it should beware of freezing stereo by adopting too rigid standards based on the state of the art now, obviously aiming its barbs at the GE and Zenith proposals. Last week, GE responded by telling the commission it should be chary of adopting any system which contains segments that have not been field tested. This was a reference to some revisions submitted in the Crosby supplemental submissions.



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THE BOLLING COMPANY



Video Tape Unlimited's station-on-wheels

Video Tape Unlimited Inc. of New York, a self-contained tv station-on-wheels, is shown being demonstrated for the first time last week in conjunction with the opening of ABZ Assoc.'s (BROADCASTING, Feb. 20, 1961) new production center for tv commercials. Equipped by RCA, the mobile studio carries full power equipment and is stationed outside the ABZ building at 266-68 E. 77 St.

AT&T shoots for 1962 satellite communications

Transoceanic satellite communications, including television, "the early part of next year" is the goal of AT&T. This was reported by Frederick R. Kappel, president of the giant Bell system, in his annual report to stockholders issued last week.

Mr. Kappel said that man-made satellites can be used successfully and economically to provide high quality, large capacity microwave radio channels across the oceans as additions to present cable and shortwave radio circuits. AT&T's goal, Mr. Kappel stated, was to test a satellite in orbit in cooperation with Great Britain and Europe early in 1962. Plumping for the satellite to be privately owned, Mr. Kappel explained that AT&T would own and operate the ground stations in the United States and share satellite costs with the communications agencies overseas.

The Bell System completed its biggest construction program in 1960. It spent $2.6 billion. It reported total revenues of over $8 billion for 1960, with net income over $1¼ billion ($5.53 per share). This compares with $7.5 billion gross income and $1.1 billion net revenues ($5.22 per share) in 1959.

The AT&T took a dim view of the authority granted by the FCC last year for private use microwave systems. This permits tv stations, as well as other users, to install and operate their own inter-city relay systems.

Super-power tv station

The RCA Victor Co. Ltd., Canadian subsidiary of RCA, has completed arrangements for building and installing what it claims will be the most powerful low-band tv transmitter in North America at the Canadian Broadcasting Corp.'s new station, CBXT-TV Edmonton, Alta. The new CBC transmitter will be capable of 318 kw ERP, nearly double that of any low-band station (channels 2 through 6) in Canada and three times as powerful as any in the U.S. The exceptional high-power output is achieved by a special super-gain antenna designed by RCA Victor engineers in Montreal where the transmitter is being built. CBXT-TV is scheduled to begin broadcasting on Sept. 1.

BBG head proposes fines for excess spots

CAB SHOWS PRIVATE BROADCASTERS' ROLE IN ECONOMY

Canadian stations broadcasting too many spot announcements in violation of Board of Broadcast Governors regulations should be fined in the amount of their excess income from such advertising, Dr. Andrew Stewart, BBG chairman, suggested to the Parliamentary Committee on Broadcasting at Ottawa in mid-February.

At the same meeting the Canadian Assn. of Broadcasters filed a brief with the BBG saying private broadcasting has become an industry large enough to be a significant factor in the Canadian economy.

Dr. Stewart said that under the Canada Broadcasting Act stations can be fined only by license suspension, a punishment he feels is too drastic. He said monetary fines would fit the crime better than the present BBG power to suspend a license.

This was the first time the BBG has been questioned by a Parliamentary Committee since its appointment in 1958. Dr. Stewart was also asked what is being done about undue influence by advertisers on radio and television programs. He stated his belief that such pressures exist but did not know its magnitude. He felt that under the North American system of program sponsorship this would be hard to control, and it is too late now to permit spot announcements only, without identification with specific programs.

Warning ▪ Dr. Stewart warned Canadian television stations that the BBG would strictly enforce its requirement of 45% Canadian program content after April 1. He felt that in fairness to upcoming new television stations or those recently started in major cities as second stations, the 45% Canadian program content would not be enforced till Sept. 1. In a year the Canadian program content will be 55%.

Some committee members questioned Dr. Stewart regarding the same percentages on commercials. This has come up, Dr. Stewart stated, in submissions made by Canadian commercial advertising producers, but no decision has been made yet. The BBG is looking into the possibilities of enforcing a 45% Canadian content requirement for commercials.

CAB told the committee it represents 162 of the 193 privately-owned radio broadcasting stations in Canada, and 42 of the 45 such television stations and 4 of the 11 such tv stations licensed but not yet on the air.

Payrolls ▪ Other facts: 85 radio stations in the past financial year employed 2,248 fulltime personnel, 17 tv stations reported 945 fulltime employes, 19 combined operations reported 748 fulltime employes, representing 3,977 fulltime employes for 121 stations replying to CAB's recent questionnaire. Of the radio-tv stations, 106 employed 9,543 artists and casual help during the preceding financial year; 85 radio stations reported a total annual payroll of $10,534,214; 17 tv stations reported a payroll of $3,501,763; 19 combined operations reported an annual payroll of $3,743,854. Total payroll for 121 stations: $17,769,831.

Fringe benefits of $571,222 were paid out by 114 radio and tv stations; 83 paid $3,137,546 for Canadian program material; 120 paid $896,186 in copyright fees; 97 spent $1,222,521 on further encouragement of creative and performing talent; 65 spent an additional $439,762 on artist fees, and 39 stations spent another $99,132 for other programming purposes.

The brief showed that 75 radio stations reported fixed assets at $16,097,426; 17 tv stations $11,228,102; 17 combined operations $7,894,716, for a total for 109 stations at $35,220,244.

Programming ▪ About half the brief was devoted to programming developed by the CAB member stations in their communities, and to their public service record. A total of 103 radio and tv stations reported a time card value of $6,890,582 for their public service programming and announcements.

Among the public service programming listed are the national festival choir and national ballet performances aired by Radio Nord stations in northern Quebec; *Talent in Toronto* programs by CHUM Toronto; musical talent development programs by CHRC Quebec City, Que.; CFRB Toronto; CFQC Saskatoon, Sak.; and CHWO Oakville, Ont., and others. The report details 58 typewritten pages of programs by members in the public service category, ranging from the roving reporters of CFRS Simco, Ont., sent to 31 world cities, to drama festivals sponsored by CFCL-TV Timmins, Ont.

Caldwell signs five tvs for proposed network

Spence Caldwell, Toronto film and equipment distributor recently licensed by the Board of Broadcast Governors, Ottawa, to form a second Canadian television network, has lined up five second stations in as many Canadian cities.

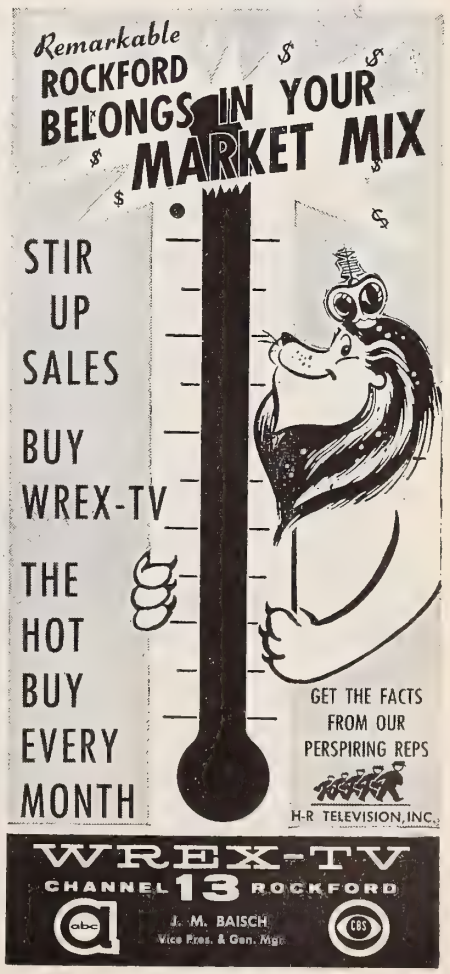
His license requires him to sign six of the eight second stations in the cities where these have been licensed, before he can start operation. Mr. Caldwell reports he has lined up CJAY-TV Winnipeg, Man.; CHAN-TV Vancouver, B. C.; CFRN-TV Edmonton, Alta.; CFCN-TV Calgary, Alta.; CJCH-TV Halifax, N. S. Not yet signed are CFCF-TV Montreal, Que., CFTO-TV Toronto, Ont.; and CJOH-TV Ottawa.

Mr. Caldwell expects to have 10 hours of network programming available for the group, some produced by affiliated stations. He hopes to have 28 hours of network programming available ultimately, with three hours of national news. He has been given till August to get underway.

Canadians plan own Radio Advertising Bureau

Canadian Assn. of Broadcasters is now busy organizing a new Radio Advertising Bureau. It will operate as a separate entity, with no connection with the Ottawa CAB headquarters. The Canadian RAB will headquarter at Toronto.

Establishment of the CRAB is expected to be a controversial topic at the closed business sessions of the CAB convention at Vancouver in mid-March. Membership in the CAB is expected to mean lower fees for members of CRAB.



The modern way to select new call letters

SAN DIEGO STATIONS DID IT WITH AID OF COMPUTER

KFSD-AM-TV San Diego will become KOGO-AM-TV on March 1, a fact that, among other things, proves that broadcasting and science *do* mix. It does not imply, however, that the station has gone egghead, but that its officials have gone their cohorts one better in selecting a new identity.

Here's the story: A call letter change had been under consideration for some time but station officials wanted to be positive before making so rash a move (KFSD had been the call since 1926). So they packed up their dilemma and headed for the nearby Convair Astronautics missile plant, hoping to coax the answer from the plant's IBM 7090 computer. And they did. Within 15 seconds the machine had calculated all possibilities of four call letters beginning with the letter K. Two minutes later it had typed out 17,576 combinations

After several days, 17,575 possibilities had been eliminated for various and sundry reasons—they were already in use, they weren't suitable or they didn't fit the image.

To celebrate its new call, the station has anounced a fresh musical image, a $50,000 contest, a jumping kangaroo named Kogo-Roo (a mascot), and more extensive news coverage. KFSD-FM, which programs separately, will retain its call letters.

How to attract teens to television news shows

How can a television station attract the teen-aged audience to its already top-rated early evening newscast?

That was a problem facing WBNS-TV Columbus, Ohio.

To reach this age group, WBNS-TV enlisted the active participation of 31 public, parochial and private schools in a project it calls "Youth Reports." The program provides an opportunity for journalism, writing, radio-tv and English classes to prepare three-minute scripts on various school activities. The station's public affairs department picks one script from each school, and the news department helps the students illustrate their story with film and photos. A student handles the introduction and narration of each "Report."

WBNS-TV presents two "Youth Reports" each week on its 7 p.m. newscast with Chet Long. At the end of the school year, the best presented "Report" will be chosen and the school it represents will be awarded a $500 prize.

And, WBNS-TV hopes, the students will be watching for the report on their own school and develop a viewing habit with its early evening newscast.



A big splash for 'Assignment: Undercover'

KPIX (TV) San Francisco has gone in for realism in the promotion of its new action-adventure series, *Assignment: Undercover*. Capitalizing on the "beauty" end of the show (and there's nothing fishy about that), KPIX hired model Bonnie Robin, dressed her in a bathing suit and aqualung and sent her around to visit the Bay area press—which she did with a big splash. In photo above Bonnie poses for a cameraman in dry dock. He was a landlubber and she really didn't need any water to put the point across to him.

Budweiser plans day-in-sun

For the past two years station representatives and salesmen for other media have gone to St. Louis for briefings from D'Arcy Adv. and Anheuser-Busch Inc. on the annual major "Pick-a-Pack" promotion for Budweiser beer. But this year they will head south instead. The meetings will be held March 14-18 in Tampa, Fla., and will cover details of Budweiser's extensive broadcast plans, including tie-in merchandising. D'Arcy has chartered a plane to fly the invited representatives from Chicago and St. Louis and will be host with Budweiser at several social events, but the representatives are paying transportation and hotel expenses.

KALL has "Heart of Gold"

The Heart Fund is receiving aid from KALL Salt Lake City with its "Heart of Gold" contest.

Throughout the broadcast day, KALL plays records with the word "heart" in the title. Every hour a name is called out. That person is given a time limit to call the station and name all tunes the station has played with the magic title word. For each tune named, the listener receives a dollar. An identical amount is donated by KALL, in the listener's name, to the Heart Fund.

KDKA rings transit's bell

KDKA Pittsburgh, is engaged in a campaign to encourage its listeners to use public transit facilities.

As part of the effort, area residents

are receiving free rides on a "solid gold streetcar" and chances at prizes being awarded by KDKA. The special car is placed on a different route each day.

Leading up to the campaign, KDKA personality John Stewart went through the training course for streetcar operators and actually operated a Pittsburgh Railways Co. vehicle for several days. He made reports on his progress and experiences on his *John's Other Life* which is a part of KDKA's nightly feature *Program PM*.

BPA plans awards for on-the-air promotion

The Broadcasters' Promotion Assn. will recognize "excellence in on-the-air promotion techniques" with a series of awards to be presented at the 1961 BPA Seminar in New York.

John F. Hurlbut, BPA president, WFBM Indianapolis, reports that entries will be received from non-members of BPA as well as from BPA members. He stated that BPA is establishing its awards to encourage "more creative use of the best promotion tool at our disposal—our own air time."

Categories for the competition are:

Television ▪ Station image announcements (call letter, channel number, trade mark); special events (news, sports, public affairs); general programs (show, personality).

Radio ▪ Station image (call letter, frequency, sound trade mark); special events and personalities and programs.

Mr. Hurlbut has appointed Dorothy Sanders, WLWD (TV) Dayton, Ohio, chairman of the Awards Committee. Other committee members are Chuck Gay, WHIO Dayton; Harvey Clarke, CFPL London, Ont., Canada; Jack Dorr, WBNS-TV Columbus, Ohio; Dave Kimble, Grey Adv., New York and Steve Libby, Communications Counselors Inc., New York.

Two classes of awards will be presented: "Awards of Merit" and "Awards of Honorable Mention."

Drumbeats...

Mail call ▪ At a recent special ceremony in the postmaster's office of the Philadelphia Post Office, Dick Clark, star of ABC-TVs daily *American Bandstand,* opened the five-millionth piece of viewer mail he has received since the program started in August 1957. The *Bandstand* office at WFIL-TV Philadelphia, where Mr. Clark's daily mail load is normally delivered, has processed letters from state governors to pre-teenagers.

Roanoke research ▪ Avery-Knodel Inc., New York, has prepared for distribution to spot tv advertisers and their agencies a study of the Roanoke, Va., tv market on behalf of WSLS-TV that city. Entitled "Roanoke . . . WSLS-TV, Synonyms for Profit," the guide documents the diversified industrial picture of the 52-county market, which includes the three principal cities of Roanoke, Lynchburg and Danville. In addition to market growth figures, the detailed study explores the station's coverage, programming and audience compositions.

Morning people ▪ To see if he had many listeners at 5:30 a.m., Phil Burgess, early morning man at WINF Manchester, Conn., started a "5:30 a.m. Club." In a two-month period over 170 listeners called the station between 5:30-6 a.m. to become members. Earlier this month, over 50 members of the club gathered at WINF's studios between 5:30-7:30 a.m. for a coffee party.

Babel in a bubble ▪ Nineteen programs in Polish, Czech, Bulgarian, Rumanian and Hungarian languages went out recently from the WCBS New York plastic bubble studio, pitched in Pennsylvania Station to inaugurate the 11th annual fund drive of Radio Free Europe. The RFE signal was shortwaved live in what was billed as the first opening of RFE broadcasting to public view. Besides the shortwave production, WCBS originated its own Jack Sterling, Ed Joyce and Oscar Brand shows from Penn Station. WCBS first broadcast from the air-supported bubble last fall at Grand Central Station to publicize its live entertainment (BROADCASTING, Nov. 28, 1960).

KDEO billboards blanket San Diego

What is it golfers go for, dog lovers dial, sun lovers tune, bird lovers like and debutantes dig? The answer is KDEO, Radio "91," according to 516 fullscale 24-sheet outdoor boards lining every highway and main traffic artery in and around San Diego, Calif. "This is by far the greatest outdoor showing in the history of San Diego media," declares John H. Pace, general manager of KDEO. The impact has been nothing short of sensational."

Among those impressed by the boards was the advertising manager of a large West Coast company who had planned to use another station in San Diego but after driving around town decided that a station whose management got its name across so decidedly would probably do just as good a job for its advertisers. So he placed his business on KDEO.

For that



NEW IDEA

visit the

IRE SHOW

March 20-23, 1961 New York

Coliseum and Waldorf-Astoria Hotel

Members $1.00, Non-members $3.00 Age limit—over 18

BROADCAST ADVERTISING


Mr. Wible

Arthur E. Wible, vp and director of Maxon Inc., Detroit, appointed administrative assistant to president in addition to current duties. He joined Maxon in 1954 after 20 years in various advertising capacities.

Ernest J. Hodges, vp and account supervisor on Ralston Purina at Guild, Bascom & Bonfigli, San Francisco, elected to board of directors.

Burton A. Morgan named production manager of Fletcher Richards, Calkins & Holden, N. Y. Before joining firm in 1954, he was with Erwin Wasey & Co., that city.

Grant Hipwell, group head, art department, J. M. Mathes, N. Y., appointed vp and director of art.

Robert F. Higbee appointed copy director of Young & Rubicam, Chicago. He has been associate copy director in agency's New York office.

Quintin E. McCredie joins Mark Schreiber Adv., Denver, as production manager. Previously he was with KLZ and KOA, both that city.

"INSURED AGAINST EVERYTHING."
YES? Check on the chance that somebody "out there" will accuse you of
LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.
For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.
WE ORIGINATED THIS SPECIAL COVER
AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.
Write for details and rates.
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

William B. Bachman Jr., senior vp at MacManus, John & Adams, N. Y., named director of client service.

Lester Wunderman, Wunderman, Ricotta & Kline, N. Y., appointed chairman of agency's newly-formed plans board. Other members are **Harry Kline** (secretary), **Ed Ricotta, Irving Wunderman, Peter Rabar, Harry Hites, Thomas Collins** and **Ralph Siegler.**

Horace W. R. Barry, formerly group products manager in Nestle's chocolate division, appointed advertising and sales promotion manager of The Nestle Co., White Plains, N. Y.

Ivan T. Galanoy, former copy director at Cunningham & Walsh, Los Angeles, joins Kenyon & Eckhardt, that city, as copy chief.

James R. Dwyer Jr., formerly with Young & Rubicam, N. Y., to Robert Conahay Inc., that city, as copy supervisor.


Mr. Segur

Roy F. Segur, who was formerly vp in charge of marketing and research, Lambert & Feasley, N. Y., appointed director of research at Lawrence C. Gumbinner Adv., that city. Mr. Segur is voluntary consultant to National Securities Resources Board and Dept. of Commerce.

Robert Goodman joins The Goodman Organization, Los Angeles.

Richard B. Neff, formerly vp and senior group head for tv-radio-print at Compton Adv., N. Y., joins creative staff of Geyer, Morey, Madden & Ballard, that city. Prior to joining Compton last year Mr. Neff spent nine years with J. Walter Thompson, N. Y., as copywriter and group head.

Richard J. Cox, Marvin H. Koslow, Colgan Schlank, Martin J. Waldman and **Kenneth A. Wood Jr.,** all members of radio-tv department of Young & Rubicam, N. Y., named supervisors.

Robert C. Shea, field sales manager, consumer products, Westclox Div., General Time Corp., N. Y., appointed manager of marketing of division. Mr. Shea, who was field manager since Oct. 1958, succeeds **H. T. Millikin,** who has been appointed special assistant to Roland B. Hally, vp and general manager of Westclox.

Charles F. Digney, formerly media buyer with Doherty, Clifford, Steers and Shenfield, N. Y., appointed media buyer at W. B. Doner & Co., Baltimore.


Mr. Ehrlich

Alvin Q. Ehrlich, executive vp of Kal, Ehrlich & Merrick Adv., Washington, honored last week by Advertising Club of Washington as its Advertising Man of the Year. Award was presented to Mr. Ehrlich by Milton Q. Ford, air personality at WOL and WTTG (TV), both Washington. Mr. Ehrlich is past president (twice) of Ad Club.

Howard Gersten, product advertising manager at Block Drug Co., Jersey City, N. J., named assistant advertising manager of company.

Patricia Garrett joins Nat Danar, New York (creative advertising consultants to management and advertising agencies), in executive capacity.

Herbert K. Horton, commercial producer, Young & Rubicam, N. Y., joins N. W. Ayer, that city, as commercial production supervisor. **Michael L. Brown** joins Ayer's Chicago copy department. He was previously with Montgomery Ward & Co.

Marvin C. Lunde, merchandising and sales promotion manager for Chicago area retail stores of Sears, Roebuck & Co., appointed national retail sales promotion and advertising manager of Sears, post he held 1947-55. He succeeds **Andrew R. Schultz,** assigned to other corporate duties.


Mr. Kistler

William D. Kistler, assistant vp, Assn. of National Advertisers Inc., N. Y., appointed vp, and will be responsible for ANA's media committees. Mr. Kistler, who joined ANA in 1950, has been administrative secretary to committees in media, advertising management, research and cooperative advertising.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Sherwin Stein, formerly member of creative staff at Larrabee Assoc., Washington, appointed account executive and copywriter in Baltimore office of W. B. Doner.

Benjamin Zwerling, former news editor, McGraw-Hill Publishing Co., N.Y., joins Doherty, Clifford, Steers & Shenfield, that city, as pr account executive.

Russell Elliot, on merchandising staff of Doherty, Clifford, Steers & Shenfield, N. Y., appointed assistant account executive.

THE MEDIA

Don Clark and **Arnold C. Kaufman** appointed vps in charge of local and national sales, respectively, at WFUN (formerly WMBM) Miami Beach, Fla. Other changes: **Bud Connell,** station manager; **Frank Ward,** production manager; **Jay Mackay,** news director; **Britt Hughey,** assistant news director; **Jim Tucker,** music director; **Danny Dark, Pete Connors, Gary Stevens, Bill Deane** and **Johnny Gilbert,** all air personalities.

Maurice E. McMurray, vp and national sales director for Storer Broadcasting Co., resigns. At time of resignation, his transfer to WJBK-TV Detroit (Storer station) was under consideration. He has been with Storer for eight years, four as vp.

Claire Hughes, assistant manager of KWKW Pasadena, Calif., promoted to manager, succeeding **William Beaton,** resigned. Miss Hughes is president of Radio & Television Women of Southern California and past president of Los Angeles Adv. Women. **Andy James** promoted from sales manager to vp in charge of sales and **Fred Beaton** to assistant manager.


Mr. Lieberman

Leonard H. Lieberman appointed director of information for National Community Television Assn. He formerly was with Bob Richards & Assoc., Washington pr firm specializing in broadcasting and allied fields. Mr. Lieberman also has held information posts in U. S. government.

Malcolm A. Campbell, formerly general manager of Greer Stations (WAJR Morgantown, W. Va., and WKJF-FM Pittsburgh), appointed sales manager of WOL Washington. **Stanley Barclay** appointed advertising and promotion manager.

George Zimmerman named San Joaquin Valley sales manager of KRAK Stockton, Calif.

Joseph K. Sutton, account executive at KICN Denver, appointed sales manager. **John Williams** named program director.

Ethel Gilchrist and **Daniel Taylor** join CBS-TV, sales promotion and advertising department, Hollywood, as manager of promotion services and manager of on-air production respectively.

Leon Benschoter, named operations director of KMTV (TV) Omaha, Neb.; **Howard Hunter** promoted to continuity supervisor and **Jack Parris** to director of production department.

Lee Fondren, station manager and director of sales for KLZ Denver, named Advertising Man of the Year by joint meeting of Adv. Club of Denver, Colorado Press Assn. and Sigma Delta Chi, professional journalism society.

Doyle D. Seely, program and promotion director of KINS Eureka, Calif., promoted to station manager.


Mr. Brunt


Mr. Jones

Charles W. Brunt and **L. G. Jones** appointed general manager of WSGN Birmingham, Ala., and WTOB Winston-Salem, N. C., respectively. Both stations are owned by Winston-Salem Broadcasting Co. Mr. Brunt had been general manager of WTOB since 1955. Mr. Jones, who succeeds Mr. Brunt at WTOB, had been station's sales manager.

Bob Bagley appointed advertising and promotion manager of ABC-TV's western division.

Ric Ferreira, formerly senior account executive at WSRO Marlboro, to WESO Southbridge, both Massachusetts, as member of sales staff.


Mr. Shumate

Paul Shumate, associated with Taft Broadcasting Co. for 12 years, named operations manager of WKRC Cincinnati. He will be in complete charge of radio program facilities and broadcast material. Before joining Taft, Mr. Shumate was with KMOX St. Louis.

Harry Heuston, formerly with WISH-TV Indianapolis, to WFMB-TV, that city, as producer-director.

William H. Cochran, station clearance sales service assistant, West Coast, ABC Radio, named network stations department west coast representative.

Nicholas A. Bell appointed program director of WREB Holyoke, Mass.

Dave Davis, named production manager for WWIL Ft. Lauderdale, Fla.

Joel Rose, formerly news director at WCUE Akron, Ohio, joins news staff of WHK Cleveland.

Russell C. Stoneham, producer, joins NBC as director of program development, West Coast.

Douglas MacLatchie rejoins Avery-Knodel Inc., Los Angeles, as manager for tv, after leave of absence.

Mike Schaffer, WFIL-AM-FM-TV Philadelphia, director of publicity for Broadcast Promotion Assn., appointed liaison between BPA and Television Information Office.

Betty Latty, on promotion staff of KPHO-AM-TV Phoenix, Ariz., appointed promotion manager.

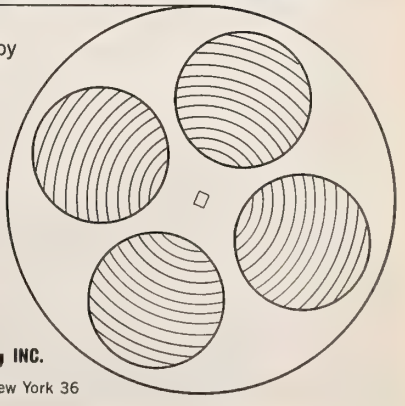
Bill McColgan, formerly sports director of WGAR-AM-FM Cleveland, Ohio, joins WTOP-AM-FM-TV Washington. Mr. McColgan will do radio

$ MUSIC THAT MAKES MONEY

It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.



Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36

play-by-play of Washington Redskins and U. of Maryland football games, as well as other radio and tv sports assignments.


Miss Sioussat

Helen J. Sioussat, executive with CBS, Washington, transfers to New York in newly created executive position. Miss Sioussat, veteran of 25 years with CBS, has served most recently as liaison with Congress and federal agencies. She also has been director of department of talks for CBS.

Ford Robertson, formerly general manager of KBUY Amarillo, Tex., joins KIXZ, that city, as salesman and sports director. **O. R. (Jack) Downing** joins KIXZ staff as salesman.

Al Dawson and **Gary Jones** join news staff of WNEM-TV Saginaw-Bay City, Mich.

E. Berry Smith, formerly vp and general manager of WFIE-TV Evansville, Ind., elected first vp and general manager of WFRV (TV) Green Bay, Wis. **James Mitchler** appointed sales manager at WFIE-TV. Both stations are owned by WAVE Inc.

Frank Grillette, editor in KDKA-TV Pittsburgh film department, promoted to staff writer in news department.

Hud Stephens named news director of KSBW-AM-TV Salinas, Calif.

Jim Slade, formerly program director at WPDX Clarksburg, W. Va., to WOWO Ft. Wayne, Ind., as night news editor.

Olaf Thor, formerly associate news director of WKBW-TV Buffalo, joins United Press International, New York.

Peter Robinson appointed director, program development, CBS-TV, Hollywood, replacing **Bruce Lansbury,** named to head daytime programs there. Mr. Robinson was vp in charge of programming for Selmur Productions, Hollywood subsidiary production company for American Broadcasting-Paramount Theatres, and was previously assistant program manager of KABC-TV Los Angeles.

William Flower, formerly with WMOA Marietta, Ohio, moves to WTAP Parkersburg, W. Va., as announcer and air personality.

Barry Keit, formerly of Headley-Reed, N. Y., joins Kelly-Smith Co., that city, as sales executive.

Walter E. Harvey, formerly assistant sports director on Falstaff account at Dancer-Fitzgerald-Sample, N. Y., joins Peters, Griffin, Woodward, that city, on tv sales staff. **Henry J. O'Neill,** formerly national sales manager of The Bolling Co., N. Y., joins PGW sales staff, along with **Joseph F. Mahan,** formerly of TvB production staff. Mr. Mahan succeeds **Dennis Gillespie,** of PGW's sales service department, who becomes member of tv sales staff.

Donald N. Mann, senior account executive at WBBM Chicago, appointed manager of special projects in addition to his present post. **William H. Ketelhut,** engineer at WBBM, has retired after 28 years of service. **Henry Roepken,** WBBM publicity director, resigns.

Cornelius Keur, executive vp and general manager of Christian Broadcasting Assn., Honolulu, elected president of Hawaiian Assn. of Radio and Tv Broadcasters. Other officers elected: **Bob Sevey,** KGMB-TV Honolulu vp; **Richard H. Lee,** KOOD Honolulu, sec.-treas.

Keith T. McKenny, local sales manager at WJBK-TV Detroit, promoted to general sales manager. Before joining station, he was with Peters, Griffin, Woodward's Detroit office. **Herb Weber Jr.,** general sales manager of WJBK, succeeds Mr. McKenny.


Mr. McKenny


Mr. Weber

Guy Capper, tv salesman with Headley-Reed Co. and The Bolling Co., both N. Y., joins Venard, Rintoul & McConnell Inc., that city, in similar capacity. Mr. Capper was with Headley-Reed for eight years and previously sold for ABC Spot Sales, N. Y., for 12 years.

Art DeCoster, formerly of CBS Spot Sales, Chicago, joins The Katz Agency, that city, as member of tv sales staff.

Mrs. Eleanor Werner joins KPLR-TV St. Louis as production manager. She formerly was radio-tv director of Ridgway-Hirsch Adv., that city.

Phillip Petty, WGN-TV Chicago, joins WTVP (TV) Decatur, Ill., news department.

Al Hotlen joins WMID Atlantic City as head of copy and production departments and as air personality.

R. W. Favaro appointed promotion and pr director of KMSP-TV Minneapolis-St. Paul. He formerly was regional advertising and publicity director for 20th Century-Fox.

Larry Scoville joins KAFM (FM) Salina, Kan., as account executive.

Frank E. Fitzsimonds joins KBOM Bismarck-Mandan, N. D., as executive vp. He recently sold KABR Aberdeen, S. D.


Mr. Sellars

Lacy S. Sellars, program manager of WBTV (TV) Charlotte, N. C., promoted to head new quality control department of Jefferson Standard Broadcasting Co. (parent company). Jefferson also operates WBT Charlotte and WBTW (TV) Florence, S. C.

Richard C. Block, general manager of KHVH-AM-TV Honolulu, is moving to Kaiser (parent organization) headquarters in Oakland, Calif., where he will have overall responsibility for radio-tv advertising of various Kaiser operations and broadcast properties. **John A. Serrao,** general sales manager of KHVH-TV, succeeds Mr. Block. **William H. Coney,** program director of KHVH, becomes station manager.

S. G. Henderson Jr., vp and general manager of WGAN-TV Portland, Me., leaves broadcasting after 25 years to become Episcopal priest.

Franklin H. Small, formerly station manager of WFBM Indianapolis, to WIL St. Louis as sales manager.

Edwin Newman, head of NBC news bureau in Paris, assigned to New York to work on special news programs. He will be succeeded in Paris by **John Rich,** bureau chief in Berlin.

Adam Young, Adam Young Co., named chairman of radio trade practices committee of Station Representatives Assn. Other committee chairmen: **Edward R. Shurick,** Blair-TV Inc., tv trade practices committee; **Eugene Katz,** The Katz Agency, legal committee; **Frank E. Pellegrin,** H-R Television, SRA awards committee; **Jones Scovern,** Peters, Griffin, Woodward, president's special committee.

F. Albert Dial, assistant manager of WGH Newport News, Va., promoted to general manager, succeeding **Dan Hydrick** who resigned.

Jack Adamson appointed assistant manager and sales director of KCPX Salt Lake City, Utah. He has been local sales manager for KCPX-TV.

Dorothy L. Mortensen promoted to supervisor of sales service department at WTIC Hartford, Conn.

James O. Marlowe joins directing-announcing staff of WWLP (TV) Springfield, Mass.

Frank Gifford, backfield star of New York football Giants, joins WCBS, that city, as sportscaster.

Julio E. Alers joins KABQ Albuquerque, N. M., as traffic manager and air personality.

George Lester and **Ron Baile** join KOL Seattle, Wash., as air personalities.

Wynnetta Lindsey joins KATZ St. Louis as announcer.

Paul L. Kinsley, formerly of Broadcast Time Sales, N. Y., joins Bernard Howard & Co., that city, as director of market research and sales development. **Robert Bell,** WWCA Gary, Ind., joins rep firm as account executive in Chicago sales office.

Jack Eigen rejoins WMAQ Chicago as host of late evening interview and comment program. He was with WIL St. Louis for 18 months after serving with WMAQ for more than eight years.

Josephine Martin (Bess Bye) joins KFRC-AM-FM San Francisco as air personality.

Al Cummings joins KAYO Seattle, Wash., as program director and air personality. He formerly was with KOL, that city.

William E. Osterhaus, formerly producer with WNBC-TV New York, joins KYW-TV Cleveland as assistant program manager. He succeeds **Paul Kane** who resigned.

Dennis Voy, formerly program director of KMAQ Maquoketa, Iowa, promoted to station manager.

Phil Ellis, director of regional sales for WPTF Raleigh, N. C., appointed head of station's newly established department of public affairs.

Arthur (Duke) Struck, assistant director at WTOP-TV Washington, promoted to production manager. He succeeds **Stanley Friedman** who is returning to New York to continue tv writing.

Anthony S. Alatis, producer at WNBC-TV New York, promoted to production coordinator.

Ed Kennedy resigns as program director of WKRC Cincinnati, Ohio.

John Williams named program director of KICN Denver. He will also continue as air personality. **Bobby Beers** joins KICN as air personality.

Richard E. Pitschke, formerly chief photographer at WMBD-TV Peoria, Ill., named film producer at KYW-TV Cleveland.

Ray Garland, formerly announcer for KCUB Tucson, Ariz., moves to CBS-TV, Hollywood, as member of script department.

Frank Hart, special assignment creative writer for WGN-AM-TV Chicago since 1958, promoted to chief writer for WGN-TV.



Mr. Krieger

Robert L. Krieger, assistant commercial manager of WQXR New York, named sales manager of station. Mr. Krieger, who was assistant commercial manager since 1952, joined outlet in December 1943 as account executive. He spent seven years in advertising department of *New York Times* before joining WQXR.

PROGRAMMING

Jules Schermer, Howie Horwitz and **Arthur W. Silver,** tv producers at Warner Bros., appointed supervising producers, reporting directly to William T. Orr, tv executive producer, and to his associate, **Hugh Benson.** Mr. Schermer will have responsibility for *The Roaring 20's, Lawman* and *Las Vegas.* Mr. Horwitz will be in charge of *77 Sunset Strip, Hawaiian Eye* and *Surfside 6.* Mr. Silver's series will be *Cheyenne, Maverick* and new series, *Tumbleweed.*

Merrill F. Sproul, formerly of Campbell-Ewald, Detroit, joins producer-director staff of Alexander Film Co., Colorado Springs.

Edward R. McCauley, named controller and assistant secretary of TelePrompTer Corp., N. Y. Mr. McCauley joined company in July 1960.

Donald H. Shauer appointed west coast account executive for special products at Columbia Record Productions, San Francisco.

Arthur M. Frankel, head of Screen Gems' west coast legal department, elected assistant secretary of company.

George Tibbles, veteran tv writer and producer, named producer of *My Three Sons* on ABC-TV by Don Fedderson Productions, Hollywood. He replaces **Peter Tewksbury** who leaves to work on personal tv projects. Show goes into production in June.

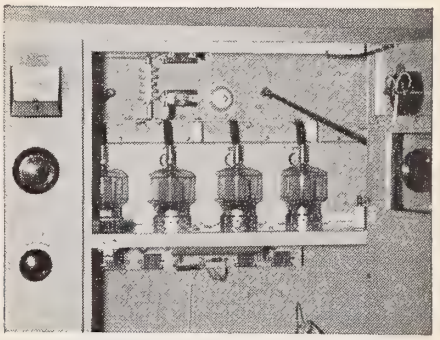
Robert Palmer joins Four Star Productions, Hollywood, as head of firm's new talent department. He has been with 20th Century Fox.

Elliott Alexander appointed special assistant to Cy Howard, executive producer of *Harrigan & Son* and *Guestward Ho* tv series at Desilu Productions, Hollywood.

John W. Wiedmer, formerly head of own syndicated film packaging firm in New York, joins sales staff of KMOX-TV St. Louis.

Jack Dunning, film editor at MGM, has been named supervising film editor for MGM-TV, where he begins imme-

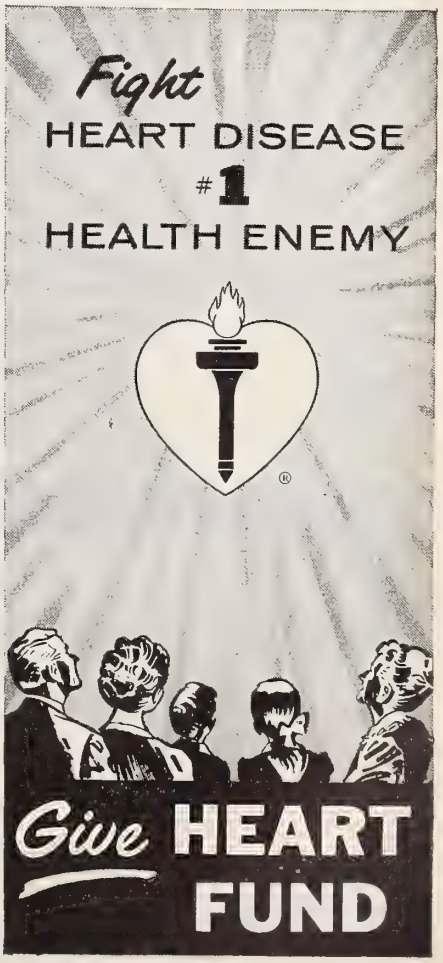
Continental's
TYPE 314D
1 KW AM TRANSMITTER
FIELD-PROVEN
SCREEN MODULATION



No modulation transformer. Meets latest FCC regulations on spurious radiation. Over-size blower cools entire tube compartment. Maximum accessibility with front and rear doors; vertical chassis.

write for details and competitive pricing

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.



diately on pilots for three new series, *Father of the Bride, Cains 100* and *Dr. Kildare.*

Jan Victor, product publicist for radio and tv, has moved to 1841 N. Fuller Ave., Hollywood 46. Telephone is Hollywood 4-5500.

Stanley Popko, CBS-TV film art director, joins James Love Productions, N. Y., as creative director.

Ted Hilgenstuhler, chief writer for *Wonderlust,* travel adventure series produced by Bill Burrud Productions, appointed head of staff of writers for *U.S.A.,* new all-color series which Burrud will produce in association with The Jerry Ross Organization.

Mrs. Pam Polifronti appointed casting director for *Morning Court* and *Day in Court,* both produced by Selmur Productions, for ABC-TV.

EQUIPMENT & ENGINEERING

Horace R. Potter, vp and general manager, Reeves-Hoffman Div., Dynamics Corp. of America, elected president of division. Mr. Potter joined Reeves-Hoffman in 1951.

Dr. Hap Q. North named president and chairman of new planning committee of Pacific Semiconductor. Other changes: **Richard A. Campbell,** operations vp, becomes executive vp in charge of all divisional functions. **Sidney L. Speigel,** marketing vp, is additionally chairman of new product planning committee. Division managers: diodes and rectifiers—**Lawrence T. Lindgren,** vp; transistors—**Robert M. Wood;** microelectronics—**Joseph C. Ross;** reliability—**Morgan E. McMahon.**

Robert H. Beisswenger named general sales manager, Jerrold Electronics Corp., Philadelphia, major community and master antenna system equipment manufacturer. Mr. Beisswenger was with Whitney Blake Co., New Haven, Conn.

Irv Silverstein named vp in charge of marketing of Warman Precision Products, New York.

Jack C. Peet, advertising and sales promotion specialist, semiconductor products department of General Electric, Liverpool, N. Y., named manager of advertising and sales promotion, rectifier components department.

Dr. Rudolph G. E. Hutter named chief engineer, microwave device operations of electronic tube division of Sylvania Electric Products, Englewood, N. J.

Wilson R. Smith named plant manager of semiconductors for CBS Electronics, Danvers, Mass.

James J. Crenca appointed administrative director of research and engineering at Jansky & Bailey, Washington.

Calvin Globe named sales promotion manager for CBS Electronics, Danvers, Mass.

Burtis E. Lawton, regional manager, southeast, electronic tube division at Allen B. Du Mont Labs, Clifton, N. J., named eastern regional sales manager.

Donald H. Bittner, with Shure Bros., Evanston, Ill. (microphones, components) since 1956, named regional distributor manager for eastern U. S.

INTERNATIONAL

R. S. Lennie, national sales department of CKWX Vancouver, B. C., named general sales manager. **Garth Olmstead,** retail account executive of CKWX, to retail sales manager.

Arnold Stinson, formerly of Ontario Radio Sales, Toronto, appointed sales representative of Standard Broadcast Sales Ltd., that city.

Ray Collett, advertising and market research director of Lever Bros. Ltd., Toronto, and prior to that vp of Young & Rubicam Ltd., Toronto, to McCann-Erickson (Canada) Ltd., Toronto, as senior vp.

Donald J. MacMillan, radio-tv director of McCann-Erickson (Canada) Ltd., Toronto, named vp and radio-tv director of McConnell Eastman Ltd. there.

DEATHS

Cedric (Mr. Northwest) Adams, 58, air personality and newscaster at WCCO Minneapolis for 27 years, died Feb. 18 of heart attack. Mr. Adams, who also appeared on WCCO-TV, that city, once filled in for Arthur Godfrey, on latter's CBS-TV show for 13 weeks in 1953.

H. A. (Hank) Degner, 62, general manager of KOCA Kilgore, Tex., died Feb. 16 in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 16 through Feb. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION

Allen Park, Mich. — Robert M. Parr. Granted uhf ch. 62 (758-764 mc); ERP 20.4 kw vis., 11.2 kw aur.; ant. height above average terrain 340 ft., above ground 310 ft. Estimated construction cost $32,600, first year operating cost $40,000, revenue $50,000. P.O. address 17133 Pinecrest Dr. Studio location 16850 Southfield Rd. Trans. location Southfield Rd. at Wabash Hwy. Geographic coordinates 42° 15′ 56″ N. Lat., 83° 13′ 05″ W. Long. Trans. RCA TTU-1B, ant. TFU-23BMS. Applicant is **Robert M. Parr,** sole owner, pastor of Gilead Baptist Church, Detroit, Mich. Action Feb. 15.

Existing tv station

ACTION

WHNB TV New Britain, Conn.—Is being advised that application for voluntary transfer of one-third stock interest from **Plains Television Corp.** to **Springfield Television Bcstg. Corp.** (WWLP (TV) ch. 22, Springfield, Mass.) indicates necessity of hearing because of overlap considerations. Comrs. Hyde and Lee dissented. Action Feb. 15.

TRANSLATORS

Point Arena Television, Point Arena, Calif. ..Granted cp to replace expired permit for

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

uhf tv translator station K75AO to translate programs of KRON-TV (ch. 4), San Francisco. Action Feb. 15.

Humboldt County Tv Maintenance, Board of Humboldt County, Nev., Winnemucca, Nev.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KBOI-TV (ch. 2) Boise, Idaho. Action Feb. 15.

New am stations

ACTIONS

Safford, Ariz.—Willard Shoecraft. Granted 1230 kc, 250 w, unl. P.O. address 326 S. High St., Globe, Ariz. Estimated construction cost $9,500, first year operating cost $13,000, revenue $17,000 Mr. Shoecraft owns KIKO Miami, Ariz. Action Feb. 15.

Conway, Ark.—Central Arkansas Bcstrs. Granted 1330 kc, 500 w D. P.O. address Box 541, Morrilton, Ark. Estimated construction cost $24,030, first year operating cost $36,000, revenue $45,000. Applicants are **J. C. Willis** (52%), **Harold J. Nichols, Hugh C. Jones** and **William E. Cooper,** all 16%. Mr. Willis is sole owner of KVOM Morrilton, Ark. Messrs. Nichols, Cooper and Jones are staff members of KVOM. By letter, advised *Log Cabin Democrat* and Conway Bcstg. Co. (KCON), both Conway, that their objections do not constitute sufficient basis to designate application for hearing. Comr. Bartley dissented. Action Feb. 15.

Madill, Okla.—Herbert J. Pate. Granted 1550 kc, 250 w-D. P.O. address Madill, Okla. Estimated construction cost $19,895, first year operating cost $25,000, revenue $28,000. Applicant is owner of *The Madill Record,* and is in printing and publishing. Action Feb. 15.

Sand Springs, Okla.—Forrest G. Conley Granted 1340 kc, 100 w. unl. P.O. address Box 349 Tulsa, Okla. Estimated construction cost $9,110, first year operating cost $36,000, revenue $48,000. Applicant is 84.3% owner of KLTR Blackwell, Okla. Action Feb. 15.

Johnston, S.C.—The Edgefield-Saluda Radio Co. Granted 1570 kc, 250 kw, D. P.O address c/o Franklin D. R. McClure, Box 6052, N. Augusta, S. C. Estimated construction cost $13,215, first year operating cost $24,000, revenue $30,000. Applicants are **Franklin D. R. McClure, Van E. Edwards Jr., James H. Satcher** and **Jessie C. Casey,** equal partners. Mr. McClure is employe of WMSJ Sylva, N. C. Mr. Edwards is in real estate. Mr. Satcher is in automobile business Mr. Casey is employe of WKTC Charlotte, N C. Action Feb. 15.

North Augusta, S. C.—Harry Hammond. Granted 1600 kc, 600 w, D. P.O. address 759 Lancaster Rd., Augusta, Ga. Estimated construction cost $31.637, first year operating cost $38,000, revenue $52,000. Mr. Hammond is in real estate. Action Feb. 15.

APPLICATIONS

Smackover, Ark.—Smackover Radio Inc. 610 kc, 500 w D. P.O. address 448 Maple St., Camden, Ark. Estimated construction cost $24,023, first year operating cost $30,000, revenue $45.000. Principals include **Donald Cathey** (50%). **Richard H. Vickers, L. E. Tennyson Jr., W. R. McHaney Sr.** (10% each) and others. Mr. Cathev is manager of KAMD Camden, Ark. Mr. Vickers is oilman. Mr. McHaney is attorney. Mr. Tennyson is oilman. Ann. Feb. 16.

Shakopee, Minn.—Progress Valley Bcstrs. Co. 1530 kc, 500 w D. P.O. address Box 185, Benson, Minn. Estimated construction cost $24,505. first year operating cost $42,000, revenue $48,000. Principals are **George J. McCarthy** (50%), lumberman and owner of KBMO Benson, Minn.; **Robert J. Chevalier** (25%). insurance and real estate dealer, and **Robert D. Zellmer** (25%), general manager of KBMO. Ann. Feb. 16.

Existing am stations

ACTIONS

KSLV Monte Vista, Colo.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Feb. 15.

WINF Manchester, Conn. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Craven absent. Action Feb. 15.

WWCO Waterbury, Conn. — Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Cross dissented. Action Feb. 15.

WLAG LaGrange, Ga.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Cross dissented. Action Feb. 15.

WTMT Louisville, Ky. — Designated for hearing application to increase daytime power on 620 kc from 500 w to 1 kw, continued nighttime operation with 500 w, and change from DA-D to DA-2, U; made WTMJ Milwaukee, Wis., and KWFT Wichita Falls, Tex., parties to proceeding. Action Feb. 15.

WOMI Owensboro, Ky.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action Feb. 15.

WEZJ Williamsburg, Ky. — Granted increased power on 1440 kc, D, from 500 to 1 kw; remote control permitted. Action Feb. 15.

Robert F. Neathery Houston, Mo.—Designated for consolidated hearing applications for new am stations to operate on 1250 kc, 500 w, D; made KGBX Springfield, Mo., party to proceeding. Action Feb. 15.

Stuart W. Epperson North Wilkesboro, N. C.; Robert B. Brown Taylorsville, N. C.; Felix C. Abernethy Granite Falls, N. C.—Designated for consolidated hearing applications for new daytime am stations—Epperson and Brown on 1570 kc, Epperson with 1 kw, and Brown with 500 w and Abernethy on 1580 kc, 500 w made WYCL York, S. C., party to proceeding. Action Feb. 15.

WKBN Youngstown, Ohio—Waived Section 3.189 (b) (8) of rules to permit operation with reduced radiation efficiency. Comr. Craven dissented. Action Feb. 15.

KTIL Tillamook, Ore.—Granted increased power on 1590 kc, U, from 250 w to 1 kw with DA-N; engineering conditions. Action Feb. 15.

WERI Westerly, R. I.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Craven absent. Action Feb. 15.

KBYG Big Spring, Texas — Granted increase of power from 100 w to 250 w, continued operation on 1400 kc, U; engineering condition. Comr. Cross dissented to condition. Action Feb. 15.

KTIX Seattle, Wash.—Granted change on 1590 kc from 5 kw, D, to 5 kw, DA-N, U; remote control permitted; engineering conditions. Action Feb. 15.

■ By letter, commission granted petition by Dover Bcstg. Co., applicant for new am station to operate on 1540 kc, 10 kw (1 kw during critical hours), D, in Richmond, Va., to extent of making clear that Nov. 3, 1960 grant to Commercial Radio Equipment Co. to increase power of station WDON Wheaton, Md., on 1540 kc, D, from 250 w to 1 kw will not prejudice commission consideration to Dover application. Chairman Ford abstained from voting. Action Feb. 15.

■ Commission granted application by Rev. William Emert, tr/as Moshannon Valley Bcstg. Co., for renewal of license of WPHB Philipsburg, Pa., to extent of renewing it to April 1, 1962, on basis of corrective action reported by licensee as result of complaints about broadcast attacks on various groups and individuals; is being reminded by letter about broadcaster's responsibility for community service and obligations in matter of editorializing. Comrs. Bartley and King dissented.

■ By separate action, commission granted WPHB increased power on 1260 kc, D. from 1 kw to 5 kw; engineering conditions. Comrs. Bartley and Cross dissented; Comr. King not participating. Action Feb. 15.

APPLICATIONS

WSVL Shelbyville, Ind.—Cp to increase daytime power from 250 w to 1 kw and change from DA-1 to DA-2. (1520 kc). Ann. Feb. 17.

WATT Cadillac, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Feb. 20.

WCEN Mt. Pleasant, Mich.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-2. (Requests waiver of sec. 3.28 (c) of rules) (1150 kc). Ann. Feb. 17.

WCPC Houston, Miss.—Mod. of cp which authorized change in frequency, increase in power, install DA-D and new trans.) to increase power from 10 kw to 50 kw and change type trans. (940 kc). Ann. Feb. 16.

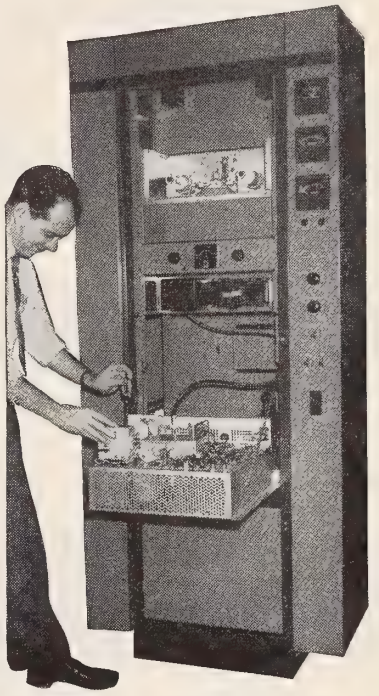
KSEY Seymour, Tex.—Cp to change hours 789 w u. Ant. height above average terrain 7:00 p.m. daily. (1230 kc). Ann. Feb. 20.

New fm stations

ACTION

El Paso, Tex.—Tri-State Bcstg. Co. Granted 99.9 mc, 27 kw. Ant. height above average terrain 1,850 ft. P.O. address 801 N. Oregon St. Estimated construction cost $23,750, first year operating cost $12,000, revenue $10,000. Fm applicant will duplicate KTSM El Paso. Action Feb. 15.

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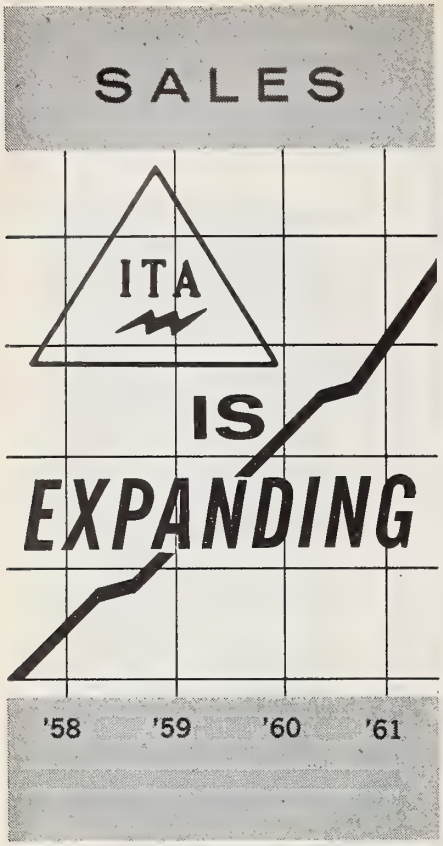
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INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
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APPLICATIONS

Franklin, Ind.—Howell B. Phillips. 95.9 mc, 789 w unl. Ant. height above average terrain 115 ft P.O. address 317 Gilbert St., North Vernon, Ind. Estimated construction cost $7,950, first year operating cost $18,000, revenue $30,000. Mr. Phillips is work unit conservationist. Ann. Feb. 16.

Carrollton, Mo. — Homeland Enterprises Inc. 101.1 mc, 105 kw, unl. Ant. height above average terrain 276 ft. P.O. address 215 S. Main St. Estimated construction cost $80,771, first year operating cost $25,000, revenue $35,000. **R. Hamilton Station** owns over 95%. He operates clinic and hospital. Ann. Feb. 16.

Elizabethtown, Pa.—Colonial Bcstg. Co. 106.7 mc, 3.18 kw. Ant. height above average terrain 237 ft. P.O. address Box 192. Estimated construction cost $12,390, first year operating cost $3,600, revenue $2,500. Principals are **Lowell W. Williams** (51.33%) and **Richard E. Burg** (48.66%). Mr. Williams has majority interests in WCNG Canonsburg and WEZN Elizabethtown, both Pennsylvania. Mr. Burg also has interest in WEZN. Ann. Feb. 20.

Existing fm station

ACTION

■ By memorandum opinion and order, commission denied petition for reconsideration by American Bcstg.-Paramount Theatres, Inc. (WENR-FM) Chicago, Ill., directed against Nov. 4, 1960 grant to WMRO Inc., to change frequency of station WMRO-FM Aurora, Ill., from 107.9 mc to 95.1 mc. Action Feb. 15.

Ownership changes

ACTIONS

WTHR Panama City Beach, Fla.—Granted (1) renewal of license and (2) assignment of license to **Gulf Coast Radio Inc. (B. F. J. Timm** has interest in WDMG Douglas, Ga., WMEN Tallahassee, Fla., and WTIF Tifton, Ga.); consideration $78,000. Chrm. Ford and Comr. Bartley dissented. Action Feb. 15.

KRNM-TV Roswell, N. M.—Granted (1) assignment of cp from **William Sam Evans** to **Perry C. Maxwell, Penrod Toles** and **Clarence E. Hinkle,** dba **New Mexico Telecasting Co.**; consideration $10,000 plus assumption of obligations under equipment purchase contracts with Electron Corp. and (2) mod. of cp to extend completion date. Comr. Bartley dissented. Action Feb. 15.

KRNR Roseburg, Ore. — Granted assignment of license to **Douglas County Tricasters Inc. (Robert F. Johnson, Joseph G. Maierhauser** and **James H. Johnson);** consideration $80,000. Action Feb. 5.

WESN North Augusta, S. C. — Granted transfer of control from **Shelton J.** and **Dorothy K. Rimer** to **Frances Burgess Bennett;** consideration $40,000 for 83.67% interest. Action Feb. 15.

APPLICATIONS

WKLF-AM-FM Clanton, Ala.—Seeks transfer of stock of **Southeastern Bcstg. Co. Inc.** from **J. Kelley** (49%), **John S.** (49%), and **Evan W. Robinson** (2%) to **J. B. Lawrence, J. T. O'Neal** and **James Harold Dennis** (equal partners) for $61,200. Mr. Lawrence is tobacco salesman; Mr. O'Neal is farmer and cattleman; Mr. Dennis is insurance salesman. Ann. Feb. 17.

KRKD-AM-FM Los Angeles, Calif.—Seeks assignment of license from **Trans American Bcstg. Corp.** to **International Church of the Foursquare Gospel.** Similar transfer of control application is pending. Church wishes to dissolve its subsidiary, Trans American and put station in its own name. No financial consideration involved. Ann. Feb. 14.

WGRC Green Cove Springs, Fla.—Seeks assignment of license from **Palms Bcstg. Corp.** to **Frank Van Hobbs** for relinquishment. Mr. Hobbs was owner and general manager of station until July 16, 1959. Ann. Feb. 9.

KMLB-AM-FM Monroe, La.—Seeks assignment of licenses from WSTV Inc. to **KMLB Inc.** for $140,000. Principals of KMLB Inc. are **Leon S. Walton** (51%), **James R. Plaisance** (17%), **Otho L. Morgan** and **Henry Lawrence Gibbs Jr.** (16% each). Mr. Walton owns KOPY Alice, Tex., WNOO Chattanooga, Tenn., and National Radio Representatives Inc., Atlanta; he has one-third interest in KJET Beaumont, Tex. Messrs. Plaisance, Morgan and Gibbs are general manager, chief engineer and program director of KMLB-AM-FM, respectively. Ann. Feb. 17.

WOKW Brockton, Mass. — Seeks assignment of cp from **Associated Enterprises** to **WOKW Inc.** Same principals are involved in change to corporate form of business. No financial consideration involved. Ann. Feb. 17.

Knorr Bcstg. Co., Dearborn, Mich.—Seeks involuntary transfer of 55.4% Class A stock and 49.4% of Class B stock owned by late **Frederick A. Knorr** to his administratrix, **Mrs. Nellie Marie Knorr** (currently holds 1.7% Class B). Stations involved are WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw, WKHM Jackson and WELL Battle Creek, all Michigan. Ann. Feb. 9.

KRTN Raton, N. M.—Seeks assignment of license from **Jay W. Howe** and **Marvin H. Shute** to same two plus **C. Gail Boles.** Messrs. Howe and Shute, currently co-owners, will sell 16⅔% interest each to Mr. Boles for total of $11,000. Ann. Feb. 9.

WVET-TV Rochester, N. Y.—Seeks assignment of license from **Veterans Bcstg. Co. Inc.** to **WHEC Inc.** for $3.9 million for assets. Both companies formerly shared time. **Gannett Newspapers** own WHEC Inc. Sale is contingent on approval of that of WROC-TV above. Ann. Feb. 20.

WROC-TV Rochester, N. Y.—Seeks assignment of license from **Transcontinent Television Corp.** to **Veterans Bcstg. Co. Inc.** for $6.5 million. Purchaser now owns WVET-AM-TV Rochester. (Sale is contingent on that of latter station, see below). Ann. Feb. 20.

WUTV (TV) Charlotte, N. C.—Seeks transfer of stock of **Century Adv. Co. Inc.,** licensee, from **Hugh A. Deadwyler** (37.5%), **Robert E. Redding** (25%) and **F. P. Larson** (37.5%) to **D. L. Phillips, Franklin Brown, Cecil J. Hawes** and **Leonard Wilson Coppla.** Price is 68 cents per share; aggregate sale $34,000. After transfer, Mr. Deadwyler will hold 18.7%; Mr. Larson 18.7%; Mr. Redding 12.5%; Mr. Hawes 12.5%; Mr. Phillips, Mr. Brown and Mr. Coppla, 12.5% each. Ann. Feb. 17.

WRAW Reading, Pa.—Seeks assignment of license from **WRAW Inc.** to **Reading Radio Inc.** for $307,000. Reading Radio is owned by **William F. Rust Jr.** (69.4%) and **Ralph Gottlieb** (30.6%). Messrs. Rust and Gottlieb have interests in WKBR Manchester, WTSN Dover and WKBK Keene, all New Hampshire, and WAEB Allentown, WNOW York, both Pennsylvania. Ann. Feb. 8.

WGUS North Augusta, S. C.—Seeks transfer of all stock of **Bcstg. Assoc. of America Inc.** from **Henderson Belk** to **H. Calvin Young Jr.** (7.5%), **Jerome Glaser** (2.5%) and **Martha White Mills Inc.** (90%) for $65,000. Mr. Young has interests in WENO Madison, Tenn. WYAM Bessemer, Ala., and outdoor advertising business. Mr. Glaser is general manager of WENO and quarter owner of WYAM. Martha White Mills Inc., Nashville, Tenn., is flour company. Ann. Feb. 17.

KRIG Odessa, Tex.—Seeks assignment of cp from **Radio Odessa Inc.** to **Auchincloss Bcstg. Corp.** for $100,000. **Bayard C. Auchincloss,** 100% owner of purchaser, is sole owner of KWCO Chickasha, Okla. Ann. Feb. 9.

KBER San Antonio, Tex.—Seeks assignment of cp from **Alamo Bcstrs.** to **KEPO Bcstg. Co.** for out-of-pocket expenses totalling less than $100. Alamo Bcstrs. partners are **A. V. Bamford** and **Ray Odom.** Mr. Banford is 98% owner of purchaser. He also has cp for KQQT Bellingham, Wash. and owns half of show production company. Ann. Feb. 9.

KKAS Silsbee, Tex.—Seeks assignment of license to **Billie Jeanette Holmes** from **Harvard C. Bailes** for $15,000 for 50% interest. **Val D. Hickman** retains other 50%. Miss Holmes is station manager. Ann. Feb. 9.

KTUE Tulia, Tex.—Seeks transfer of control from **Marshall Formby** (49%), **Clint Formby** (49%) and **Grady Tunnell** (2%) to **W. A. Auburn, Sidney G. Hooper** and **George J. Jennings Jr.,** who will then hold 49%, 49% and 2% respectively. Mr. Auburn is printer; Mr. Hooper is oilman and Mr. Jennings is attorney. Total consideration is $65,000. Ann. Feb. 9.

WHMS Charleston, W. Va.—Seeks assignment of license from **Charleston Bcstg. Inc.** to **Edgar L. Clinton** for $95,000. Purchaser has been half-owner and general manager of WSSB Durham, N. C. Ann. Feb. 20.

KCHY Cheyenne, Wyo.—Seeks assignment of license from **Robert S. Pommer** to **Charles W. Stone** for $65,000 and assumption of $7,497 in liabilities. Ann. Feb. 17.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Dec. 23, 1960 initial decision which looked toward granting application of Ohio Music Corp. for new Class B fm station to operate on 93.1 mc, ERP 20 kw, ant. height 622.6 ft. in Cleveland, Ohio, and denying application of Paul J. Molnar for similar facilities with ERP 24.66 kw and ant. height 403 ft. became effective Feb. 13 pursuant to sec. 1.153 of rules. Ann. Feb. 21.

■ Commission gives notive that Dec.

PROFESSIONAL CARDS

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Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
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—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
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1710 H St., N.W. Republic 7-2347
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Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

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CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

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Communications-Electronics
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Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

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CONSULTING RADIO ENGINEERS
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*ARB Continuing Readership Study

16, 1960 initial decision which looked toward granting the following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: Radio Muscle Shoals Inc. (WOWL, 1240 kc), Florence, Ala.; Union City Bcstg Co. Inc. (WENK, 1240 kc), Union City, Tenn.; The Corinth Bcstg Co. Inc. (WCMA, 1230 kc), Corinth, Miss.; WKDA Bcstg Co. Inc. (WKDA, 1240 kc), Nashville, Tenn.; James Porter Clark (WEKR, 1240 kc), Fayetteville, Tenn., and Walker County Bcstg Co. Inc. (WARF, 1240 kc), Jasper, Ala., all with condition to accepting such interference as may be imposed by existing Class IV stations in the event these stations are subsequently authorized to increase power to 1 kw, and Radio Musicle Shoals with additional engineering condition, became effective Feb. 6 pursuant to sec. 1.153 of rules. Ann. Feb. 21.

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) approving proposed merger agreement between Nansemond Bcstrs and D. D. Cameron (which was substituted for previously filed joint petition for amendment, dismissal and grant, latter pleading now dismissed as moot), and accepting amendment to application to reflect agreement; (2) dismissing application for Nansemond for new am station to operate on 1010 kc, 5 kw, DA, D, in Suffolk, Va., and (3) granting application of Cameron for new station to operate with same facilities in Portsmouth, Va. Action Feb. 20.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting applications of WSTV Inc. (WSTV), Steubenville, Ohio, and Connellsville Bcstrs. Inc. (WCVI), Connellsville, Pa., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250-w-N, each conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw, with additional engineering condition to WCVI, and Windber Community Bcstg System for a new station to operate on 1350 kc, 1 kw, D, in Windber, Pa. Action Feb. 20.

Rulemaking

Bergen County Federation of Boards of Education Hackensack, N. J.—(2-14-61) Requests amendment of rules so as to assign uhf ch. 14 to Patterson-Upper Montclair area of northern New Jersey, and its reservation for educational use. Ann. Feb. 17.

WARD-TV Johnstown, Pa.—(2-15-61) Requests amendment of rules so as to add ch. 3 in Johnstown, Pa., and to delete therefrom ch.'s 19 and 56. Further requests issuance of show cause order to modify WARD-TV permit for operation on ch. 3. Ann. Feb. 17.

Routine roundup

BROADCAST ACTIONS
by Broadcast Bureau

Actions of February 17

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater station: Valley Falls Tv Inc., ch. 4, Valley Falls, Ore. (KOTI-TV, ch. 2, Klamath Falls, Ore.).

WSSB Durham, N. C.—Granted transfer of control from James S. Beattie to James S. and Betty L. Beattie, joint tenants.

■ Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City Okla. to June 15; WFLI Lookout Mountain, Tenn. to Feb. 28; airborne transmission facilities, Purdue U., Lafayette, Ind., to Nov. 22.

WTHR Panama City Beach, Fla.—Granted authority to reduce hours of operation to sign-on at 10 a.m. and sign-off at 4 p.m.

Actions of February 16

KGBT Harlingen, Texas—Granted license for am station.

***WNTH (FM) Winnetka, Ill.**—Granted license for noncommercial educational fm station.

WCTM (FM) Eaton, Ohio—Granted license for fm station.

WTSB-FM Lumberton, N. C.—Granted license for fm station.

WBBB-FM Burlington-Graham, N. C.—Granted license covering installation of new trans. and specify studio location.

WMCR (FM) Kalamazoo, Mich.—Granted license covering changes in transmitting equipment.

WLYC-FM Williamsport, Pa.—Granted license covering change in ERP and ant. height, installation of new ant. and ant. changes.

KGBT Harlingen, Texas—Granted license covering installation of new ant. and trans. as aux. ant. and trans.

WLAV-FM Grand Rapids, Mich.—Granted cp to install new trans., new ant,, increase ERP to 28 kw, and decrease ant. height to 180 ft.

***WUOM (FM) Ann Arbor, Mich.**—Granted cp to install new trans., new ant., increase ant. height to 470 ft., and increase ERP to 230 kw.

***WAMU (FM) Washington, D. C.**—Granted mod. of cp to change ant.-trans. location, type ant., decrease ERP to 3.9 kw, and increase ant. height to 460 ft.

■ Following stations were granted extensions of completion dates as shown: KITT (FM) San Diego, Calif. to Nov. 15; KDEF-FM Albuquerque, N. M. to May 18; WATR-FM Waterbury, Conn. to Sep. 18; WQMS (FM) Hamilton, Ohio to Sep. 25; KBFI (FM) Boise, Idaho to Sep. 25; WQTI (FM) Detroit, Mich. to Nov. 8; WCNO (FM) Canton, Ohio to Mar. 20; WOC-FM Davenport, Iowa, to Mar. 28; KVEC-FM San Luis Obispo, Calif. to Nov. 8; WAVI-FM Dayton, Ohio to Nov. 15; KFAB-FM Omaha, Neb., to May 27; WKKD-FM Aurora, Ill., to Apr. 1; WDAF-FM Kansas City, Mo., to Mar. 15; WOW-FM Omaha, Neb. to Apr. 21; WMRT (FM) Lansing, Mich. to Apr. 1; KPAT (FM) Albuquerque, N. M. to Nov. 15; WBBF-FM Rochester, N. Y. to Mar. 2; *WAMU (FM) Washington, D. C. to Nov. 1; WINF-FM Manchester, Conn. to Sep. 1.

WHIO-FM Dayton, Ohio—Remote control permitted.

KEYL Long Prairie, Minn.—Granted authority through June 30 to sign-off air at 7 p.m. daily except for special events when station may broadcast to licensed sign-off time.

Actions of February 15

WCOW-AM-FM Sparta, Wis.—Granted change of remote control authority.

■ Following stations were granted authority to operate trans. by remote control: WDHA-FM Dover, N. J.; WTMJ Milwaukee, Wis., while using non-DA; WTTN Watertown, Wis.

Actions of February 14

■ Waived sec. 4.709 (b) of rules and granted STA for following vhf tv repeater station: Russell T. V. Club, ch. 6, Village of Russell, Russell, Minn. (KELO ch. 11, Sioux Falls, S. D.

WIGM Medford, Wis.—Granted mod. of cp to change type trans.

Actions of February 13

WPEG Winston-Salem, N. C.—Granted license for am station and specify trans.; condition.

KFAR Fairbanks, Alaska—Granted license covering installation of a new trans.

KWRO Coquille, Ore.—Granted license covering increase in power and in installation of new trans.

WHTC Holland, Mich.—Granted license covering increase in daytime power and installation of new trans.; condition.

KOKY Little Rock, Ark.—Granted mod. of license to change name to McLendon Little Rock Bcstg. Co. Inc.

KOKA Shreveport, La.—Granted mod. of license to change name to McLendon Shreveport Bcstg. Co. Inc.

WKIX-FM Raleigh, N. C.—Granted cp to install new trans. and new ant.; increase ERP to 29 kw and ant. height to 450 ft.

WTBO-FM Cumberland, Md.—Granted cp to replace expired permit for new fm station.

WWIL-FM Ft. Lauderdale, Fla.—Granted cp to change ant.-trans. location and increase ERP to 33 kw; conditions.

WRFS-FM Alexander City, Ala.—Granted cp to install new trans.

WIFI (FM) Philadelphia, Pa.—Granted mod. of cp to install new ant. and increase ant. height to 460 ft.

KEMO (FM) St. Louis, Mo.—Granted mod. of cp to change ant.-trans. location, main studio location, decrease ant. height to 320 ft.

WAVY-FM Portsmouth, Va.—Granted mod. of cp to change type trans.

WSIZ Ocilla, Ga.—Granted mod. of cp to change name to Charles Cullis Wade tr/as Gold Leaf-Yellow Pine Bcstg. Co.

■ Following stations were granted extensions of completion dates as hown: KOCY Oklahoma City, Okla. to Nov. 1; WKFD Wickford, R. I. to June 1; KRDP Reedsport, Ore. to June 1; KCHJ Delano, Calif. to July 1; WESC Greenville, S. C. to June 30.

ACTIONS ON MOTIONS

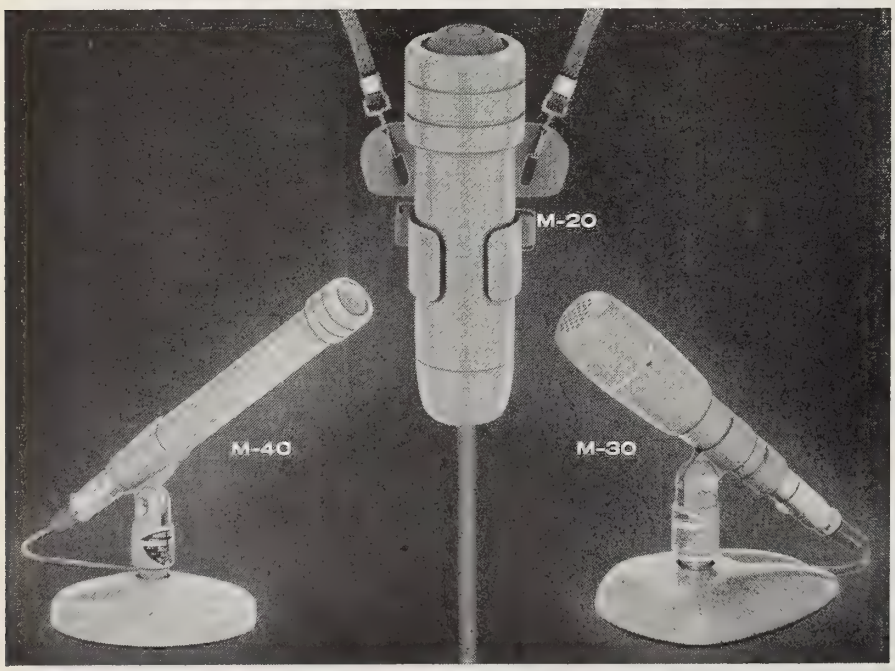
■ Commission on Feb. 17 granted petition by James E. McKahan and Shasta Telecasting Corp., and extended from Feb. 13 to Feb. 21 time to file replies to opposition to petition for reconsideration and for stay in tv rulemaking proceeding involving Alturas, Redding and Susanville, Calif.

Continued on page 87

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

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M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

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- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Washington, D. C. Our salesmanager just received a promotion. We're looking for a young, hard hitting man to fill his shoes. This is an unusual opportunity with top income. Box 268E, BROADCASTING.

California. Sunshine and opportunity. Management incentive plan. 5000 watt station. Growing area. Box 276E, BROADCASTING.

Connecticut opportunity, New Haven suburb, want engineer, to act for principal AM application. Keep job. 20% ownership plus management, must be diversified. Survey and frequencies completed. Box 282E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Salesman-announcer needed at once. Light announcing, heavy sales. Salary plus commission. Send references, personal data to Box 164E, BROADCASTING.

South Georgia—Top station in multiple market has opening for sales manager, advancement to manager possible. Box 289E, BROADCASTING.

KFYN, Bonham, Texas, recently purchased by small market group ownership, seeks commercial manager capable of eventual station managership. Hardworking, high morals essential. Ralph L. Hooks, The Dixie Stations, DeRidder, Louisiana.

Big W-RIP, Chattanooga, Tennessee has wonderful opportunity now!

Representatives wanted. Highly regarded manufacturer of unique quality equipment in big demand by radio and television stations, seeks reliable territorial representatives to sell directly to broadcast industry right now. Marketing Manager, 1035 North McCadden Place, Los Angeles 38, Calif.

Help Wanted—(Cont'd)

Sales

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Top deejay wanted by top 40 eastern station. All replies confidential. Tape with resume. Box 167E, BROADCASTING.

Immediate opening in major midwest market for mature morning personality, preferably over 30. Middle-of-road music, knowledge required. Must be family man. If you fit these qualifications, send resume, picture and desired salary to Box 221E, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Immediate opening for man capable of gathering, writing and delivering the news, conducting beepers, delivering commercials. Suburban New York. Box 283E, BROADCASTING.

Adult music daytimer in growing town of 6500 needs experienced announcer with good voice, sales experience desired. Good salary. KMAQ, Maquoketa, Iowa.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Immediate opening for staff announcer strong on good music. Good salary and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIMA, Lima, Ohio.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Straight staff announcer (no dj) ABC-MBS station. Must be able read good straight commercial, operate own board. Some experience necessary. Send tape, picture, resume. WLDB, Atlantic City, N. J.

Newsman for Boston radio. Aggressive, bright. Great future for right man. Resume, tape to WMEX, Boston 15, Mass.

Immediate opening for announcer and announcer-salesman with small market group of Louisiana-Texas stations. Ralph L. Hooks, "The Dixie Stations," DeRidder, Louisiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Chief engineer that's dependable and knows how to maintain equipment, not just a ticket holder. No air work. We have stand by transmitter. Immediate opening. Send full particulars. Box 133E, BROADCASTING.

Engineer, first ticket. Central Pennsylvania. Experience not required. Box 179E, BROADCASTING.

Engineer-announcer or engineer for Laconia, New Hampshire. Preferably experienced and must have 1st license. Good pay. Box 203E, BROADCASTING.

Experienced chief engineer AM-FM-multiplex. Strong maintenance. Sober-steady-references. Salary open—Southeast. Medium market. Box 213E, BROADCASTING.

An Ohio 1000 watt remote operation daytimer needs mature chief engineer. Personal interview and references required. Box 291E, BROADCASTING.

Engineer-announcer. Need 1st class ticket announcer with chief engineer capabilities for daytimer in central California. 5 day week. Send resume and tape to: KHOT, P.O. Box 67, Madera, California.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

First class engineer with first class announcing ability needed for Michigan CBS affiliate. Forward all details, including tape, photo, background and references to R. W. Phillips, WSGW, Mason Building, Saginaw, Michigan.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Two salesmen needed for middlewest chain. $300 to $600 a month depending on background, plus bonus and speedy chance for advancement for right men. Write WPEO, Peoria, Illinois.

RADIO

Situations Wanted—Management

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

Broadcasting executive with 25 years in radio and tv, 15 in management, seeks permanent position of responsibility with solid, progressive broadcasting organization or service to broadcasters. Replies to Box 212E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Trouble shooter and/or national sales manager for multiple station operator, radio or tv. Seasoned broadcaster (25 years in radio and tv, 15 in management) with good reputation in management and sales, available on reasonable notice. Replies to Box 211E, BROADCASTING, will be treated in complete confidence.

How about your station? Room at the top? Plenty! No station has to be billing from the bottom. Two aggressive radio men with experience in both major and medium markets want to manage, program and sell your station. Top references in sales and programming. Seek management contract that makes you money and increases value of your property. Owning a station can be fun and profitable. Box 230E, BROADCASTING.

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

Presently sales manager, have been in radio and tv for 11 years, with know how in all phases. Family man. Box 243E, BROADCASTING.

Increased billings over 50%. Brought station from #5 to #1 (Pulse) in ten months in competitive medium market. Young. Hard working. Excellent references. Top salesman. Effective programming. Ten years experience. Available immediately. Box 258E, BROADCASTING.

Will invest small sum in small station . . . in return want manager's job. South, southwest or far west. Personal interview required. Box 261E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Family man 34 years old, desires manager or commercial manager position. Experienced all phases including managerial. College graduate. First phone. Good radio background. 13 years experience. Box 278E, BROADCASTING.

Put your station in the black! Available; thoroughly experienced 2 man medium-major market management-programming team with some capital to invest. All replies confidential. Box 284E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

Sales

1 to do work of 3 . . . Program director, salesman, announcer, copy, etc. 6 years experience. Small and metro markets P.D. and S.M. Can run small station almost single-handed. Family. Will more than earn salary —$7500. Box 217E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Salesman — twelve years major market broadcasting. Married, under forty, teetotaler, impeccable background. Box 228E, BROADCASTING.

Recent graduate radio-television degree desires sales opportunity. Limited experience, real potential. Box 250E, BROADCASTING.

Experienced salesman, 3 years, 29, radio major, straight commission, midwest. Box 286E, BROADCASTING.

Announcers

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Young announcer wants summer replacement position. 2 years experience, good ad lib, and own board. Middle west preferred, but will consider all offers. Box 126E, BROADCASTING.

Experienced chief engineer, top rated announcer currently employed seeks advancement. Box 186E, BROADCASTING.

College graduate seeking experience. Veteran, single-23. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BROADCASTING.

Calling California! Married radio announcer, 4½ years experience, successful over the air sales and unusual ability to program adult music. Box 218E, BROADCASTING.

Young and ambitious formula jock wishes to relocate. Three years experience. Prefer metro market. Start at $550. Write Box 219E, BROADCASTING.

Well experienced first phone announcer. Available March 15. Family man. Good references. Please state salary. For tape and resume write Box 220E, BROADCASTING.

Old pro—Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you, and your market is among the first 50, you may have the job I'm looking for. May I hear from you? Box 225E, BROADCASTING.

Experienced dj-announcer, (prefer c & w). Mature, intelligent, reliable. Available immediately. Box 231E, BROADCASTING.

Announcer-DJ-newscaster moving up. Experienced. Excellent sound. Desires New York area. Box 235E, BROADCASTING.

Warm and persuasive announcer-dj will reflect station image to your plan and tempo. B.S. Degree, English major, 2 years commercial experience in air, programming, production, continuity. Age 23, first phone. More! Box 237E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-newsman. Employed midwest. Wish to return Pa.-Md. 9 years experience. Family man. Box 238E, BROADCASTING.

Make money with first phone personality. Bright, effective soft sell means $$$$$. for you. Experienced. Married. Box 239E, BROADCASTING.

Announcer, solid experience, sincere, versatile, adult. Music, news, sports, copy. Box 240E, BROADCASTING.

Top-rated experienced dj-announcer desires radio and tv combo in major market, preferably south. Box 242E, BROADCASTING.

Young DJ. Excellent radio background. Wants position with adult, progressive operation. Imaginative, production minded, cheerful and dedicated. Top references, resume, pictures, tape available. Will travel for personal interview and audition. Box 264E, BROADCASTING.

Present setup undesirable. DJ six years experience. Want mid-west-metro. Details on request. Box 246E, BROADCASTING.

Announcer, deejay, some experience. Young, single, available now. Tight board, strong news. Box 247E, BROADCASTING.

Sports director basketball-baseball-football play-by-play. Top references. Box 248E, BROADCASTING.

Girl personality-D.J. 3 years experience. Own board-news-production. Presently employed. Prefer east coast metropolitan area. Write Box 249E, BROADCASTING.

Like, attention jazz stations. Vet jazz jock available. Ya hear me talking? Contact Box 265E, BROADCASTING.

Disc jockey. Announcer, desires connection small staff station. Experienced. Employed Box 251E, BROADCASTING.

Top baseball announcer. Nine years experience. Best references. Consider all offers. Box 255E, BROADCASTING.

Nitetime D.J., experienced, steady, sober, reliable, can build audience. Box 260E, BROADCASTING.

Years of experience in night presentation. I'm yours from midnight till dawn. References, resume, pictures. Personal meeting—a must. Contact Box 266E, BROADCASTING.

Recent announcing school graduate with third phone license. Country and western or middle of the road. Prefer Florida, but will go anywhere. 28, married, vet. Hard working, ambitious and willing to learn. Box 269E, BROADCASTING.

Announcer, DJ, experienced, top 40, or adult, tight board, not frantic. Wants to settle. Box 272E, BROADCASTING.

Experienced, first rate announcer—I want station with ideas, a "little courage." Minimum salary $110.00. Box 270E, BROADCASTING.

Announcer, DJ, experienced, not a prima donna, tight, fast board. Not frantic. Married. Box 273E, BROADCASTING.

Help!! We're being held captive in a Lombardo factory. Two swingin' jocks, mucho production, even humor (sometimes). Bail us out, and we'll be grateful enough to give you a top rating. But please, top 50 markets only! Box 275E, BROADCASTING.

Washington, D. C. or nearby. Excellent straight, non-personality announcer. Box 285E, BROADCASTING.

Announcer, DJ, experienced. City boy wants to settle in small mid-western town. No prima donna. Top 40 or middle of the road. Box 274E, BROADCASTING.

Staff announcer, first phone, college, have car. West, northwest or midwest. White, 21, Board operator. Bob Cross, 5504 Hollywood Blvd., Hollywood, California, HO 9-7878.

OPPORTUNITIES UNLIMITED

A group of dynamic, independent, major-market radio stations wants your help in developing New Frontiers in modern radio.

Explore your future with us in these areas:

NEWS DIRECTOR

Top educational and Industry background required.

PROGRAM DIRECTOR

There's a bright future here for someone gifted with the Modern Touch.

TWO ACCOUNT EXECS

Take your pick of two top-thirty markets. We want young men with enough experience to know how to make radio produce results for responsible advertisers. Management potential here.

TWO NEWS EDITORS

Solid delivery, able to write and report with sparkle.

TWO DJ's

We prefer the All-American type.

Send full biog and tapes, where indicated, to Box 210E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young married man with little experience but plenty of determination looking for D.J. position. Tapes available, 2200 Sunnyside Avenue, Lansing 15, Michigan.

Combo: 26 year old family man six months announcing experience desires permanent position in Southern California, Arizona or Nevada. O. H. Dunston, 2611 Magna Vista, Dallas, Texas.

Available immediately staff announcer-PD; six years experience, some tv; versatile, family man; desire a responsible spot with quality group. Will not rock. but roll well. Contact L. Edwards, Box 6104 Station F. Milwaukee, Wisconsin for interview and live audition.

Woman experienced in radio and tv air work, radio continuity and time sales wishes locate far west or southwest. Winner NBC's contest for America's most beautiful speaking voice. Interview arrangeable Irma Jean Gaertner, 312 11th Avenue North, Hopkins, Minn.

Announcer — copyrighter — top personality DJ. 10 years experience all boards; operations. Snappy copy. Minimum $85.00. Married; will locate anywhere. Call; write Charlie Lord. 4815 Beach Boulevard, Orlando, Florida, CRestwood 7-6348.

Top rated news director. Experienced in all phases of radio news. A comprehensive background in gathering, writing and airing. Staff administration, direction of mobile and beat reporters. Editorials, promotion, production. Married. Past four years with aggressive top 40 operations. Star, public radio, currently employed by McLendon. Available February 28. Jon Poston, WAKY, Louisville.

Morning man, personality, married, plenty experience, bass voice. available now, anywhere. C/o Mrs. Bill Whitley, Aurora, N. C.

Technical

First phone, 15 years experience, like position in west farm and big game country. Prefer early shift, may help on farm programming or sales. Box 929D, BROADCASTING.

Radio chief engineer-announcer desires permanent position. Upper midwest only. Experienced. $110 a week. Box 262E, BROADCASTING.

"Combo" engineer-announcer desires immediate employment first class license. Jay Ingram, 220 E. Victor St., Hugo, Oklahoma.

"Combo" engineer-announcer desires immediate employment first class license. No experience. Mike Smith, 904 Dale Street, Dallas, Texas.

Engineering director or chief, larger AM operation. Seven years with Storz stations, three as technical director. Available immediately. Robert Tilton, 7525 Grover Street, Omaha, Nebraska.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Experienced all phases radio. Writer-announcer-director-PD. 14 years one station. Any offer considered. Box 215E, BROADCASTING.

PD-DJ family man with 13 years experience all phases programming. Dependable, creative pro. Good commercial voice. Strong music, production. Northwest only. Box 227E, BROADCASTING.

Now available. Creative continuity and traffic director with radio and advertising agency experience for production or straight copy. Box 229E, BROADCASTING.

Newsman, radio-tv experience. Now employed as reporter for newspaper at $110 per week. Box 232E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Versatile radio executive. Award winning sportscaster . . . 7 years baseball, basketball, football. Currently managing radio station, also handling sales, sports. Desire position with progressive organization. $10,000 minimum. Box 234E, BROADCASTING.

Canadian: married, mature, well-educated, bass-baritone, excellent knowledge classical music, capable copywriter, seeks position FM Good Music Station. Box 245E, BROADCASTING.

Fellow with training experience, talent, references, samples. Exchange same for $80 per week. Week's notice. Box 256E, BROADCASTING.

Need experience? Integrity? Stability? I offer just that in all non-technical phases of radio. Presently station manager, small market. Other experience includes: News writing and delivery, program director, advertising selling (14 years), copywriting, play-by-play, phone mc, dj. Excellent voice, tape on request, along with personal info, reference about me, wife, seven-year-old. Age 36. Whatever the deal, write Box 257E, BROADCASTING.

Adult musicaster available soon. Experience: Program director, music librarian, chief announcer. Box 263E, BROADCASTING.

My commercial copy, my voice sells. 17 years major market radio including 3 years program director. Sales promotion. 17 years major market area. Samples, tape, resume. Box 290E, BROADCASTING.

Gal Friday—mike work, copy, traffic, you name it. Excellent references. Ann Charbonneau, Lisbon, North Dakota.

Newsman-Light experience in gathering, editing, and delivering local news. Two years college. Need more experience. Prefer small market station. Charles Elliott, 5166 Boehm Drive, Fairfield, Ohio.

Gal Friday. Well versed radio traffic and continuity manager (traffic preferred) desires relocation. Excellent references and proven record, over 4½ years in top market available immediately. Contact: Jenness Rystad, Box 379, Oak Harbor, Washington.

TELEVISION

Help Wanted—Sales

Local sales manager wanted at once for aggressive vhf tv operation. No desk man! If you are a hard worker, can handle salesmen, and really want to make good money, send resume today to Box 259E, BROADCASTING. All replies confidential.

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest statesoffers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Announcers

Young broadcaster—extensive radio experience wants television opportunity. Photogenic, will learn fast. Prefer live audition. Will send film. Contact Box 267E, BROADCASTING.

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter with picture, resume, film and/or video tape. Personal interview will be required. Contact Program Director, WHTN-TV, Huntington, West Virginia.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico .

Production—Programming, Others

Female writer needed immediately for tv in midwest. Heavy on local accounts, send sample copy, pics, references, resume and availability. Outstanding opportunity for right person. Box 281E, BROADCASTING.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

General manager. Will improve sales and operation for aggressive owners. Experience in every phase tv-radio for 20 successful years. I get the job done inside and outside the station. Top national, network contacts. Creative, well-liked personality. College degree; family; 38. Now managing tv. Need greater challenge; $17,500 minimum. Box 996D, BROADCASTING.

Experienced manager, tv, wants to relocate, seeks improved position. 15 years broadcast. Box 224E, BROADCASTING.

Wanted position as manager or program manager in major market. Over 20 years experience tv and motion pictures. Production history, references, ratings, personal data furnished upon request. Box 271E, BROADCASTING.

Announcers

Thoroughly experienced announcer. 2 years television—15 years radio. Now in large competitive market. Seeks job offering challenge and future. Box 226E, BROADCASTING.

Technical

Maintenance and control room operations, first phone, some tv transmitter experience. Good educational and experience background. Box 132E, BROADCASTING.

Studio-transmitter engineer with first phone wants trainee position, technical graduate. Box 241E, BROADCASTING.

Recommendable personnel completing rigid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production—Programming, Others

Program manager — Film buyer-production supervisor-director-announcer-artist presently with a strong major network affiliate. Nine years experience, two degrees, aggressive and creative. Lives tv. Wife and son with chronic sinusitis. Doctor recommends warm dry climate. Desire southwest or west location. Box 279E, BROADCASTING.

Sports director desires better sports set-up. Capable of handling all phases, including shooting film. Please inquire. Box 280E, BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

Situations Wanted—(Cont'd)

Production-Programming, Others

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family, B.A. Prefer midwest. Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

PT 6 Magnecord—$225.00. 120 ft. ⅞ in. coax.—$100.00. Electric mimeograph machine—$100.00. CB 11 turntable & RCA arm—$100.00. Fairchild 530 turntable and arm—$175.00. Electric typewriter—$180.00. Grid dip meter—$45.00. All perfect. Write for list. Box 253E, BROADCASTING.

FM broadcast transmitter Collins 731A, FM antenna included; 2 Presto 3-speed turntables. Priced for quick sale. Write or call KCJC-FM, Merriam, Kansas.

Gates AM RF amplifier, 18 months use, excellent condition $150. KOZE, Lewiston, Idaho.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

FOR SALE

Equipment—(Cont'd)

For sale: Mobile studio thirty foot trailer. Designed and used successfully by WLNA for the past two years. Large glass areas in studio with wall to wall carpeting, large console table complete with turntables, outside speakers, platform atop trailer for outdoor events. Also car to pull trailer available. Excellent promotion, and it plays for itself. Write pictures, price, etc. WLNA, Peekskill, N. Y.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turntables $100.00 each—7' Collins audio rack $25.00. WENN, Birmingham, Alabama.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketchum, WOI, Ames, Iowa.

One Volkswagen mobile studio with complete broadcast equipment and 15-watt FM transmitter and receiver for operation on 166.25 mc, drive-up, plug-in and broadcast, $1500.00. One 250-watt AM Conelrad transmitter for 1240kc, $400.00. We have also just dismantled a 5-tower array, and have a great many component parts for sale. Please send for list. Ernest Haralson, Chief Engineer, WPDQ, Jacksonville, Florida.

G.E. 50 watt base station and two 25 mobile units complete with all accessories and 20 ft. high gain antenna. Hardly used. 1 Browning multi-plex receiver R-1500 like new. 2 Heathkit 55 watt amplifiers and pre-amp never used. WTWN, St. Johnsbury, Vermont.

Complete, brand new, uncrated. for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

Five portable turntable consoles utilizing 524 Fairchild turntables—some with two Gray pickups. Located in Hollywood. Call A. H. Carlson, Cumberland 3-6111. x 6170, or write P.O. Box 296, Azusa, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

601 Ampex portable tape recorders like new $320.00. P-61 10½" Magnecord tape recorder $425.00. Seeburg 200 ideal for background music $350.00. Contact HPC Records, 5153 Nall, Mission, Kansas.

Polarad color bar generator, consisting of: 1 frequency generator, color bar pulse former, colorplexer, regulated power supply, monoscope, sync generator and power supplier. $500.00 or make offer. International Telemeter Company, 2000 Stoner Ave., Los Angeles 25, California.

Unusual bargain-RCA-5 DX transmitter with tubes. Excellent condition. Only $3900.00 F.O.B. Chattanooga, Tenn. Louis E Latham, Box 7, Atlanta, Georgia Drake 8-8808.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Custom built rotor for microwave antenna. Will handle up to 8 ft. dish. Rotate 365 degrees. Tilt 25 degrees. $2950.00. Regal Engineering Co., 1220 SW. Stark, Portland, Oregon. CA 3-2443

Type 810 tubes. RCA, new, $16.00. FOB. Rich Radio, 419 E. Willow, Wheaton, Ill.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting, De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in AM radio station. Want to buy, lease, or secure percentage of stock. Box 222E, BROADCASTING.

Experienced person with around 20,000 dollars wants to buy on contract small market station. Your offer will be kept completely confidential. Box 223E, BROADCASTING.

Have large equity in Texas motel to trade for your radio station. This property will sell quickly but my tax benefits on a trade will let me give you a better deal. Call VI 2-8673 or write 2804 N.W. 56. Oklahoma City, Apt. 112.

Equipment

Used hot press. State make, model, condition and price. Box 149E, BROADCASTING.

Multiplex receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

Ampex Alto fonic 450 H eight hour tape reproducer 3¾" per second and one Gates Stalevel for background music system. Advise condition and price. WWNS, Statesboro, Georgia.

Tower, 150-200 feet, capable of supporting two 10-inch dishes for tv studio-transmitter link. Prefer self-supporting, will consider guyed. Call Ed Covington, 33-1135, Texarkana, Texas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

BUSINESS OPPORTUNITY

Discover hidden treasure, in those small accounts. Complete information on a classified-of-the-air that turns new small accounts into hidden treasure for you. Send ten dollar check or money-order to S. C. Thompson, Box 209, Arkansas City, Kansas.

MISCELLANEOUS

Engineers—executives—announcers, NYC to Alaska, carry the radio-tv wallet card! Press identification everywhere; your name, station. Heavy plastic encasement! $2.95 to Pat Adams, Box 927D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sheetheart Match Co., Hannibal, Missouri.

Imperative we locate Brant B. Jackson. Anyone knowing his whereabouts call Torrington, Connecticut Collect HUnter 9-4191, Extension 24 or 76.

RADIO

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards prestige Radio-TV promotion realigning territories. Openings "Ohio-Kentucky," "Missouri-Nebraska-Kansas," "Inter-Mountain areas," and "West Coast." Full-time travel, home weekends. Training New York Office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000+ potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Preference applicants CCA station experience. Detailed resume, pix first letter. Box 537, Westport, Conn.

Announcers

OPPORTUNITY KNOCKS ONCE

50 KW Eastern major market independent is now auditioning for two key announcers strong on commercial delivery. Versatility, sense of timing, music balance and deep, smooth voice that sells are prerequisites. Salary will grow with station if you're the right man. 40 hr. week, medical coverage, paid vacations, available talent and other fringe benefits. Rush tape with news, resume and commercials to:

Box 287E, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR WITH INITIATIVE

For major eastern radio station. No air work but need alert, aggressive, highly experienced newsman who can direct top calibre operation. Send resume and photo.

Box 233E, BROADCASTING

RADIO

Situations Wanted—Management

10 YEARS PROGRAMMING— SALES MANAGER

Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Sisson, 1110 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

PRESIDENTIAL NEWS CONFERENCES

Radio tape dubs of complete unedited news conferences and congressional hearings from Washington, D. C. Write for details, or phone EXecutive 3-1246 and ask for Mr. Behre.

Capitol Transcriptions, Inc.

620 Eleventh St., N.W.
Washington 1, D. C.

"Your Eyes & Ears in the Nation's Capitol"

TELEVISION

Help Wanted—Technical

SALES ENGINEERING

MAJOR ESTABLISHED ELECTRONIC MANUFACTURING COMPANY HAS IMMEDIATE OPENING FOR MANAGER, TELEVISION EQUIPMENT SALES. MUST HAVE ELECTRONIC BACKGROUND AND SHOULD HAVE COLLEGE DEGREE. EXTENSIVE EXPERIENCE IN THIS FIELD WILL BE CONSIDERED IF YOU HAVE AT LEAST TWO YEARS OF COLLEGE TRAINING. EXPERIENCE IN ELECTRONIC SALES, MANUFACTURING, OR BROADCASTING HELPFUL. IF YOU WANT TO ENJOY THE BENEFITS OF WORKING WITH ONE OF THE TOP ELECTRONICS SALES ORGANIZATIONS IN THE NATION MAIL COMPLETE RESUME, SALARY REQUIREMENTS AND PHOTO. ALL REPLIES CONFIDENTIAL. BOX 157E, BROADCASTING.

CHIEF ENGINEER

For network TV affiliate in major midwest market. Prominent group ownership offers long range opportunity to fully qualified man.

Box 216E, BROADCASTING

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Production—Programming, Others

WANT TO LIVE IN COLORADO? EXPERIENCED NEWS DIRECTOR

For Denver's leading TV station. . . . MUST have heavy news experience in writing, editing and airing own newscasts. . . . MUST have good commercial delivery and know how to *dig* for a story.

Resume and audition VTR or SOF to:

Mann Reed
Program Director
KBTV—Channel 9
1089 Bannock Street
Denver, Colorado

FOR SALE

Equipment

Automatic Dehydrators
Brand New, with spare parts kits
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236—40th Avenue
Sacramento 20, California

High performance Low cost
SUBCARRIER GENERATOR
Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE
Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

STATIONS — FOR SALE

IN COLORADO
250 Watt Full Time
$75,000 29% Down
Box 161E, BROADCASTING

SOUTHERN CALIFORNIA

Radio station for sale. No. 1 in county. Grossed $85,000 in 1960. 25% over 1959; expenses $60,000. 1 KW now, can go to 5 KW. Own some land, building. 7 on staff. $135,000, 29% down. Excellent money-maker for owner-manager. Present owners unable to devote enough time to operation. Send proof financial ability.

Box 252E, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Calif	single	fulltime	$150M	terms
Va	single	daytimer	80M	25dn
Iowa	single	fulltime	82M	cash
Texas	single	250w	28M	8dn
Pa	small	daytimer	100M	15dn
Calif	medium	fulltime	82M	30dn
NW	metro	regional	155M	terms
Fla	metro	daytimer	165M	20dn
Va	metro	regional	215M	29%
Midwest	metro	daytimer	200M	terms
Midwest	capitol	daytimer	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA. *$15,000* down. 250 watt fulltimer asking $80,000. Easy payout.

CALIFORNIA. Southern market 1000 watt daytimer. *$43,500* down asking $150,000.

NEVADA. *$29,000* down. Top market daytimer. Asking $100,000 good terms.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 per year. Excellent profit. Asking $300,000 with 29% down.

CALIFORNIA. Full time. Fully automated. Absentee owned. Profitable and would be more so with home ownership. $6,500 down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 80

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Feb. 24 and March 7, respectively, time to file exceptions and replies in proceeding on tv broadcast translator applications of J. R. Karban, Rhinelander, Wis. Action Feb. 17.

■ Granted petition by Tampa Telecasters Inc., and extended to April 3 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 comparative proceeding. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended to Feb. 23 time to file responses to petition by North Suburban Radio Inc., Highland Park, Ill., for conditional grant of its am application. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended to Feb. 27 time to file responses to petitions by Abilene Radio and Television Co. for enlargement of issues regarding applications of E. C. Gunter and Dornita Investment Corp., in San Angelo, Tex., tv ch. 3 proceeding. Action Feb. 15.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by KARA Inc. (KARA), Albuquerque, N. M., for dismissal of its am application; dismissed application with prejudice. Action Feb. 16.

■ Granted petition by Oregon Television Inc., to extent that it seeks dismissal of its application for a new tv station to operate on ch. 3 in Salem, Ore., but dismissed application with prejudice. Application was consolidated for hearing with Willamette-Land Television, Inc., for same facility in Salem. Action Feb. 16.

■ Granted petition by Miami Valley Christian Bcstg. Asn. Inc., Miamisburg, Ohio, for dismissal of its am application; dismissed application with prejudice. Action Feb. 15.

■ Scheduled for hearing following proceedings on dates shown: April 12: am applications of Santa Fe Bcstg. Co., Santa Fe, and Valley Bcstrs. Espanola, N. Mex. The Jefferson County Bcstg. Co., Jefferson City, Tenn. April 17: Harford County Bcstg. Co. (WAMD), Aberdeen, Md. Action Feb. 15.

■ Denied petitions by Arthur A. Deters and College Radio for acceptance of their appearances filed late and, in accordance with sec. 1.140 (c) of rules, dismissed with prejudice their applications for am facilities in Greensfield and Amherst, both Mass. Action Feb. 13.

■ Granted petition by the Broadcast Bureau and extended to March 2 time for parties to submit proposed findings in proceeding on application of Eleven Ten Bcstg. Corp., for renewal of license of KRLA Pasadena, Calif., and for license to cover cp. Action Feb. 15.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for March 9 in proceeding on applications of United Bcstg. Co. Inc., and Puritan Broadcast Service Inc., for new fm stations in Beverly and Lynn, Mass. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended from Feb. 14 to March 10 time to file proposed findings of fact on air hazard issue only in proceeding on applications of Beacon Bcstg System Inc., and Suburban Bcstg Co. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Feb. 15.

By Hearing Examiner David I. Kraushaar

■ Granted petition by respondent WJAC Inc., to accept its late appearance in proceeding on am applications of WSTV Inc. (WBOY), Clarksburg, W. Va., et al. Action Feb. 17.

■ On own motion, corrected in various respects the transcript of hearing, and allowed five days for objections, in proceeding on am applications of Frederick County Bcstrs., Winchester, Va., et al. Action Feb. 17.

■ On own motion, corrected in various respects transcript of Feb. 9 prehearing conference and allowed five days for objections in proceeding on applications of American Colonial Bcstg. Corp. (WKBM-TV), Caguas, and (WSUR-TV), Ponce, P. R. Action Feb. 16.

■ On own motion, scheduled post-hearing conference for Feb. 17 in proceeding on applications of Frederick County Bcstrs. and Town Radio Inc., for new am stations in Winchester, Va., and Shippensburg, Pa. Action Feb. 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties, extended from Feb. 21 to March 7 and from March 3 to March 17 time to file initial proposed findings and replies in consolidated am proceeding, Group II—Booth Bcstg. Co. (WJLB), Detroit, Mich., et al. Action Feb. 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 23

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,526	31	132	799
FM	773	68	189	122
TV	478	21	81	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 23

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

■ Scheduled further prehearing conference for Feb. 24 in consolidated am proceeding, Group VIII—Chief Pontiac Bcstg. Co. (WPON), Pontiac, Mich., et al. Action Feb. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, continued Feb. 16 further hearing to March 9 in New Bedford, Mass., tv ch. 6 proceeding. Action Feb. 14.

■ Upon request by Pier San Inc., and without objection by other parties, further extended from Feb. 15 to Feb. 17 time to file replies to proposed findings in proceeding on its application for new am station in Larned, Kans., et al. Action Feb. 14.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Feb. 16 prehearing conference, scheduled among other procedural dates hearing for March 24 in proceeding on am applications of The "Jet" Bcstg. Co. Inc. (WJET), Erie, Pa., et al. Action Feb. 17.

■ Granted petition by Audiocasting of Texas Inc., and continued Feb. 15 hearing to Feb. 28 in proceeding on its application and that of Horace K. Jackson Sr., for new am stations in Waco and Gatesville, Tex. Action Feb. 15.

By Hearing Examiner Walther W. Guenther

■ Granted request by Rollins Bcstg. Inc., to the extent of scheduling a further prehearing conference for Feb. 17 in Wilmington, Del., tv ch. 12 proceeding. Action Feb. 16.

By Hearing Examiner Isadore A. Honig

■ Granted request by Palmetto Radio Corp. (WNOK-TV), Columbia, S. C., and continued indefinitely Feb. 21 prehearing conference in Columbia, S. C., tv ch. 25 proceeding. Action Feb. 15.

■ On own motion, corrected in various respects transcript of record in proceeding on applications of Western Bcstg. Co., W.J. Harpole and R. L. McAlister for new am stations in Odessa. Tex., and allowed five days for objections. Action Feb. 15.

By Hearing Examiner Charles J. Frederick

■ Upon request by applicants, scheduled prehearing conference for Feb. 21 in New Orleans, La., tv ch. 12 proceeding. Action Feb. 16.

■ Scheduled prehearing conference for March 2 in proceeding on application of United Television Company of New Hampshire (WMUR-TV), Manchester, N. H., for cp to change existing facilities (ch. 9). Action Feb. 14.

By Hearing Examiner Jay A. Kyle

■ Upon request by respondent trustee, reopened record and scheduled further hearing for Feb. 21 for purpose of tender and consideration of additional depositions heretofore taken in matter of order directing Douglas H. McDonald, trustee, permittee of television station WTVW (TV) ch. 7, Evansville, Ind., to show cause why authorization for WTVW should not be modified to specify operation of ch. 31 in lieu of ch. 7. Action Feb. 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by SanVal Broadcasters, Oroville, Calif., and extended to March 10 and March 31 time to file proposed findings and replies in proceeding on its am application, et al. Action Feb. 17.

By Hearing Examiner H. Gifford Irion

■ Denied petition to reopen the record filed Jan. 31 by Des Plaines-Arlington Bcstg. Co., in proceeding on its application for am facilities in Des Plaines, Ill., et al. Action Feb. 17.

NARBA notifications

■ List of changes, proposed changes, and corrections in assignments of Canadian Broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

600 kc

CFCH North Bay, Ont.—10kwD/5kwN DA-2. Unl. (now in operation with increased power).

850 kc

New Windsor, Ont.—1kw DA-D, D.
CKRD Red Deer, Alb.—10kwD/1kwN DA-N. Unl.

930 kc

CFBC St. John, N. B.—10kwD/5kwN DA-2. Unl. (now in operation with increased daytime power).

1050 kc

CJIC Sault Ste. Marie, Ont.—10kwD/2.5kwN DA-N. Unl. (now in operation with increased power).

1060 kc

CJLR Sillery (Quebec), P. Q.—10kw DA-1. Unl.



FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.



Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

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MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

OUR RESPECTS to Representative Oren Harris (D-Ark.)

He's damned by some—praised by others

As chairman of the House Interstate & Foreign Commerce Committee and its Legislative Oversight Subcommittee, Democratic Congressman Oren Harris of Arkansas has become a byword in every phase of broadcasting.

To most he is just a name or symbol. He has been damned and painted as a man with horns by some. He is feared by those who do not know him.

To others—who do know him and have watched him at work—Oren Harris is described as the best friend broadcasting has in Congress. "I think he has been a tremendous benefit to radio and tv by knowing and understanding us and our problems," a network vice president said.

"He absorbs abuse intended for the industry and wards off sharp blows from every Tom, Dick and Harry who knows nothing about our problems."

Many broadcasters have come to realize that there is no man in Congress who knows and studies his field like Rep. Harris. He doesn't go off "half-cocked," one broadcaster says. "He knows what will and what will not work and does not rush into bad legislation."

House Speaker Sam Rayburn (D-Tex.), a Harris crony and himself a former chairman of the Commerce Committee, has his reasons for liking the Arkansan: "I have watched many chairmen of the committee in my time here, and I think Mr. Harris has as wide a grasp of the functions and duties of that committee as any chairman I have ever known. In my estimation, he is one of the *great* chairmen that have served on that committee.

A similar appraisal was given by Rep. John Bell Williams (D-Miss.), who ranks just below the chairman on the Commerce Committee. He said: "No congressman works harder or longer than Oren Harris. He has acquainted himself thoroughly with every piece of legislation that comes before us."

Rep. William Springer (R-Ill.), No. 2 minority member of the Commerce Committee, agreed that Rep. Harris is an expert in all phases of commerce, particularly communications. "Whether you agree with his views or not, you know that they have been reached only after extensive study."

Minority Is Heard ▪ The chairman's committee members agree that Rep. Harris never tries to ram anything through and always listens to the views of all. He is by the same token a very strong chairman and always maintains control. Once he makes up his mind it is pretty hard to change, a colleague said, and "he can be awful stubborn at times."

"There's one thing about it, our Legislative Oversight Subcommittee has got everybody busy doing something," Rep. Harris said last week in reviewing the record of the controversial investigative body. He is proud of the accomplishments of the subcommittee, although, he said, some of the methods used at times were undesirable.

He doesn't mention it, but the *Saturday Review* last spring honored the subcommittee ". . . for distinguished service to advertising," the first such award to a congressional committee.

Although the name will be dropped, a permanent subcommittee with the same oversight functions will be continued in the new Congress. Such an investigative arm is considered a must by Commerce members and Speaker Rayburn because several other committees are just waiting for a chance to launch radio-tv investigations of their own.

This Man, Harris ▪ Oren Harris was born in Hempstead County, Ark., Dec. 29, 1903, the son of a farmer-school teacher-politician. The Harris home was a combination frame and split-log house. A teenage Oren decided to become a lawyer one day while plowing his father's field—farming did not appeal to him.

An extra good cantaloupe crop of his own financed his early high school education and his ability as a football halfback provided the wherewithal for college.

He graduated from Prescott (Ark.) High School in 1925 and received his LL.B. in 1929 from the Cumberland U. Law School in Lebanon, Tenn. His undergraduate days were spent at Henderson State College (Arkansas), where he was president of the freshman and senior classes, and a football star.



Oren Harris
He likes tv's westerns

During the summers, Oren was a highly regarded catcher on semipro teams and from 1940-54 he continued to star as the Democrats' catcher in the annual congressional baseball game. He accepted his wife's advice and "retired" when he couldn't get out of bed after the 1954 game.

The year 1930 found him teaching school while he qualified for the Arkansas bar. The following year he entered private practice in Prescott and moved to El Dorado (his present home) a few months later. In January 1933 he became assistant prosecuting attorney and in 1936 was elected district attorney for Union, Columbia, Calhoun and Ouachita counties. Four years later, in 1940, he unseated incumbent Rep. Wade Kitchens and has been representing the 4th District ever since.

Shortly before moving to El Dorado, Oren began courting Miss Ruth Ross, whom he had known only slightly while both were in college. They were married in May 1934 and have two children, Carolyn Harris McCloud (the national Cherry Blossom Princess of 1959), and Jimmie, 13.

A Proud Record ▪ "There are several things that stand out in my 20 years in Congress," Rep. Harris says. One was his 1941 vote with the majority, while a freshman member, which continued the selective service by only one vote. This was just a few months before Pearl Harbor. Others:

(a) Becoming chairman of the Commerce Committee with the start of the 85th Congress in 1957; (b) his work with the regulatory agencies the past four years; (c) the "timely exposure of deceptive and fraudulent practices in broadcasting . . ." and the resulting corrective legislation and (d) chairmanship of a special subcommittee on programming in 1951-52 which led to the present broadcast codes.

Mrs. Harris revealed that her husband's favorite tv shows are westerns, naturally. He spends many evenings reading and watching tv.

Rep. Harris is a 32nd Degree Mason, member of Knights of Pythias, SAE fraternity and part-time Sunday School teacher at Washington's Calvary Baptist Church.

The congressman devotes as much time as possible to his family (this past weekend he took Jimmie and fellow Boy Scouts to a Rockville, Md., outing) and on a few Saturdays can be found on the golf course.

Rep. Harris has promised to delegate more authority to his committee members this session, with his family and hobbies to be the main beneficiaries.

Measuring methods

THE report of the American Statistical Assn.'s committee on broadcast ratings, being prepared for the House Legislative Oversight Subcommittee, promises a thorough review not only of audience measurement practices but limitations and usefulness of the results as well.

Judging from the 37 probing questions that were submitted to the major rating services and are described elsewhere in this issue the group has in its possession exhaustive information regarding this important segment of the broadcasting business. Rep. Oren Harris, in giving the committee more time to finish its report, expressed his desire that the findings be complete. Committeemen say the report is in draft form, implying that it may be issued within a few weeks at most.

These findings, prepared as they are by members of an ethical and experienced group, may very well help to clear the air about the ratings services. The tendency to blame broadcasters for so-called deficiencies in ratings practices may often be blamed on misconceptions of the purpose of and misuses of audience measuring results by people in positions of responsibility in government and even in industries related to broadcasting.

Exposure of the entire ratings procedure to scrutiny may react not only to educate everyone involved but could suggest methods of improving the ratings themselves.

Since advertisers insist on some form of counting the house as a basic ingredient in determining the effectiveness of radio and tv purchases we have long held that broadcasters might well have more control over the methods used to measure their media.

The end result of this report might easily be just such industry participation.

Another chance for freedom

BROADCASTERS have a chance to regain some of the ground they lost a year ago when, perhaps inadvertently, they invited the FCC to poke its nose deeper into programming. The commission has at last issued a proposed license application form involving a new approach to the applicant's report on programming and has asked for comments on it.

We do not think that most broadcasters—or for that matter most non-broadcasters who cherish the constitutional guarantees of free speech—will like the FCC's proposal. Many of them will side with FCC Commissioner Rosel Hyde who concurred in the issuance of the rule-making notice "for the purpose of obtaining comment" but who expressed "misgivings" about the rule the FCC proposed.

Said Mr. Hyde: "The approach, however well intended, in which the licensing authority endeavors to prescribe certain guidelines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with, aside from the traditional objections against government intervention in such matters and the specific prohibition of Section 326."

What the FCC has proposed is what broadcasters themselves asked for when they testified at the commission's program hearings in early 1960. The NAB made a particular point of arguing that applicants for station licenses ought to write a narrative report showing how they had tried to meet the needs of their communities. That, in amplified form, is what the FCC now wants to be done.

But to comply with the requirements that the FCC now suggests would be a heavier burden than many broadcasters could bear. The preparation of a renewal application would be as difficult as the preparation of an application for an original grant. If this rule goes through, only the lawyers will benefit.

To us, the FCC proposal promises a government excursion into an area of program control that is marked off-limits by the First Amendment. It is to be hoped that the NAB, now under new leadership, will enter a more vigorous dissent to government intervention than it did a year ago. And all broadcasters ought to enter comments, which we trust will be mostly unfavorable, in response to the FCC's request.

Temporary telephobia

AS everyone predicted, the House Rules Committee has again shelved the proposal to permit televising of House committee hearings.

Arguments of Rep. George Meader (R-Mich.) that there's no better way for the people to know what their representatives are doing than through radio and television met a stone wall of indifference from the political henchmen of Speaker Sam Rayburn. Arguments that President Kennedy is relying heavily on television to sell his program to the nation and reminders that many Senate committee hearings have been televised failed. The committee vote was 8 to 6.

Broadcasters may console themselves that the Rayburn victory can be only temporary. The fact remains that our government is a people's government and the voters have the right to see and hear their elected congressmn in action. As more elected officials use broadcasting to report their problems and their activities it will be more and more difficult for reactionary forces to operate entirely behind closed doors.

Even though eventual victory seems assured, broadcasters must do their bit to hasten its arrival. Congressmen should be reminded at every opportunity of the advantages which live television and radio reporting can have for our form of government. Every vote helps in the effort to break down these artificial barriers to reporting the news as it happens.



Drawn for BROADCASTING by Sid Hix

"We've momentarily lost our picture, but we will continue with the audio portion of the program!"

What's Jack Paar REALLY Like?



In Minneapolis - St. Paul
he's really like this:

From 10:30 p.m. to Midnight,
Monday through Friday,
the Jack Paar Show reaches

TWICE as many homes as the other THREE stations COMBINED! *

* ARB TELEVISION AUDIENCE REPORT, DECEMBER, 1960

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS NBC
A GOLD SEAL STATION

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

EVERY DAY...BOUGHT IN MORE MARKETS!

THESE STATIONS ACTED FAST...

WHDH-TV	Boston
WHO-TV	Des Moines
WDSM-TV	Duluth
KEYT	Santa Barbara
WTVY	Dothan
KSHO-TV	Las Vegas
KFDX-TV	Wichita Falls
WNEM-TV	Saginaw-Bay City
KID-TV	Idaho Falls
XETV	San Diego
WLW-A	Atlanta
KFYR-TV	Bismarck
KTSM-TV	El Paso
WBRE-TV	Wilkes-Barre
WCTV	Tallahassee
KVOS-TV	Bellingham
KABC-TV	Los Angeles
WKBW-TV	Buffalo
WNEW-TV	New York
WCCO-TV	Mnpls.-St. Paul
WLBW-TV	Miami
WFBC-TV	Greenville
WAVY-TV	Norfolk-Portsmouth
KGO-TV	San Francisco
KETV	Omaha
KTVK	Phoenix
WLW-I	Indianapolis
WFLA-TV	Tampa
KPRC-TV	Houston
WDSU-TV	New Orleans
WKRC-TV	Cincinnati
KKTV	Colo. Spgs.-Pueblo
KSL-TV	Salt Lake City
WALA-TV	Mobile
WROC-TV	Rochester
WATE-TV	Knoxville
WFGA-TV	Jacksonville
KLYD-TV	Bakersfield

and many more.

The ZIV-UA man can tell you if your market is still available. Don't delay!

ACTION! DRAMA!

From Oceanfront To The Everglades!

"Miami Undercover"

starring

LEE BOWMAN

as Jeff Thompson

with

ROCKY GRAZIANO

as "Rocky"

The New Power In TV Programs

THESE SPONSORS ACTED FAST TOO . . .

WIEDEMANN BEER • **INSTANT FELS-NAPTHA** **TEXAS STATE OPTICAL** • **LINCOLN-MERCURY** in Chicago • **RODENBERG'S SUPER MARKET** in Charleston • **FOOD TOWN** in Baton Rouge **MIAMI STONE** in Indianapolis • **GUNN HARDWARE** in Hattiesburg, Miss. • **RAMBLER** in Denver • **MIDAS MUFFLERS** in Rochester • **PIGGLY-WIGGLY** and **LEE OPTICAL** in Lubbock • **INTERNATIONAL HARVESTER** in Cheyenne • **SAFEWAY STORES** in Grand Junction and more.

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Against the background of America's fabulous playground, stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

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ZIV-UNITED ARTISTS, INC.
488 Madison Avenue
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35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 6, 1961

Baseball advertisers plan to pick up tab for $75 million 27

Tv networks' gross billings keep climbing, hit $682 million in '60 38

Those foreign film imports for tv: the field is bulling along 78

Realism in photography: how Drew applies it in doing tv documentaries 82

COMPLETE INDEX PAGE 7



RADIO is an unceasing source of wonder

Who else grasps the sudden surprise and wonder of a world in change . . . and brings it to us exactly as it happens? Who else communicates it with such speed and directness? Only Radio creates this stunning sense of *immediacy* and only Spot Radio lets you choose the time and place to match it.

B	Albuquerque	WINZ	Miami	WRNL	Richmond
B	Atlanta	WISN	Milwaukee	KCRA	Sacramento
R	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
N	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
AA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
RC	Houston	WIP	Philadelphia	KREM	Spokane
AF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
RK	Little Rock	WJAR	Providence	KVOO	Tulsa

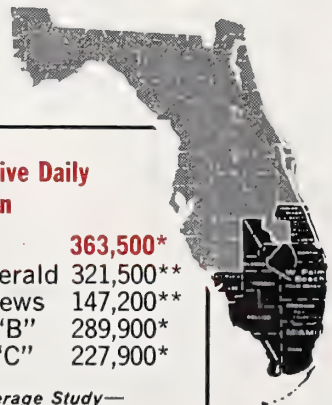
Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS





Comparative Daily Circulation

WTVJ	**363,500***
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

**ARB Coverage Study—January 1, 1960*

***Publisher's Statements—March 31, 1960*

Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily then the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

WTVJ

CBS

SOUTH FLORIDA

A Wometco Enterprises, Inc., Station



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)


buy St. Louis `a la card*
KTVI
2
BLAIR-TV
*KTVI rate card your lowest
cost per thousand TV buy in St. Louis
Nantucket Cove
Represented
nationally by
BLAIR-TV
KTVI
CHANNEL 2
abc
ST. LOUIS



. . . in the Dallas–Ft. Worth market with Channel 4

The January 22, 1961 NSI shows that KRLD-TV continues to reach more TV Homes in the Dallas - Ft. Worth market than any other station.

KRLD-TV's average number of homes reached in Nielsen's six summarized time periods is 40% greater than Station B, 55.6% greater than Station C and 163% greater than Station D.

Reach the Dallas - Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Tape format set

Last week's White House news conference format (i.e., taping by radio and tv for simultaneous release with other press services upon completion of conference) is expected to become standard except for interspersing of live radio-tv pickups on special occasions. Despite none too veiled opposition of printed press and press associations, it's understood President Kennedy and his news secretary, Pierre Salinger, are convinced this procedure is best and gives equal break to all news entities.

Actually last Wednesday's Kennedy conference coverage went well except for incident in New York occasioned largely by misunderstanding on timing. Newspaper reports to effect that there were major snafus on network handling are branded exaggerations.

Alert on alerts

Sharp-eyed broadcasting representatives participating in meeting last Thursday on implementation of Conelrad project covering radio silence except on designated channels during air attack alert, blocked move that would have placed programming control in government hands in national emergencies. Language proposed by Office of Civil and Defense Mobilization read: "During a Conelrad alert, control of emergency broadcasts to the public is the responsibility of the government of the area in which the Conelrad alert originates." After long and bitter debate, key words "official information" were substituted for "emergency broadcasts."

Non-government spokesmen were unanimous in opposition to OCDM language. Developed during discussion was fact that Kennedy administration already had approved private control and that during entire World War II emergency, no government control was exercised over programming since stations and networks invoked voluntary censorship. FCC staff also opposed OCDM language.

Ford mulls radio

Ford Motor Co., Dearborn, Mich., which for this season is cutting back its network tv by dropping one half of its sponsorship of NBC-TV's *Wagon Train* and *Alfred Hitchcock Presents*, is considering network radio splurge and newspaper schedule to take up slack. Word is that Ford, through J. Walter Thompson Co., may buy on two or more radio networks. Change in strategy said to be influenced by auto sales drop. Ford's portion of NBC-TV shows have been "sold off" to Revlon.

Big brother is watching

In case any CBS radio affiliates are getting notions, network is still keeping tabs on their program clearances and still insisting they carry all shows reserved for network sales under "PCP Plan" as revised last fall. Inadequate clearance is reason network authorities give for quiet move few days ago notifying KEPR Kennewick, Wash., that it was being dropped from CBS radio lineup. KEPR had been CBS affiliate for some 15 years.

All-band sets

Optimism exuded by FCC Comr. Frederick W. Ford and some of his FCC colleagues on proposed legislation to make manufacture of all-band (vhf-plus-uhf) receivers mandatory is premised on legal opinions that such legislation can be enacted and is constitutional. All previous efforts to enact such legislation have failed. But in past year, not only FCC lawyers but those of Dept. of Justice have concluded that sound legislation can be written. And there's at least one private opinion by highly placed law firm that it can be done. Electronic Industries Assn. consistently has assailed legislation on constitutional grounds. (Story page 62)

Clear channels continued

As promised, clear-channel case was back on FCC agenda for last Wednesday's meeting (CLOSED CIRCUIT, Feb. 27) but was passed over without debate or formal vote. Unofficially, its reported seven members present were split 3-3-1 (three favoring break down of all clear channels; three wanting to duplicate only half, and one against any breakdown without power increases for remaining clears). With new Chairman Newton Minow sworn in day after meeting, there is chance for action after he becomes acquainted with case.

Minow may wait

FCC Chairman Newton N. Minow may take his time in appointing new head of Broadcast Bureau which he regards as key staff position. Instead of lawyer or engineer, he may reach into broadcasting ranks for "practical broadcaster" familiar with vicissitudes of operations and observance of FCC's rules and regulations. Meanwhile, incumbent Harold Cowgill, who once operated uhf station in Illinois, continues on job.

Also under consideration, however, are several staff officials. They include James Barr, assistant chief of Bureau under Mr. Cowgill, Network Study Staff Chief Ashbrook Bryant and Louis Stephens, assistant chief of rules and standards. Joe Nelson, head of renewal and transfers, is being supported by others but has made no move on his own.

Fresno situation

KFRE-TV's ch. 12, believed earmarked for Santa Barbara as Fresno station begins permanent uhf operation on ch. 30, deintermixing market, may remain in Fresno after all but as educational tv outlet. Otherwise it's likely to move to location north of Santa Barbara. One of channels involved in new bilateral agreement evolved by U. S. and Mexican governments in adjusting tv allocations (CLOSED CIRCUIT, Nov. 7) it's now learned authoritatively that Mexico does not look with favor upon ch. 12 operation in Santa Barbara because of limitations on its use by that country.

Untouchable boycott

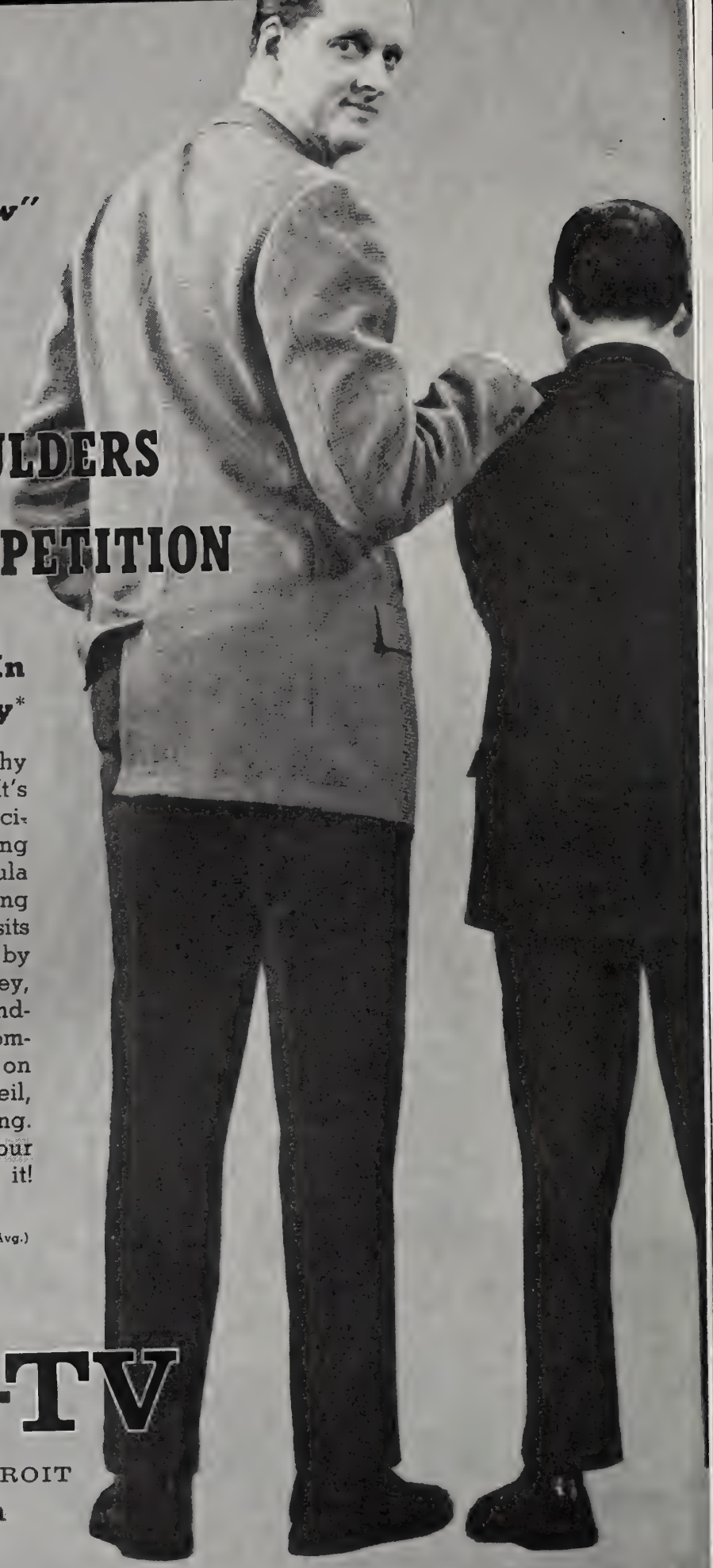
Board of governors of Federation of Italian-American Democratic organizations of New York plans to propose at annual Amerigo Vespucci dinner on March 12 that its 500 member organizations in New York boycott sponsors of ABC-TV's *Untouchables* unless network gives "more satisfactory assurances" that future programs do not link Italians with crime. Italian-American group is also going ahead with plans to picket ABC New York offices on March 9, Amerigo Vespucci day (BROADCASTING, Feb. 27, 1961). Organization will use 21 pickets, representing 21 million members of more than 2,000 Italian-American groups across the country. New York chapter expects other chapters to join in boycott, which would be directed against one sponsor at time. Program is currently sponsored by L&M Cigarettes, Beecham Ltd., Armour & Co. and Whitehall Labs.

Early caller

Among first of official callers at office of FCC's new chairman, Newton N. Minow, after he was sworn in last Thursday was NAB President LeRoy Collins. He spent informal 10 minutes with new FCC head.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

BOB MURPHY
6' 8" host of the
WJBK-TV
"Morning Show"
9-11 a.m., Mon. thru Fri.



HEAD AND SHOULDERS ABOVE ALL COMPETITION

Detroit's Top Salesman In 136,800 TV Homes Daily*

It isn't in height alone that Bob Murphy tops 'em all in 4-station Detroit! It's persuasive power plus active participation that make Murphy's emceeing so sales provoking. Here's the formula that keeps 'em tuning to "Morning Show." A *good* movie. Surprise visits from guest notables. Daily "calls" by three doctors . . . Dr. John T. Dempsey, WJBK-TV news director, backgrounding the news, Detroit Health Commissioner Dr. Joseph T. Molner on health topics, and Dr. Elton McNeil, child psychologist, on child rearing. Total: 120 minutes of sell. Ask your Katz man how you can get in on it!

*Nielsen, (Aug. 60-Jan. 61 Avg.)

WJBK-TV

CHANNEL 2 CBS DETROIT
a Storer Station

NATIONAL REPRESENTATIVE: **THE KATZ AGENCY**

WEEK IN BRIEF

Advertisers will pay $75 million this year to bring audiences the country's favorite outdoor game, baseball. The game itself will add $17.3 million to gate receipts, from radio-tv. See . . .

WHO PAYS FOR AMERICA'S PASTIME? . . . 27

Two bigger distributors get into the business of importing foreign movies for tv, accent impetus being felt in a field that's bulling along. See . . .

MARKET'S BRISK IN MOVIE IMPORTS . . . 78

The television networks enjoyed gross billings of $682.3 million in 1960, a rise of $55 million (8.8%) from 1959, say TvB figures, which also show CBS-TV holding its lead over NBC-TV, except for two months. See . . .

TV NETWORK SALES UP 8.8% . . . 38

There's a new movement in presenting television documentaries which makes the most of the potential for realism in camera work. It's best exemplified by a production organization headed by Robert Drew. See . . .

TV'S SCHOOL OF STORM AND STRESS . . . 82

Television viewers say they want information programs, but when it comes to watching they prefer entertainment. This is among findings in one of two radio-tv preference surveys in Duluth-Superior, Milwaukee. See . . .

CULTURE FINE, BUT WHO LIKES IT? . . . 46

The FCC will just be "spinning its wheels" in trying to regulate programs, says a departing member, Charles King, who also thinks successful pay tv systems would kill the present one. He sees eventual Sec. 315 repeal. See . . .

KING OPPOSES PROGRAM CHECKS . . . 70

Broadcasters and the FCC get behind Senate plan to subsidize educational tv. Some see a fourth, educational, network; others see incentive to uhf. See . . .

INDUSTRY BACKS ETV STUDY . . . 62

Chicago lawyer Newton N. Minow takes over as FCC chairman amid packed room of well-wishers. See . . .

CHANGING OF THE GUARD AT FCC . . . 74

DuPont lays bets on NBC-TV with one-hour, $7 million weekly show, and drops weekly half-hour and monthly 90-minute vehicles at CBS-TV. See . . .

DUPONT MOVES TO NBC-TV . . . 41

A permanent congressional overseer of the regulatory agencies is Rep. Harris' new subcommittee, which replaces old Oversight unit. And it appears that he'll probably head it. See . . .

HARRIS' NEW SUBCOMMITTEE . . . 68

Recently-appointed Jim Hagerty enlarges on some of the plans he has to bring ABC news-public affairs programs up to scratch with CBS, NBC. See . . .

HAGERTY'S PLANS FOR ABC . . . 56

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING CARS IN NEW YORK

(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)

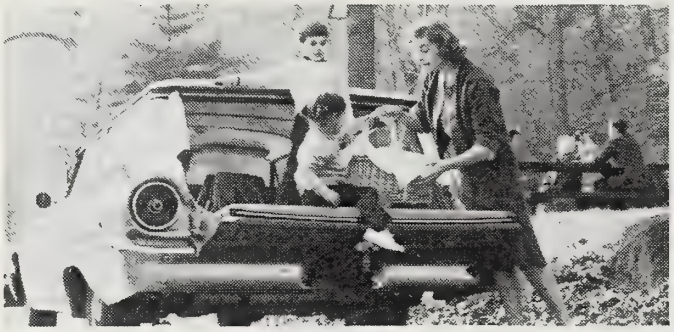


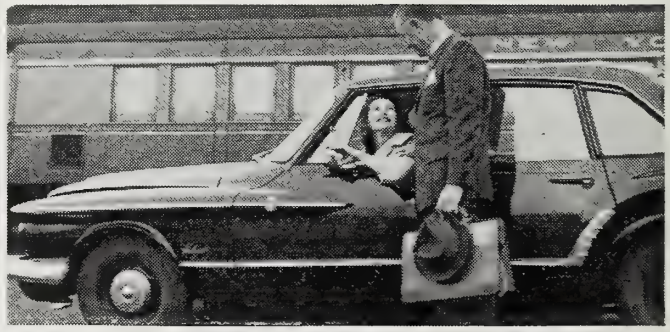




START WITH WINSland

(the proven road for reaching these people)





WHERE THE MARKET IS MARVELOUSLY MOBILE

(all ages, all interests, all incomes)



No matter where they go, WINSlanders have this in common. They're always **on** the go and they prefer to go **in** cars. They spend over 2.7 billion a year on new cars, gasoline, lubricants and automotive products. You can reach them almost every minute of the day and night (on their car radios!) with WINS, No. 1 station in New York. MEDIA MORAL: If **you** sell something with "go," go sell it on WINS, the station that can drive home the sales.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

AT DEADLINE

KJEO (TV) sale sets uhf record: $3 million

Sale of ch. 47 KJEO (TV) Fresno for $3 million cash—highest price ever paid for uhf outlet—was consummated last Friday, subject to FCC approval.

Purchaser is Shasta Telecasting Corp., Redding, Calif. (owner of ch. 7 KVIP-TV), headed by George Fleharty and which includes group of financial backers. Acquisition is from J. E. O'Neill, president of O'Neill Broadcasting Co. and 100% owner, who is retiring from broadcast business but will remain active in other California enterprises.

KJEO (TV) began operation Sept. 1, 1953, and has been affiliated with ABC-TV from start. Fresno becomes all-uhf market with impending switch of KFRE-TV from ch. 12 to 30. Shasta's KVIP-TV also is affiliated with ABC.

Mr. Fleharty said present operating policies and personnel of KJEO will be continued. Joe Drilling, vice president and general manager, likewise has been asked to continue.

Why pilots cost so much: something for everybody

Big reason for present high costs of pilots is that film makers now try to include as many elements as possible to fit whatever time period network or advertiser may have in mind, and thus be more salable, according to report not generally circulated.

Once sale is made, it's then simple to concentrate on most appropriate ingredients—action, humor, youth appeal, etc.—in making rest of series.

Pilot doctoring is even more important, so syndicators explain, in preparing film which fails to make network sale but is picked up by regional advertiser and is headed for syndication. Sometimes, an initial concept can come full turn around by time series goes into production to give series that "just right for syndication" look.

Sylvania's Grant opposes all channel tv proposal

FCC proposal to enforce all-channel tv set manufacturing (see page 62) is "unreasonable and inconsistent with the principle of supply and demand," according to head of tv setmaker Sylvania Home Electronics Corp.

Peter J. Grant, president of Batavia, N. Y., marketing subsidiary of Sylvania Electric Products Inc., said it "would place an unjustified cost burden on the public," which can buy all-channel models now if they choose. "It would be just as reasonable to require an applicant for a Florida driver's license to own a set of tire chains before he could take his road test" as to require production of all-channel sets, in Mr. Grant's view.

A 22 year-old secret

Just prior to swearing in Newton N. Minow last Thursday as FCC's new chairman, Associate Justice William O. Douglas of U. S. Supreme Court commented that 22 years earlier, he had fully expected to become FCC chairman and that failure to get appointment was one of great disappointments of his life. Inside story is that in 1939, after he had concluded tenure as chairman of Securities & Exchange Commission, Mr. Douglas was called in by F. D. R. and advised that he wanted to retain him in government (after Mr. Douglas had accepted deanship of law at Yale). After several minutes of conversation, F. D. R. disclosed he had just sent Douglas nomination to Senate for Supreme Court. Thereupon, James Lawrence Fly was named FCC chairman.

Lark sets radio programs around heavyweight bout

Studebaker-Packard Corp., for Lark Auto, South Bend, Ind., will sponsor 10-minute pre-fight program, *Champ Close-Ups,* before Patterson-Johansson contest March 13 on ABC Radio. Advertiser also will sponsor 10-minute wrap-up after fight should it go into seventh round, and will co-sponsor fight itself with Mennen Co. (BROADCASTING, Jan. 30) in four markets: New York, Chicago, San Francisco and Los Angeles. Excluding four Studebaker markets, Carling Brewing will share Mennen's national sponsorship. Agency for Lark: D'Arcy Adv., N. Y.

Chevrolet talking of fall

Chevrolet, which has let it be known it'll drop Dinah Shore's services for next season, is reviewing its network tv this week at meeting on West Coast. Talks will center on fall plans. Current shows: *Dinah Shore* hour on NBC-TV (Sunday, 9-10 p.m.) but slated to be filled next season with *Bonanza, My Three Sons* on ABC-TV (Thursday, 9-9:30 p.m.), and part sponsorship of *Route 66* on CBS-TV (Friday, 8:30-9:30 p.m.).

CBS-TV affiliates learn why network didn't tell

"Why didn't they clear it first with their affiliates board?" Many have asked that question since CBS-TV first sprung its controversial but now operating plan to sell late-morning programming in "rotating minutes" (BROADCASTING, Jan. 16, *et Seq*).

At closed meeting with affiliates board March 3, held for totally different purpose, network officials reportedly went out of their way to raise this same question and then answer it. They didn't check first, they explained, because their lawyers felt that, in view of rate and compensation changes involved, clearing it in advance might be construed as "price-fixing."

After this digression, described as congenially received, they went on with main purpose of meeting: to lay plans for general affiliates convention to be held in New York.

'Untouchables' outdrawn by NBC-TV's special show

American Research Bureau special overnight "national" and its regular "multi-city" report (seven major cities in U.S.) agreed Friday (March 3) that highly-rated *The Untouchables* of ABC-TV (Thursday, 9:30-10:30 p.m.) is indeed not sacrosanct.

ARB's figures showed NBC-TV's special 90-minute "25 Years of Life" (9:30-11 p.m. reached an average 13 million homes in U.S., while *The Untouchables* was seen by an average of 8 million homes. A. C. Nielsen reported that in its New York "instantaneous" reports (via audimeter) NBC's "25 Years of Life" scored 39.6 average rating with 54.1 share during period when homes using tv in New York reached all-time high of 73.2.

GM plans package on NBC-TV

Chunk of unexpected General Motors business appears headed for NBC-TV summertime only. Details still must be worked out but concept seems to have substance: yet-to-be-determined GM divisions would participate in pack-

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Neuwirth

H. D. (Bud) Neuwirth, director of sales, WIP - AM - FM Philadelphia (Metropolitan Broadcasting Corp.), named vp and director of radio sales for Metropolitan. He joined firm last year as assistant to John W. Kluge, president and board chairman, and later was promoted to top sales post at WIP. Appointment, effective March 13, puts Mr. Neuwirth in charge of coordinating sales activities for Metropolitan radio properties: WIP Philadelphia, WNEW-AM-FM New York, WHK-AM-FM Cleveland, KMBC Kansas City (subject to FCC approval), and international station WRUL.


Mr. Jones

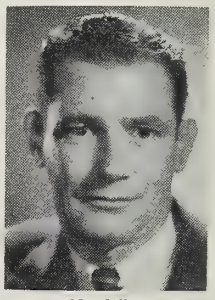
Maitland Jones, formerly senior vp and creative director, Fletcher Richards, Calkins & Holden, and previously in similar capacity at Sullivan, Stauffer, Colwell & Bayles, joins Donahue & Coe, N. Y., as vp and associate creative director. Mr. Jones will share creative directorship with Henry Slesar, both of whom will devote full time to creative supervision. Warren Donahue, who joined agency several months ago as copy director, will have full responsibility for department administration in addition to his creative duties. Move, according to Don E. West, president of Donahue & Coe, "may well chart the future of agency creative operations."


Mr. Joseph


Mr. Scherick

Edgar J. Scherick, president of Sports Program Inc., New York, which produces live sporting events for showing over ABC-TV, named ABC vp in charge of tv network sales, succeeding **William G. Mullen,** who continues as an ABC vp and whose duties will be announced at later date. Mr. Scherick has been in his own business for four years and earlier was sports specialist for CBS-TV and with Dancer-Fitzgerald-Sample, New York, as director of sports and special events. **Michael Joseph,** who has been program consultant to WABC New York and WISH Indianapolis, appointed program consultant to ABC's six owned-and-operated radio stations. From 1955-58 Mr. Joseph was national program manager of Founders Group of four radio stations, and later was vp in charge of radio for Capital Cities Broadcasting Corp.

William T. Orr, head of Warner Bros. tv division since its inception five years ago, appointed vp in charge of production of all tv, motion picture and theatrical production. He will report to Jack L. Warner, WB president. Mr. Orr was responsible for introducing following Warner Bros. series: *Maverick, 77 Sunset Strip, Hawaiian Eye, Surfside 6, The Roaring 20's, Cheyenne, Lawman, Bronco* and *Sugarfoot.*


Mr. Adler

Seymour L. (Stretch) Adler, director of national sales for Paramount Television Productions, N. Y., appointed vp and general manager of Paramount owned and operated KTLA (TV) Los Angeles. Mr. Adler, who joined Paramount in October 1959, previously headed both network and syndication sales for Official Films, N. Y., as well as program development and production. Prior to that, he held the same position with Guild Films, also N. Y. He was associated with Screen Gems from 1954-57 as senior account executive, after service as executive in radio-tv department of William Morris Agency.

For other personnel changes of the week see FATES & FORTUNES

age that includes nearly 50 quarter-hours. Though buy is not intended as antidote to reports of auto tv being in dire straights, it could well have that effect.

RCA dividend 25 cents

RCA, whose annual report revealed 13% drop in 1960 earnings (see story, page 48), declared quarterly dividend of 25 cents per share on common stock, payable April 24, 1961, to holders of record as of March 13, 1961. Firm also declared dividend of 87½ cents per share on first preferred stock for period April to June 30, 1961.

H&B buys 3 more catvs in West for $1.3 million

H&B American Corp. through subsidiary Transcontinent Communications Systems Friday (March 3) purchased three additional catv systems in Prescott, Ariz., and Missoula and Whitefish, both Montana, for approximately $1.3 million from local owners.

Purchase price included microwave relay which serves Montana systems, according to H&B Board Chairman David E. Bright. Three systems serve estimated 7,500 subscribers.

Last summer, H&B entered catv field with $5 million purchase of nine catv systems from Jerrold Electronic Corp. (BROADCASTING, Aug. 15, 1960). H&B is Los Angeles-based home building and steel forging company.

Way cleared for grant of ch. 10 to KMED Medford

Way was cleared for KMED Medford, Ore., to receive grant of ch. 10 there when FCC Chief Hearing Examiner James D. Cunningham Friday (March 3) dismissed without prejudice applications by two competitors.

He approved agreement whereby KMED would reimburse Medford Telecasting Corp. $9,300 and TOT Industries Inc. $6,700 for partial expenses in return for their withdrawal (BROADCASTING, Jan. 23). KMED now is only remaining applicant for ch. 10 Medford.

QXR Network's 35th station

KRBE (FM) Houston became 35th fm station affiliate of QXR Network last week. Owned by Texas Fine Music Broadcasters Inc., with Ellis Gilbert as president, two-year-old outlet on 104.1 mc programs classical and semi-classical music exclusively. In its QXR affiliation KRBE (FM) becomes part of non-interconnected network of 15 classical music fm stations in major markets across country. There are 20 fm stations making up interconnected QXR Network, extending from Boston to Washington, D. C.

WSPA-TV Salutes: NEW HORIZONS in the Piedmont SUPERmarket!



The booming Piedmont soars to new horizons of growth with the joint Greenville-Spartanburg Jetport . . . a six million dollar development linking the Piedmont SUPERmarket with the world at the speed of sound.

Located at the "Crossroads of the New South" near the intersection of Interstate Highways 85 and 26, this new facility, the first regional Jetport in the South, will serve over a million and a half people who live within easy driving distance.

WSPA-TV blankets the broad heart of the Piedmont Industrial Crescent which the Jetport will serve. Here in the SUPERmarket of the South is growing industry, a payroll-rich population and unparalleled progress. Let WSPA-TV's powerful Channel 7 signal beam your message to this jet-age audience.

SEAL OF GOOD PRACTICE



WSPA-TV SPARTANBURG, S. C.
CBS in the PIEDMONT Channel **7**
National Representatives: GEORGE P. HOLLINGBERRY CO.

IN

LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,846,000.00 market composed of industry, education and state government (S M - July 10, 1960 - E. B. I.)

BUY

•

WILS Lansing

. . . the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 6 — **Hollywood Advertising Club,** luncheon meeting. Hollywood Roosevelt Hotel.

March 7—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

March 8 — **Hollywood Advertising Club,** workshop on "How to Make a Good Tv Commercial." Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

March 8—**Publicity Club of Chicago,** Sheraton Towers, Chicago, 12 noon. Pierre Salinger, news secretary to President Kennedy, is guest speaker.

March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

*March 14-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop; Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.



WFGA-TV captures a big 51.0% share of audience in November ARB!



From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

WFGA-TV

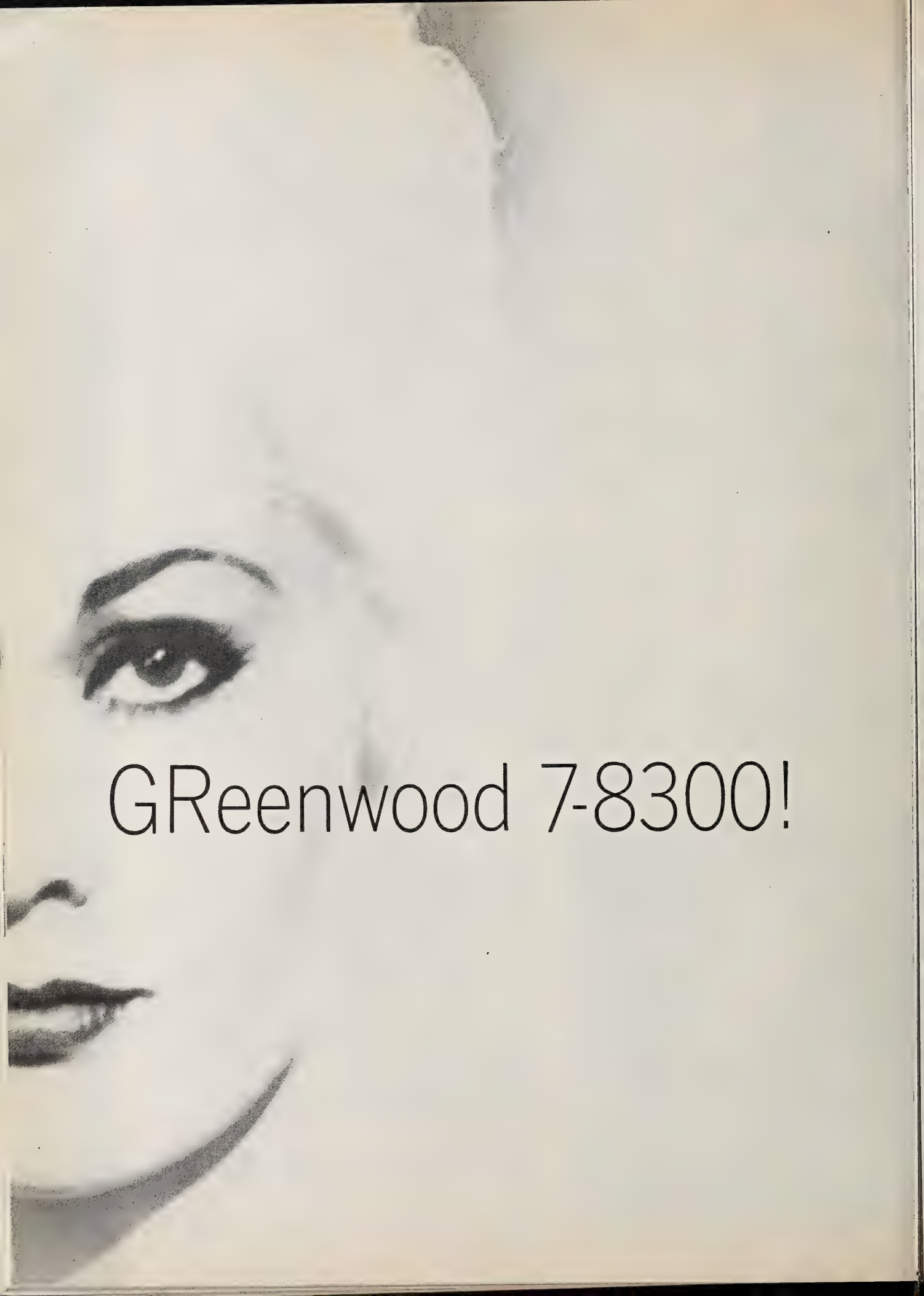
JACKSONVILLE abc NBC



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)


GReenwood 7-8300!

Kim is the name.

And you can reach her, and many more of Hollywood's biggest stars, with a call to WCAU-TV Philadelphia.

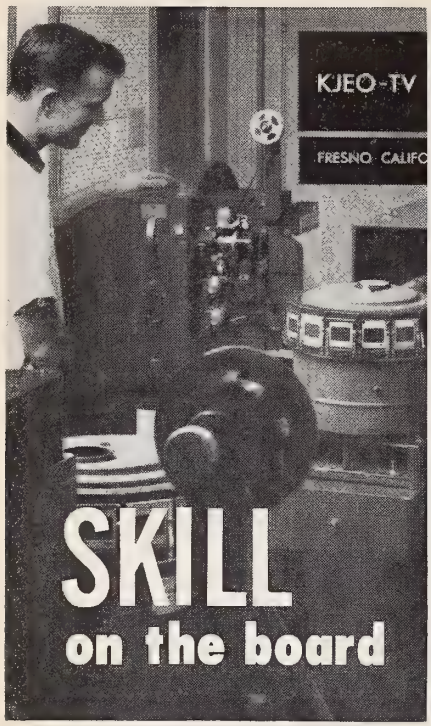
Channel 10 has just added, to its already fabulous feature film library, two new star-studded packages of more than three hundred major post-'48 movies—from both Warner Brothers and Columbia Pictures—never before seen on television.

In the months ahead, Philadelphians will be tuning to 10 to see big premieres like *The Caine Mutiny, Born Yesterday, A Star is Born, The High and the Mighty* and *Rebel Without a Cause*... with big stars like Marlon Brando, Rock Hudson, Judy Holliday, Jack Lemmon, John Wayne, Judy Garland, Doris Day. All coming to Channel 10's top-rated Early Show and Late Show!

In short, "colossal" motion picture entertainment and a "stupendous" advertising buy.

Get the picture?
Dial GReenwood 7-8300 or write to WCAU-TV

Channel 10, Philadelphia • CBS Owned
Represented by CBS Television Spot Sales



Our "board of directors" is the technical best. The kind that knows how — and how important — the advertiser's message is. The "board" gets the word across. And with the kind of finesse that outstrips ordinary competition. The extras that mean "extra sell" — smooth handling of live or filmed commercial material to meticulous and bright delivery of local-live tie-ins — make KJEO-TV your right time buy.

KJEO-TV is talent. Right now, top announcers and top technicians are standing by ready to create the "air time corporate image" you want for your product.

In the Fresno market look no longer. You've got KJEO.

Ratings? We've got them! Starting with both the Nos. 1 and 2 shows in the market! (Nov. '60 Nielsen)

Check with your nearest H-R representative

network affiliation? abc Of Course!

KJEO

CHANNEL 47 Fresno, California

J. E. O'Neill, *President*

Joe Drilling, *Vice Pres. - Gen. Mgr.*

W. O. Edholm, *Commercial Mgr.*

spring convention. The Holiday Inn Riviera Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of **E. W. Herold,** WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival.** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

Advertising Federation of America 1961 Conventions

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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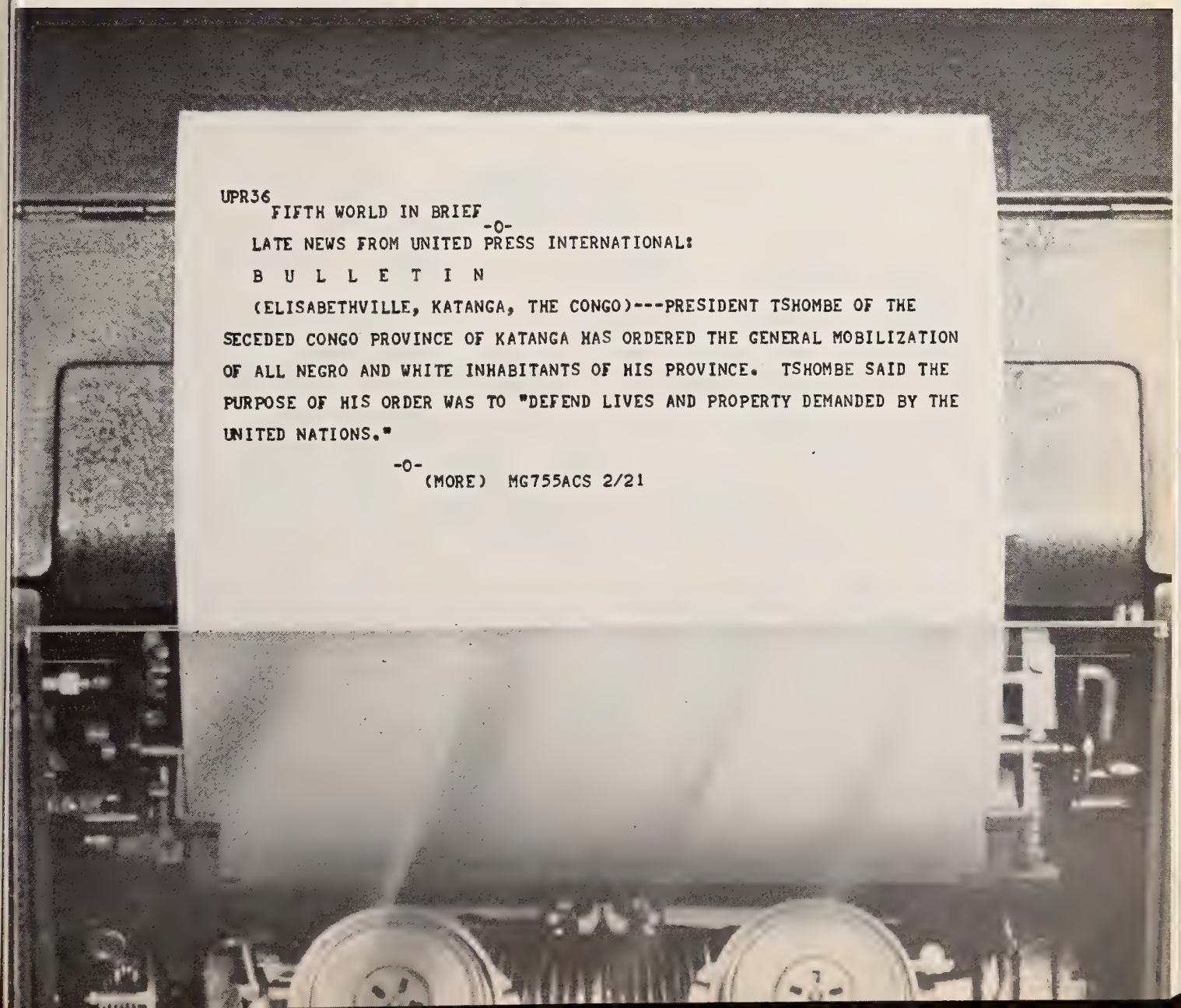
Hours Ahead!

UPI was two hours ahead of the second best effort on this news break, which still dominates the day's news.

In most of the country, this meant that UPI station listeners heard it before they went to work. Others heard it when they came home.

United Press International

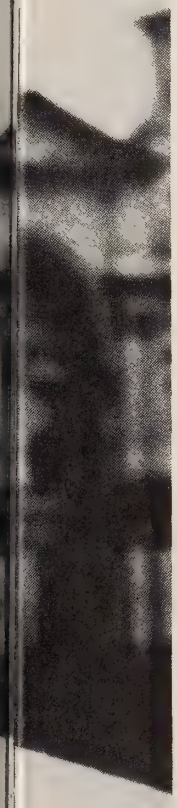
A UPI MAN IS AT THE SCENE





The first of the COLUMBIA POST-48's breaks TRENDEX rating records in NEW YORK, CHICAGO and LOS ANGELES

On Saturday, January 28, 1961
"All The King's Men" was played on the
"Late Shows" of WCBS-TV in New York, WBBM-TV
in Chicago and KNXT in Los Angeles.
Here are the results:



In 7-station **NEW YORK** (11:15–1:30 a.m.)	In 4-station **CHICAGO** (10:00–12:15 a.m.)	In 7-station **LOS ANGELES** (10:30–12:45 a.m.)
23.9 RATING	**26.9** RATING	**24.2** RATING
76.6% SHARE	**51.9%** SHARE	**62.1%** SHARE
ups previous average rating* by **75.7%**	ups previous average rating* by **30.6%**	ups previous average rating* by **68.1%**

*ARB

Clearly, Columbia Pictures Post-1948 features *properly programmed and promoted*—can play an important part in the future success of television stations everywhere.

For details on availabilities, contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

WTRF-TV STORY BOARD



T. R. Effic!

THE SPEEDING CAR hit a shoulder and turned over four times. As the chasing patrolman eased the driver from the wreckage, he asked, "Have you been drinking?" The driver stared at him and with disgust answered, "Hell, yes, I've been drinking. What the hell do you think I am . . . a stunt driver?"

Wheeling wtrf-tv

PROFESSOR: "If I talk too long it's because I forgot my watch and there's no clock on the wall."
STUDENT: "There's a calendar behind you!"

wtrf-tv Wheeling

NEEDHAM SMITH confides that girls' dresses have gotten so short that he wonders what designers will be up to next.

Wheeling wtrf-tv

WE SELL IMPORTANCE . . . it's the most important service we can offer you. From Wheeling, WTRF-TV dominates the Wheeling-Steubenville Market audience and we have figures to prove it. Ask George P. Hollingbery to tell all.

wtrf-tv Wheeling

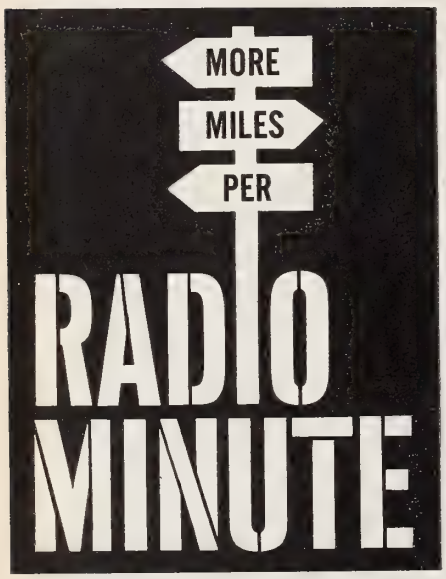
THE SON INTRODUCED the new deacon to his father, who was slightly deaf and a staunch Republican. "Pa," said the son, "here's our new deacon." "New Dealer?" echoed Pa. "No, new deacon," repeated the son and added, "He's a son of a bishop." That pleased Pa and he agreed happily, "They all are!"

Wheeling wtrf-tv

SALES RESULTS make WTRF-TV a primary TV buy . . . and we offer alert advertisers a bonus Merchandising Plan for a sales-boosting extra. Retail outlets? 7,500 of 'em!

National Rep: George P. Hollingbery

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

OPEN MIKE ®

Compliment

EDITOR: . . . My humility struggles with my vanity as I read it [OUR RESPECTS, Jan. 30] and I compliment your staff writer on his effort.—*John O. Pastore, United States Senator.*

The fm story . . .

EDITOR: Please send me 100 reprints "A Dramatic Spurt in Fm Development," [PERSPECTIVE '61, Feb. 20] . . .—*S. A. Cisler, President, WLVL(FM) Louisville.*

EDITOR: Article on Fm outstanding and encouraging. Rush 100 reprints. Sorry you missed Seattle in coverage.—*Bob Ball, General Manager, KGDN-KGFM Seattle.*

EDITOR: We regret that you neglected the Seattle-Tacoma market . . .

Please ship up 100 reprints.—*Cortlandt T. Clark, Vice President-General Manager, KLSN(FM) Seattle.*

EDITOR: Please send 12 reprints . . . —*Thomas R. Bengimina, KCMK (FM) Kansas City, Mo.*

EDITOR: Please send us 1,000 reprints. —*Harold I. Tanner, President & General Manager, WLDM (FM) Detroit.*

EDITOR: . . . I would appreciate . . . ten copies. . . . —*Karl Eisele, KFUO Clayton, Mo. (St. Louis).*

EDITOR: Please send us 50 copies. . . . —*Randy Towry, WAHR (FM) Huntsville, Ala.*

[Reprints up to 500 available at 15 cents each; over 500 at 10 cents each.]

EDITOR: We would like to set the record straight as to the size of the Hooperatings of the top fm station in Lansing as of January 1961. From 6 a.m. to noon the top fm station in Lansing has a rating of 0.2 and the top am station a rating of 11.2; from noon to 6 p.m. the top fm has a 0.6 rating and the top am 8.4.—*Richard M. Pomeroy, Advertising & Promotion Manager, WILS Lansing.*

EDITOR: I cannot consider your article a fair treatment of Detroit. There are eight fm-onlys here; surely, in the nation's fifth largest market (and by the words of your article, one that has an extremely enthusiastic fm audience), more than one station is worth mention. —*Marshall M. Carpenter Jr., President & General Manager, WDTM (FM) Detroit.*

EDITOR: Your excellent article on fm [PERSPECTIVE '61, Feb. 20] uses some of the following terms to describe music heard on fm radio: "popular," "smooth-soft," "good music" and "symphonic." Where is the line drawn between "popular" and "top 100"? Where is the distinction between "symphonic," "light classics" and "good music"?

. . . We feel that this area needs clarification so that all fm stations can describe their music in meaningful terms. —*Sheldon Fisher, Production Director, WTHI-FM Terre Haute, Ind.*

[The terms used were, of course, not invented by BROADCASTING but are those used by the stations themselves to describe their programming. Those stations interested in a more finely drawn classification should name and promote their own.]

. . . and color

EDITOR: . . . You certainly gave the color story [PERSPECTIVE '61, Feb. 20] a thorough coverage. . . . —*Ted Leitzell, Zenith Radio Corp., Chicago*

Ratings & their use

EDITOR: True to his promise, Gov. Collins' remarks [BROADCASTING, Feb. 20] were candid and forthright. . . .

But Gov. Collins also promised some irritation, and there was some in his comments on rating services. . . .

As a matter of fact, broadcasting *is* the master of its own house, whenever, and to whatever degree it chooses. Research may tell *how* many people. It may tell as does Pulse's new Marketing Survey of Network Tv Programs, *what kind* of people, and even what products they use. But research cannot and should not tell the industry whether it is doing the "right thing." . . .—*Sydney Roslow, Director, The Pulse Inc., New York.*

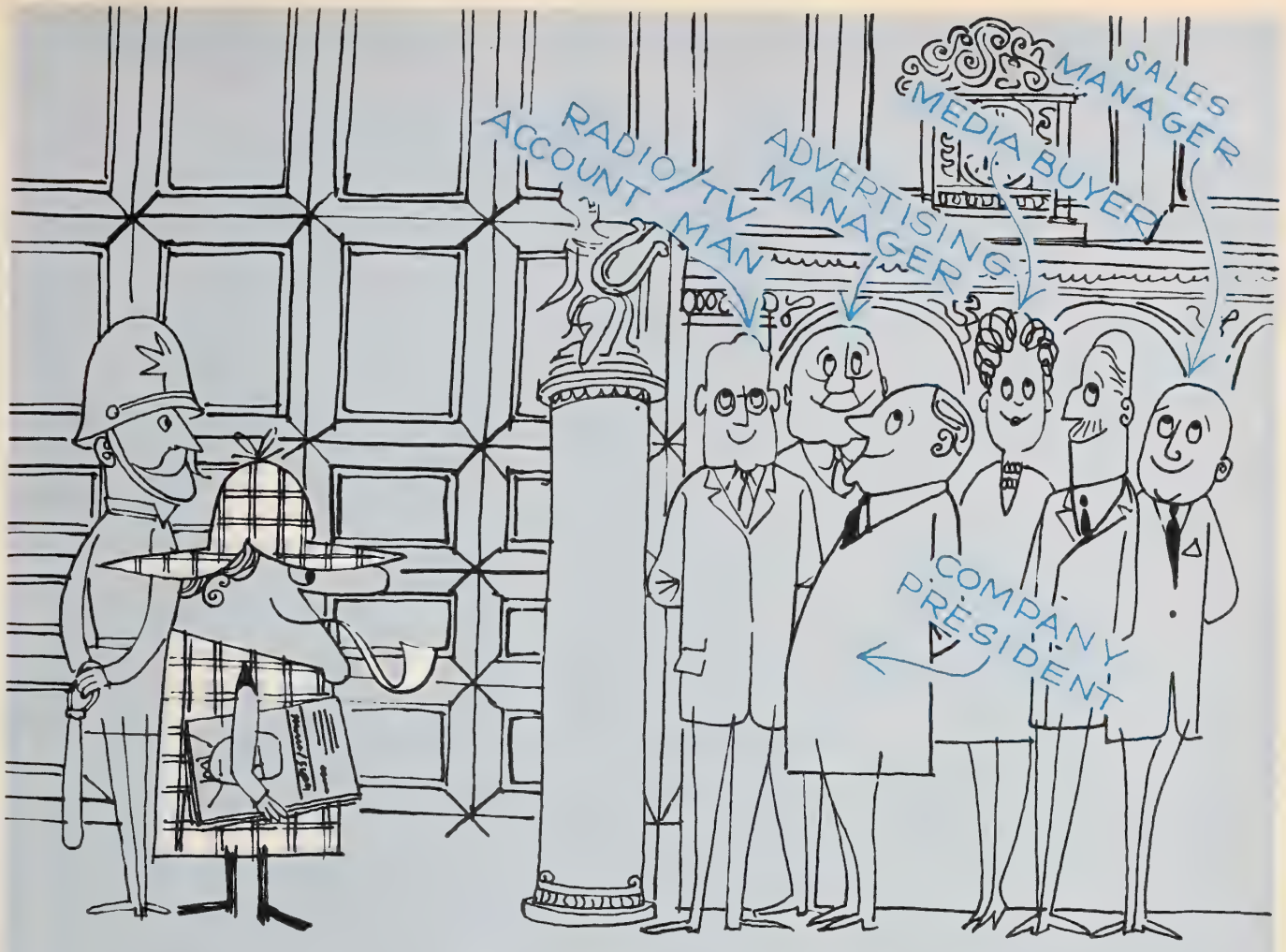
Name dropping

EDITOR: In the Maryland-D. C. Broadcasters Assn. (THE MEDIA, Feb. 20) one name was inadvertently dropped from the story, that of Thomas S. Carr (WBAL Baltimore), who not only is a director of the association, but is chairman of our legislative committee and who did yeoman work in setting up and conducting the meeting.—*Ben Strouse, President, WWDC Washington; Publicity Committee Chairman, Md.-D.C. Broadcasters Assn.*

Correction

EDITOR: . . . We would like to correct an error relative to Liquid Mist Reddi Starch. You state that this product is being marketed by Union Starch & Refining Co., Inc., a subsidiary of the Simoniz Co. [BROADCAST ADVERTISING, Jan 30].

(1) Union Starch & Refining Co. Inc. is not a subsidiary of the Simoniz Co. (2) Liquid Mist Reddi Starch was tested and introduced by Union Starch & Refining and sold to the Simoniz Co. in November 1960. (3) The sale involved the product only, not our company nor any division of it.—*L. S. Barnhart, Advertising & Sales Promotion Manager, Union Starch & Refining, Columbus, Ind.*



Who committed the Time?

Was it truly the Time Buyer?

Or was it the Media Buyer, the Radio/TV Account Man, the Sponsor's Advertising Manager, or perhaps the Company President himself?

Time-buying decisions often involve the entire advertising-marketing complex. Even *Space* Buyers get into the act.

Media/scope is edited for all these decision-makers—for the people who buy or influence the purchase of advertising in all media. Its circulation is concentrated among such people, regardless of title, regardless of advertiser company or advertising agency affiliation.

Your message in Media/scope reaches this important audience of decision-makers . . . provides them with information that helps them buy time on your station.

Media/scope

Now in the March issue:
"Check List for Media Plans"
compiled by the editors of
Media/scope—a comprehensive
list of factors a media planner
encounters in making decisions.

published by Standard Rate & Data Service, Inc.
WALTER E. BOTTHOF, *Publisher*
5201 Old Orchard Rd., Skokie, Ill.
420 Lexington Ave., New York 17, N. Y.
Don Harway & Co., 1709 West Eighth St., Los Angeles 17, Calif.

MONDAY MEMO

from O. W. KLOSE, vice president, Campbell-Ewald Co., Detroit

Where do you get a 'swinging' idea?

Ideas for unusual commercials are likely to come from anywhere. Good ideas can and do come from photographers, film producers or other suppliers. They can also come from account men or even from your neighbor who complains about commercials (try asking him just "how" he would do it better).

It pays to listen to everybody—including the nuts. They may be just far enough out in left field to come up with a swinging idea.

But the idea is just the beginning. It's up to the agency creative director or the copy chief or the writer to find the right technique for giving expression to the idea. The technique by itself is not pertinent, but married to the right idea the result is a commercial that sells.

Consider some of the commercials Campbell-Ewald has done for Chevrolet in television. They took the grand prize and honorable mention at the Venice Film Festival, won the top car commercial award at the American Tv Commercials Festival and Forum and garnered many other awards.

'Slice of Life' ▪ Back in 1958, our tv department looked at a film produced and directed by Jerry Schnitzer. Not a commercial, simply a "slice of life" vignette. It was wonderfully warm and revealing in the way it dealt with people. It was gently humorous. It was easy to identify yourself with the people on the screen. We got the client to look at the vignette, he saw the possibilities and agreed that it might be a way to go.

Trouble was it was nearly impossible to write that kind of technique into a television script. All we could do was develop a situation, write a paragraph delineating it and depend on Jerry's sensitivity, talent and way with people to make it come alive.

The result was a commercial titled "Going to the Dance." It was a two-minute vignette about a teen-age boy borrowing his father's car to take his girl to a dance. There were only six words of audio in the whole commercial. It turned out to be the most "awarded" commercial of the year. We've done several "Schnitzers" since. The one he did last year featuring a family shopping for a station wagon won another honorable mention at Venice.

At least a half dozen of our very best commercials have come from suppliers. Not just from film producers or companies with a television technique to sell, but from people with whom we do many kinds of business and who visit our offices frequently.

Complaint ▪ One day Warren Winstanley, a Detroit photographer who has taken pictures for a number of our print ads, was talking to Bob Murphy, one of our television writers. Winstanley complained that much of the film shown on television was poor photography, poorly composed—and certainly not up to the standards of a professional still photographer.

To prove his point, Winstanley took 800 pictures of a Chevrolet truck. From this batch he selected 340 slides to be put on movie film. We added a soundtrack and it went on the air. The result was quite startling. It wasn't quite squeeze motion and it was anything but a "flock" of slides. It attracted attention. So well, in fact, that we made another one last spring.

Good ideas come from far out of your own backyard, too. For example, we've used ARCO Productions on several occasions. Their first job for us was a commercial titled "An American Visits Paris." It featured a driverless car wending through the streets and past the sights of Paris. Beautiful. And we've done more with them.

Video Tape ▪ Some of our best and most unusual commercials were done on video tape. Chevrolet was a pioneer in the use of the tape medium. One successful experiment solved the problem of squeezing 1½ minutes of commercial into one minute of time. Part of the selling message we wanted to get across, in connection with the Chevrolet Corvair, was the extra load space available in the back of the car with seat folded down. Unfortunately, the script insisted that the actors load the car.

After a couple of dry runs, our producer, Peck Prior, was ready to give up. Then he had a flash of inspiration. He had the actors load the trunk, then he taped them unloading it. When the tape was run backwards you saw the fastest loading job ever witnessed on television.

That success resulted in more experiments with tape, some spectacular, some best forgotten. But we feel that making mistakes is an important part of achieving the unusual. You must provide the freedom to fail or you'll never come up with that truly spectacular "different" commercial.

This year we ran into another interesting television experience. Instead of the usual "variety show," Chevrolet bought co-sponsorship in an exciting adventure series titled *Route 66* on CBS-TV. Research told us we'd have to come up with some pretty unusual commercials if we wanted to be seen in an exciting television show like *Route 66*.

Integration ▪ So we borrowed an idea from the show itself. The continuity is based on the experiences of two boys traveling west on Route 66 and finding adventure along the way. Campbell-Ewald writer Don Frankman drove out Route 66 all the way to Los Angeles to scout situations. As a result, he wrote 13 different commercials, moving from east to west just like the show. The commercials have an element of adventure, of discovery, about them and integrate well with the program.

Sameness in advertising? There doesn't have to be. The ideas are around to be had. It just takes a little bit more work to get the unusual on the air or into print.



Willard Klose, whose 30 years in advertising include pioneering work in radio and tv, is a vice president and director of broadcast creative activities for Campbell-Ewald Co. He was vice president of Lennen & Newell, Chicago, before joining C-E in September 1960. Besides writing and producing radio shows, he has been in radio-tv departments of several major agencies. Prior to L&N, he was with Leo Burnett, Chicago, as copy supervisor, and with Young & Rubicam, N. Y.



An ever-expanding program pattern

Dimension is creating a new depth of audience interest in seven of the largest markets, coast-to-coast.

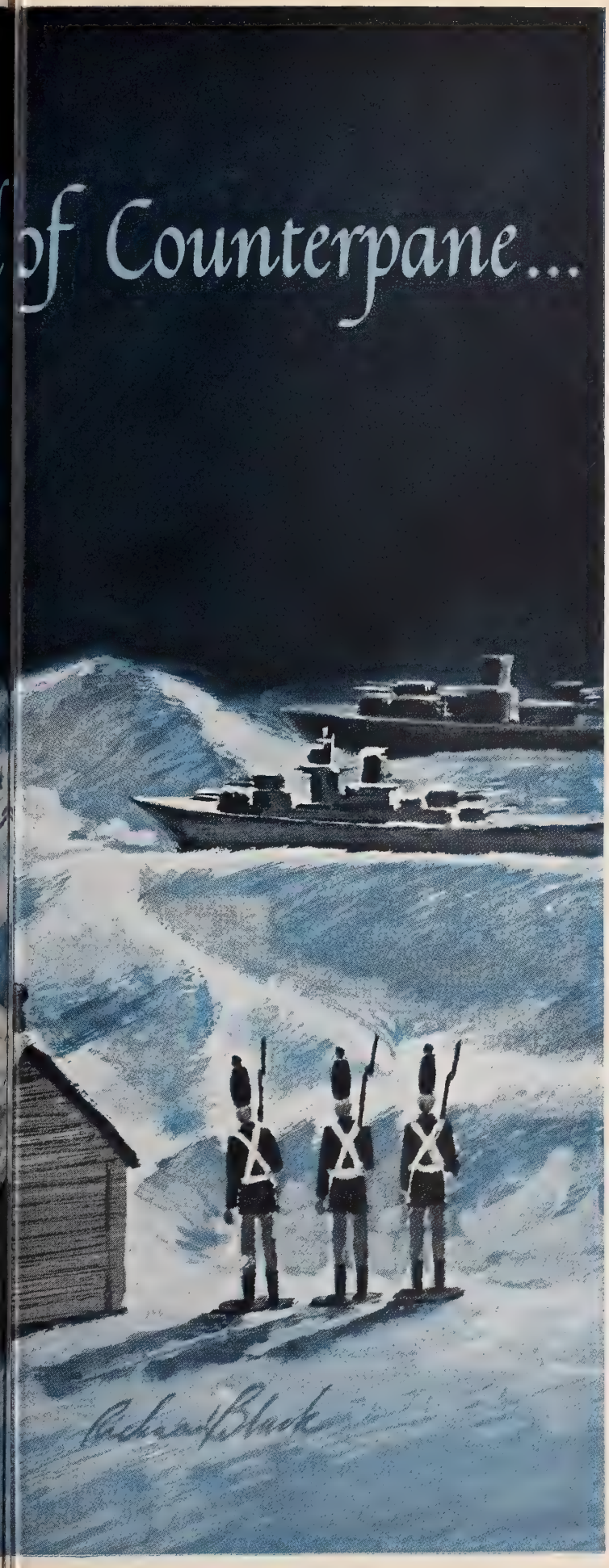
Dimension—exciting vignettes in sound that stir the imagination: "This is my Profession," "Hometown Recollections," "American Landscape," "Bennett Cerf Stories," "Wonderful World of Teens," "Yesterday's Heroes Today," "The Year 2000," Richard Joseph's "Travel Notes," "Dorothy Kilgallen Introduces," and more.

Dimension—conversation pieces by the world's most interesting people: Raymond Massey, Vincent Price, Burgess Meredith, Hildegarde, Carl Sandburg, Celeste Holm, Shelley Berman, Zsa Zsa Gabor, Mischa Elman, Theodore Bikel, Margaret Mead, William Zeckendorf, and many others.

Dimension has been added to the strongest local programs on radio, those of the CBS Owned Radio stations—the idea stations. **Dimension** is an added reason for expanding your sales by reaching large and attentive audiences on:

WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco, WCBS New York, WEEI Boston, WBBM Chicago: The CBS Owned Radio Stations


The Land



When I was sick and lay a-bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.

And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills;

And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.

I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.

— Robert Louis Stevenson

Maybe it's leaden soldiers . . . or ships in fleets . . . or little toy cities . . . sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy . . . this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten . . . like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.



Crosley Broadcasting Corporation,
a division of **Avco**

Quid Produces Quo

$183,000
Cash to Community Club Awards Members

19,000,000
Proofs of Purchase

W-I-T-H with CCA is Baltimore's Most Powerful Selling Force!

Ever since Eve lured Adam in that garden, women have had control of things . . . money included. For example, Baltimore women have presented over NINETEEN MILLION proofs of purchase as part of W-I-T-H's Community Club Awards. And W-I-T-H, being men—*businessmen,* and only human—has rewarded these fast-buying women with $183,000 in cash. How do you like *them* apples?

And CCA is only part of the W-I-T-H sales-success story. Only W-I-T-H has such extensive merchandising tie-ins with Baltimore's leading drug and grocery outlets, offering you in-store promotions, displays, bargain-bar features and other forms of sales-proven, sales-producing extras. They all add up to make W-I-T-H America's greatest selling station. Write, wire or phone today for full details.

RADIO **W-I-T-H** PERSONALITY *Baltimore*

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 6, 1961 Vol. 60 No. 10

Who pays check for America's pastime?

RADIO-TV SUBSIDIZE BASEBALL WITH $17 MILLION FOR RIGHTS

Triggered primarily by the American League's controversial expansion, a boost in televised games, color television and a king's ransom in extras, baseball billings in 1961 will soar to an all-time high estimated at $75 million, according to BROADCASTING's annual survey. This surpasses last year's overall estimated tab of $70 million (BROADCASTING, March 14, 1960), far and away baseball's most productive year in broadcast billings.

Baseball teams in the two leagues will receive a total estimated at $17.3 million from broadcasting. This is broken down to approximately $6.3 million to the 10 teams in the American League, $5 million to the eight teams in the National. In addition CBS-TV and NBC-TV will pay $2.7 million for their *Game of the Day* telecasts and the World Series and All-Star rights have brought in another $3.2 million.

These rights have in turn been sold to sponsors under many different types of contracts with beer companies the biggest single advertising classification. These contracts are estimated to total $75 million this year as compared to $70 million a year ago.

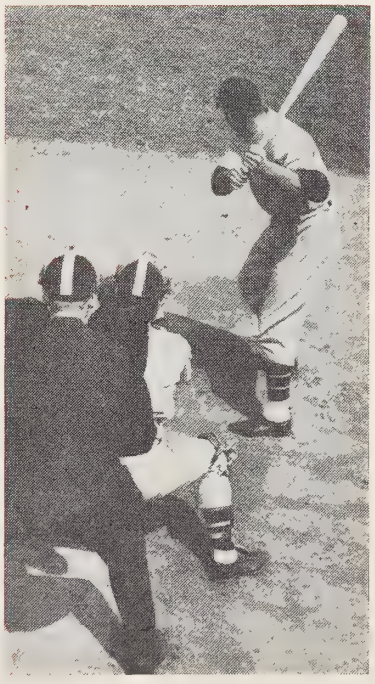
Advertisers Eager ▪ The back-to-back record seasons (with another already set for 1962) have disproved the charge that some clubs are pricing themselves out of the market. Bidding in 1961 has been described on all fronts as highly competitive with most advertisers seeking to renew promptly so as to keep others out of the bidding.

The American League's decision to expand will bring baseball nearly $2 million more revenue than was spent for broadcasting rights in 1961 (see chart page 30), with most of it coming from the new territories.

So good is business this year that Mutual Broadcasting's failure to renew its estimated $750,000 *Game of the Day* broadcasts has made but a minor dent in the overall picture. Also adding to the rosy hue is the fact that most contracts already are firmed up—a turnabout from the last-minute chaos usually prevalent in the final pre-season week.

Revenue Boom ▪ Biggest factors in the increased rights revenue are the fees from the major markets of Los Angeles and Minneapolis-St. Paul, a rejuvenation in Washington and the hike from a 154- to a 162-game schedule for each of the 10 American League teams. To this has been added an almost unanimous move to televise more games. In the American League most clubs are telecasting more games than last season with the others remaining pat. In the National League the San Francisco Giants, one of the two tv holdouts (Milwaukee is the other), has seen the light and will move into tv with 11 games, all from Los Angeles.

Color tv—now a byword in Chicago where the White Sox and Cubs swear by it (see story page 34), and in Cincinnati where WLWT (TV) has successfully pioneered night colorcasting—still is a year away from any major financial impact. Current contracts will expire prior to the 1962 season thereby opening up a new area of bargaining. Pay tv has not reached the baseball front—but a spokesman for the sport says that provisions already are being made for that eventuality.



$75 million tab will be picked up by baseball sponsors
$17 million will go to baseball teams for radio-tv rights
$1.3 million more goes to teams this year than last
More games will be broadcast by radio and tv than ever before

Both NBC-TV and CBS-TV will be spending high, wide and handsome for their respective *Game of The Day* packages with an estimated combined figure of $26 million, up 10% over 1960.

Exodus of Mutual ▪ Reasons for Mutual's departure from *Game of The Day* broadcasts after a 10-year association, according to Robert Hurleigh, MBS president, were (1) that enlargement of baseball networks had sharply reduced the number of stations eligible to be served by *Game of the Day* and (2) the desire expressed by Mutual affiliates to keep emphasizing news broadcasts rather than dropping them for baseball. In this connection it was pointed out by an MBS spokesman that 1961 promises to be a "big news year."

Emerging as a relatively new "face" in the baseball picture is Sports Network Inc., New York, which provides facilities and services for coverage of out-of-town games for major league clubs. SNI expects to be active in 450 tv games and in excess of 3,000 on radio. It has its own personnel, though on occasions local station employes are engaged.

In the sponsor department the breweries, as usual, are the kingpins (17 of 18 teams with the Los Angeles Dodgers the lone exception). Tobacco and oil companies follow in that order. Individually, the Theo. Hamm Brewing Co., last year's leader (excluding Gillette), has reduced some of its spending, thus encouraging the leadership challenge of Falstaff Brewing Co. which surges via purchases of the Los Angeles Angels.

Good Baseball Year ▪ The fact that 1961 is looming as a great year for baseball has inspired much of the advertisers' quickness to firm their contracts at an early date, or miss out on the expected bonanza. Whereas but a handful of clubs (those still in the pennant fight near season's end) are given a chance of bright financial profits, 1961, the experts say, will begin a new era in baseball with the emergence of Pittsburgh, Baltimore and St. Louis as league powers, in addition to the old standbys, and Los Angeles, Minnesota

and Washington profitable curiosity points if nothing else. This means more interest and more money—on all fronts.

The Future ▪ Although 1961 is expected to reach a new high for billings and rights, 1962 will be better—perhaps by as much as $10 million more, with National League expansion into New York and Houston (first southwestern baseball entry); the start of Gillette's new 5-year $4 million-plus World Series-All-Star Game package; possible entry into television of Milwaukee; new color contracts in Cincinnati, Chicago and possibly other places, and rights renewals for most National League teams. If it proves nothing else it does reveal that broadcasting's traffic will bear plenty and that its limit has not been reached and won't be for a while.

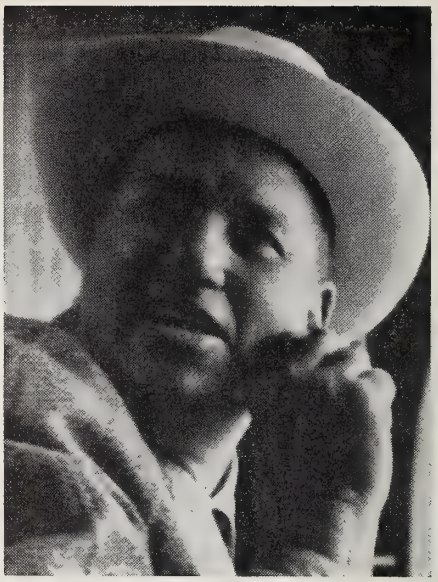
Below are the 1961 lineups as of last Friday.

AMERICAN LEAGUE

Baltimore Orioles: WJZ-TV Baltimore will telecast 50 Oriole games (11 at home and 39 away) on a regional hookup in the surrounding area. Theo. Hamm Brewing Co., through Campbell-Mithun, Baltimore, and P. Lorillard Co., through Lennen & Newell, New York, will co-sponsor for television. WBAL Baltimore, will broadcast the Orioles' complete schedule plus 12 exhibition games starting March 11 with Hamm Brewing Co. picking up ⅓ sponsorship and 12 local firms sharing the remaining ⅔. Herb Carneal and Bob Murphy will air games on tv with Joe Crogan handling play-by-play on radio.

Boston Red Sox: The entire Boston schedule will be broadcast by WHDH, that city, with 56 contests to be carried on WHDH-TV on weekends, holidays and on 10 evenings. Radio coverage will be extended to a network of 40 stations in New England. A tv network of four cities—Hartford, Providence, Portland and Bangor (Maine) will be fed the tv coverage. Sponsors will be the Atlantic Refining Co. through N. W. Ayer & Son, New York; Narragansett Brewing Co., through Doherty, Clifford, Steers & Shenfield, New York, and American Tobacco Co., through BBDO, New York. Curt Gowdy, Art Gleeson and Ned Martin will provide play-by-play and color.

Chicago White Sox: Daytime home games will be colorcast for the second consecutive year on WGN-TV Chicago (see feature sidebar page 34) with a card of 15 night games in black-and-white. Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis, will co-sponsor on tv. The alternate sponsorship is not set except for Camel cigarettes, which will take one-quarter. Jack Brickhouse, assisted by Vince Lloyd, will do play-by-play for the 14th year. Opening home game is April 18. In radio, WCFL Chicago, will feed all games on a network of more than 60 stations in several states—extending as far as 1,200 miles. Season begins March 10 with spring training games. Ralph Kiner, ex-National League home run champion, and Bob Elson will handle play-by-play. Sponsorship includes renewals by General Tire & Rubber Co. through D'Arcy Adv., New York; General Finance Co. through Gordon Best, Chicago, and Anheuser - Busch's Budweiser beer through D'Arcy Adv., St. Louis. Newcomer is American Tobacco Co. through Gumbinner, New York, replacing White Owl cigars.



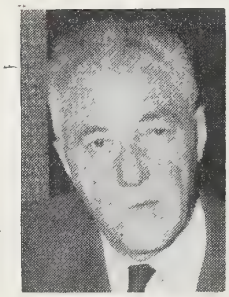
Dizzy Dean, colorful ex-pitcher, announces the 'Baseball Game of the Week' on CBS-TV.

Cleveland Indians: WJW-TV Cleveland will telecast 56 Indian games and WERE-AM-FM will broadcast the complete schedule over a 35-city network. Television sponsorship—⅓ each—is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland; Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and American Tobacco Co. through BBDO, New York. Carling also sponsors on radio with others still to be named. Play-by-play will be handled by Ken Coleman and Harry Jones on tv and Jim Dudley and Bob Neal on radio.

Detroit Tigers: Repeating last year's coverage, Stroh Brewery Co. through Zimmer, Keller & Calvert and Speedway Petroleum Corp. through Doner Co. will each take one-third of a big radio-tv package. WKMH Dearborn, Mich., will originate a feed to a network of some 50 stations that includes WWJ Detroit (afternoon games) and WJR there (evening games). In prospect is a third-sponsorship sale to American Tobacco Co., possibly for Lucky Strike, through BBDO, New York. About one-third of the Tiger schedule under the same sponsorships will go on tv with

Pay tv may have long wait for World Series

Baseball's World Series will become available to pay tv only when 25% of the population is subscribing.



Mr. Frick

This is the position of Ford Frick, baseball commissioner, who arranges for radio and tv rights for the World Series each year. This 25% pay-tv coverage figure is written into the five-year contract signed last year by Mr. Frick and NBC and Gillette, according to Mr. Frick (BROADCASTING, Feb. 29, 1960).

Coverage, Mr. Frick feels, is just as important as income when the World Series is involved. In some respects coverage is more important: "The World Series is our show case," Mr. Frick said the other day. "We've got to show it to as much of the country as we can."

When pay tv has a coverage that encompasses one-fourth of the nation, baseball will be receptive to bids, Mr. Frick emphasized. "We are not interested in pay tv in isolated cases," the baseball commissioner stressed, "only in national coverage." He acknowledged that no one has yet approached him to put the World Series on a pay tv basis, either air or wire.

In the U. S., plans are underway to run an FCC-approved three-year over-the-air test of Phonevision in Hartford, Conn. (BROADCASTING, Feb. 27). Under RKO General auspices, it is expected to begin in six months. A wired operation is under serious consideration in Little Rock, Ark., where a local group has asked the state public utilities commission to order Southwestern Bell T&T to furnish lines to the group. This will use the Telemeter coin-box method, the same system that is being run in the Toronto suburb of Etobicoke at the present time.

Earresistible

When the people in Hamlin and environs wanted a job done they called on the Pied Piper. For action in Cleveland they pipe for WHK. It's the radio station with the most followers-biggest audience and largest number of local clients. Lock up your family if you don't buy* WHK

CLEVELAND

A Metropolitan Broadcasting station
V.P. & General Manager: Jack Thayer
National Rep: John Blair & Co.

**PULSE: DECEMBER 1960. HOOPER: JAN.-FEB. 1961*



What baseball gets from broadcasting

Below is an itemized breakdown of the way baseball teams get an estimated $17,346,000 from broadcasters. While many of the figures are estimates each has been checked with appropriate executives and is as accurate as it is possible to obtain. For details on sponsorships see story.

American League

Team	1961 Rights	1960 Rights	Change
BALTIMORE	$ 600,000	$ 600,000	None
BOSTON	600,000	500,000	+$ 100,000
CHICAGO	800,000	750,000	+ 50,000
CLEVELAND	700,000	625,000	+ 75,000
DETROIT	600,000	600,000	None
KANSAS CITY	400,000	400,000	None
LOS ANGELES	750,000	*	+ 750,000
MINNESOTA	600,000	*	+ 600,000
NEW YORK	1,000,000	900,000	+ 100,000
WASHINGTON	300,000	200,000	+ 100,000
A. L. TOTAL	$ 6,350,000	$ 4,575,000	+$1,775,000

National League

CHICAGO	$ 500,000	$ 500,000	None
CINCINNATI	480,000	480,000	None
LOS ANGELES	1,000,000	1,000,000	None
MILWAUKEE	800,000	800,000	None
PHILADELPHIA	500,000	500,000	None
PITTSBURGH	500,000	350,000	+$ 150,000
SAN FRANCISCO	900,000	750,000	+ 150,000
ST. LOUIS	400,000	400,000	None
N. L. TOTAL	$ 5,080,000	$ 4,780,000	+$ 300,000
Two-League Total	$11,430,000	$ 9,355,000	+$2,075,000
CBS-TV (*Game of The Day*)	$ 1,333,000	$ 1,212,000	+$ 121,000
NBC-TV (*Game of The Day*)	1,333,000	1,212,000	+ 121,000
Mutual Broadcasting (*Game of The Day*)	did not renew	750,000	– 750,000
World Series and All-Star Games	3,250,000	3,250,000	None
Grand Rights Total	**$17,346,000**	**$15,779,000**	**+$1,567,000**

*No franchise.

WJBK-TV Detroit feeding a network of seven stations. Season is longer this year, running April 11 to Oct. 2.

Kansas City Athletics: Joseph Schlitz Brewing Co. through Majestic Adv., Milwaukee, has signed for full radio sponsorship on WDAF Kansas City and a six-station regional network and will sponsor one-half of the tv coverage on WDAF-TV. A card of about 30 games, not yet set, will be telecast. Radio coverage starts March 27 with a dozen exhibition games and will include all 162 games of the regular season. Merle Harmon and Bill Grigsby will do play-by-play. Schlitz may re-sell part of its radio sponsorship to another advertiser before the season begins, but nothing is definite on this now.

Los Angeles Angels: KMPC Los Angeles will broadcast the new Angels complete schedule plus 15 pre-season games under sponsorship of Falstaff Brewing Co. through Dancer-Fitzgerald-Sample; J. A. Folger Co. through Fletcher Richards, Calkins & Holden and Brown & Williamson through Ted Bates. Each will share ⅓ sponsorship in 22-city network that will cover southern California, Arizona and Nevada. On television KHJ-TV Los Angeles will telecast 26 games—6 pre-season, 10 home and 10 away—with Falstaff, Brown & Williamson and the Southern California Chevrolet Dealers (through Eisaman, Johns & Laws, Los Angeles) each picking up ⅓. Bob Kelley, Don Wells and Steve Bailey will cover play-by-play.

Minnesota Twins: WTCN (TV) Minneapolis-St. Paul, in the first of a three-year contract, will telecast 50 games (17 on weekends) of the new American League team (formerly the Washington Senators). WCCO Minneapolis will broadcast the club's 162-game schedule on a seven state regional network. The Theo. Hamm Brewing Co. for Hamms beer will sponsor on both radio and tv. Telecasts begin April 11. Some spring training games will be broadcast. Bob Wolff, Ray Scott and Halsey Hall will provide the commentary.

New York Yankees: WPIX (TV) will televise Yankee games for the 10th consecutive year, while radio broadcasts will be carried on WCBS-AM-FM New York, under a new three-year contract. WMGM New York, which had carried the Yankee games for the past three years, has challenged the alignment with WCBS. WMGM claims its radio broadcast rights were to run through the 1961 season. P. Ballantine & Son and R. J. Reynolds, both through William Esty Co., will repeat their co-sponsorship of radio-tv coverage. Tv schedule: 81 home games, 48 away games and four exhibition games. The first pre-season telecast has been set for March 12. Regulation game telecasts



HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton Ohio

SEAL OF GOOD PRACTICE

commence April 11 and end Oct. 1. WCBS-FM will carry the full 162-game schedule as well as all exhibition games. The am outlet will carry 142 games, excluding only those scheduled on weekday afternoons. Yankee games also will be broadcast on a 40-station "Home of Champions" radio network, covering New York, Connecticut and western Pennsylvania. Mel Allen, Red Barber and Phil Rizzuto are Yankee sportscasters.

Washington Senators: WTOP-AM-FM-TV Washington will broadcast the full slate and will telecast 30 games (6 more than last year) of the new Senators on a several state regional network. P. Ballantine & Son (Ballantine beer) and R. J. Reynolds Tobacco Co., both through William Esty Co., New York, each will sponsor ⅓ on television with the remaining ⅓ not sold as of now. Ballantine will also sponsor 4/9 on radio with 12 local firms sharing the remaining 5/9. Those already set are Briggs Meats and Washington Gaslight Co., both through Kal, Ehrlich & Merrick; Sears, Roebuck through Alvin Epstein Adv., and Bruce Hunt (clothing store) through Abramson Adv., all Washington agencies. Other sponsors not complete. Play-by-play will be handled by Dan Daniels and John F. MacLean.

NATIONAL LEAGUE

Chicago Cubs: As in the case of the White Sox, WGN-TV will carry all daytime home games in color, covering 77 games, with co-sponsorship signed by Theo. Hamm Brewing Co. through Campbell-Mithun, Minneapolis, for this season and next. Camel cigarettes also has been signed for one-fourth sponsorship with the rest not set. WGN also has radio rights to the Cubs with sponsorship one-third sold to Oak Park Federal Savings and Loan Assn. through Roy Conner & Assoc., Aurora, Ill. The other portion is still in negotiation.

Cincinnati Redlegs: Color telecasting of day and night games again this season will be standard operating procedure at WLWT (TV) Cincinnati using the highly sensitive GE pickup tube. Apparently the sponsors like it, too, because they all have renewed: Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati; Standard Oil of Ohio through McCann-Erickson, and Colgate Palmolive Co. through Ted Bates. The Crosley Broadcasting Co. station will feed the colorcast coverage to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton, both Ohio, and will also feed WSAZ-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Season starts April 11. On radio, the Redlegs will be fed by WKRC Cincinnati to a network of more than 50 stations, 45 of which already have signed for the new season. The whole radio package will be sponsored by Burger Brewing Co. through Midland Adv. It will be Burger's 20th year of baseball radio.

Los Angeles Dodgers: Union Oil through Young & Rubicam, Los Angeles, and American Tobacco (Tareyton cigarettes and Roi-Tan cigars) through Lawrence C. Gumbinner Adv., New York, co-sponsor all Dodger games on radio (154) and television (11, all at San Francisco against the Giants) on KFI and KTTV (TV), respectively, both Los Angeles. KTTV also does pickups of Giant games in Los Angeles for KTVU (TV) San Francisco-Oakland. Radio network will encompass 19 stations. Sponsors are the same as last season. Play-by-play will be done by Vin Scully, Jerry Doggett and Chuck Bennett.

Milwaukee Braves: All three sponsors have renewed for the radio-only package that totals up to nearly 50 stations in a several state area. These include Miller Brewing Co. through Mathisson & Assoc., Clark Oil and Refining through Tatham-Laird and American Tobacco Co. (Tareyton cigarettes) through Gumbinner Adv. Miller signed its second five-year pact for radio coverage in 1958. Originating outlet again will be WEMP Milwaukee with duplicate coverage also to be aired by WTMJ and WMIL-FM, both Milwaukee. Mathisson handles details of the baseball package. Club does not televise any games. Earl Gillespie and Blaine Walsh will do play-by-play for the 9th consecutive year. Spring training broadcasts begin March 11.

Philadelphia Phillies: WFIL-AM-TV Philadelphia again will carry the Phillies' games. The radio schedule: 20 pre-season games and 154 regulation games. Some 20 other radio stations in eastern Pennsylvania, New Jersey, and Delaware form a Phillies radio network. Tv schedule: 20 home games, 35 away games. All but 16 telecasts are daytime games. Other tv stations picking up the Phillies are WGAL-TV Lancaster and WNEP-TV Wilkes-Barre-Scranton, both Pennsylvania. Radio-tv sponsorship is the same as 1960: Atlantic Refining (N. W. Ayer & Son) is back for the 26th year; P. Ballantine & Son through William Esty Co., New York; Bayuk Cigars through Werman

Florida enjoys annual baseball boom, too

The business of baseball rose to a peak in Florida last week as 13 major league and 50-odd minor league clubs fielded their full squads in training camps.

Thousands of dollars pour into resort coffers every day as close to 2,000 players, coaches, other club personnel, broadcasters and sports writers go about their pre-season activities in the generally sunny state.

The importance of the sport to Florida is shown by the spirited bidding by cities for the spring training activities. All but five major league clubs are installed around central and southern Florida. The camps are a star tourist attraction.

"Once more Florida has the honor of hosting a California team, the Los Angeles Dodgers who are camped in typically deluxe quarters at Vero Beach," the Florida Development Commission proudly announced. It suggested this "is an endorsement of Florida's superior weather for spring baseball training, and fans from all over the nation will have a chance to get preview looks at their favorites as they, too, enjoy Florida's fabulous commodities—sunshine, beaches, fishing, recreation and easy living."

The state is a busy programming source for radio and tv stations in the North as tape, film and telephone beep accounts of training activities are transmitted northward. While no estimate has been made of the amount of sponsored time sold, it's known to be significant.

Of more significance to Florida is the power of baseball training to extend the peak tourist season through March and into April. The liveliest municipal bidding appears to be efforts by Fort Lauderdale and Miami to lure the New York Yankees away from St. Petersburg.

Florida is celebrating its 73rd anniversary of major league spring training camps. The Washington Senators were the first to train in the balmy climate, pitching camp in Jacksonville in 1888. In 1903 the Philadelphia Athletics moved into the city and soon the Florida camps were sprouting all over the state.

There's one cloud on the horizon—the clubs are annoyed at the refusal of hotels to house Negro players, who usually are shunted to rooming houses.

More and more radio and television stations in or near training-camp cities are originating games for home-town audiences while thousands of dollars are spent daily by players and club personnel in the usual round of pre-season activity.


wmca 570kc
has New York
in the bag. Proven sales
results have kept 1
out of every 5 wmca
advertisers on the air
five years or more.
wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group

& Schorr, Philadelphia, and Tasty Baking through Aitkin-Kynett, Philadelphia. Each sponsor has an equal share, and under a rotation plan there will be three sponsors for each game. Play-by-play will be handled by Byrum Saam, Frank Simms and Claude Haring.

Pittsburgh Pirates: KDKA Pittsburgh will broadcast the entire Pirate slate with 35 of these (and possibly more) to be presented on KDKA-TV. On radio the coverage will be provided to a network of 26 stations in Pennsylvania, Ohio and West Virginia. The sponsorship this year will be by Atlantic Refining Co. through N. W. Ayer & Son, New York; Ford Motor Co. of Allegheny County through J. Walter Thompson, New York, and Iron City Brewery through Ketchum, McLeod & Grove, Pittsburgh. Jim Woods, Bob Prince and Paul Long will do the sportscasting.

San Francisco Giants: KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, N. Y.; J. A. Folger Co. (coffee) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) through Lawrence C. Gumbinner Adv., N. Y., each sharing ⅓ sponsorship. The Giants also will break their self-imposed tv barrier with 11 telecasts—all away games with the Los Angeles Dodgers—on KTVU (TV) San Francisco-Oakland. Falstaff picks up the entire tv tab. This is the first tv venture for the Giants since moving to the west coast in 1958. Russ Hodges and Lon Simmons will handle commentary on both radio and tv.

St. Louis Cardinals: As in previous years, KMOX St. Louis will feed a radio network of some 60 stations in nearly a dozen states for sponsorship by Anheuser-Busch's Busch Bavarian beer through Gardner Adv., St. Louis. Although there is no telecasting when the Cardinals play at home, about 40 road games will be carried for Busch on KPLR-TV there. For many years the Cardinals radio network has claimed to be the biggest, but it is being challenged now as some of the other regional groupings press the 60-station mark, too.

NETWORKS

CBS-TV: Approximately 160 stations will carry CBS-TV's *Baseball Game of the Week* in the U. S. and about 40 Canadian stations will present about 12 games out of 50 contests scheduled on Saturday and Sunday by the network. Network officials said they were lining up various regional sponsors for the games but could announce at this time that only Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, would underwrite the games in various areas of the Midwest. Former major league stars Dizzy Dean and Peewee Reese will handle the announcing chores.

NBC-TV: Weekend telecasts of top major league games will commence on 150 stations April 15-16. A total of 50 Saturday-Sunday games will have been telecast when the last tv game is played on Oct. 1. Lindsey Nelson and Joe Garagiola will call the play-by-play on NBC-TV's *Major League Baseball* series. First advertisers to sign: General Insurance Co., via Cole-Weber Adv., Seattle, for one-quarter on alternate Sundays; Anheuser-Busch, Busch Bavarian beer, via Gardner Adv., St. Louis, one-half sponsorship on both Saturday and Sunday in the Midwest. The games will not be seen in any major league market, and no colorcasts have been set.

Bonus for top spot

The new Minnesota Twins are claiming a baseball first in their "incentive plan" sale of broadcasting rights to WTCN-TV and WCCO, both Minneapolis-St. Paul. Simply, here's the plan: The Twins sold their rights on the basis of finishing anywhere between fourth and tenth place. If the Twins finish higher, the stations will pay an additional rights fee. A first place finish would net an estimated extra $60,000 for the team, a 10% boost.

Baseball in full color promises future profit

WGN-TV Chicago, which last year began full scale colorcasting of baseball games, feels the impact of color tv might very well establish a "New Frontier" in the national pastime. Last year's experiment—the colorcasting of 120 games of that city's White Sox and Cub games at virtually black-and-white prices—prompted these words from Ward Quaal, WGN-TV's vice president and general manager:

"Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion. We believe in color because it is *better* television."

Indicative of Mr. Quaal's feeling is WGN-TV's new radio and tv center on Chicago's north side, an all-color operation featuring live, local programming and increased emphasis of the use of color prints on feature and syndicated film prints.

Financial reflection actually will not be realized until 1962 when the broadcast rights of both the Cubs and White Sox will undergo revision because of the National League's expansion plans (meaning an additional eight games to the Cubs' schedule) and the possibility of nighttime colorcasting which the station hopes to install.

WLWT (TV) Cincinnati, successful pioneer in nighttime colorcasting, also will not realize any additional profits from its venture until 1962 when the Redleg rights are renewed. No figures are available from 1960's test, but WLWT officials report a heavy saturation of color set sales in Cincinnati and a solid share of the audience despite the fact that the Redlegs had a relatively poor season.

Pulse to start a new in-home interview method

The Pulse Inc. will announce officially this week the start of a new in-home interview method which is designed to eliminate two problems that occur regularly in its monthly or bi-monthly reports on viewing and listening. A Pulse spokesman said last week that continuing coincidental in-home interviews began March 1 in the top 20 markets, and the service will expand to all markets "as quickly as possible."

The new interview technique, which, in effect, will validate the research company's recall findings based on the roster reconstruction method, has been initiated to check upon the listening and viewing by (1) the not-at-home families, and (2) short-span memory loss. Results of the coincidental in-home interviews, which will constitute 6-9% of the total aided recall interview sample, will be released at no extra charge to clients in the regular monthly or bi-monthly Pulse reports.

Agency appointments...

▪ Benson & Hedges (Canada) Ltd. appoints James Lovick & Co. Ltd. and Kenyon & Eckhardt Ltd. for handling of new cigarette accounts. Media plans will be announced at a later date.

▪ The American Petroleum Institute, N.Y., appoints J. Walter Thompson Co. for a program of research and advertising to stimulate automotive travelling. A research project now underway is designed to learn what motivates car owners to travel and to give an indication of which advertising media will be most effective to attain the institute's objective.

▪ Exquisite Form Brassiere Inc., N.Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency for the Exquisite Form Brassiere and Feminine Form divisions. EF's budget will be above last year's ($500,000), and will be used in both print and broadcast media.



At home in the country or the city... wherever important things are done or discussed, you'll find the "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV, New York, N.Y.
WTTG, Washington, D.C.
KOVR-TV, Sacramento
Stockton, California
WTVH, Peoria, Illinois
WTVP, Decatur, Illinois

RADIO STATIONS

WNEW, New York, N.Y.
WHK, Cleveland, Ohio
WIP, Philadelphia, Pa.

INTERNATIONAL

WRUL, Worldwide
Broadcasting System

OUTDOOR ADVERTISING

FOSTER & KLEISER
operating in Washington,
Oregon, Arizona
and California

Gown by Lanvin-Castillo, Paris
Photograph by Peter Fink

A Report



A recent independent study made by a professional consultant found in 10 outstanding college food, nutrition, and health textbooks that, without exception, among other breakfasts, a basic cereal breakfast, mostly based on the Iowa Breakfast Studies* appeared in every textbook examined.

These studies, originated in 1948 by the College of Medicine at the State University of Iowa, demonstrated that an adequate breakfast was beneficial, whereas previously only opinion prevailed.

**A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.*

CEREAL INSTITUTE, INC.
135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat

Harvester radio show goes out to dealers

A significant business prospect for the smaller market or suburban radio station developed in Chicago as International Harvester Co., through Young & Rubicam there, ordered pressings last week on a series of 40 quarter-hour radio shows for distribution to U. S. International Harvester dealers.

The package, which instructs dealers to contact all radio stations in their areas to get rate information and offers a $4 per program cooperative advertising incentive, marks the manufacturer's major entry into the general consumer automotive field. I-H is introducing its new Scout multi-purpose family car. Young & Rubicam expects about 200 dealers initially will place the program, *International Showroom With Wonderful Wally Phillips,* and hopes eventually for 400 or more.

With the Scout, Harvester moves out of the farm-oriented market with which it has been identified, and shoots for the "suburban living" market near the big cities, as well as the second-car market in the city. I-H is a heavy broadcast user. Of the 40 shows, 13 will promote the Scout, and 13 the Travelall, a station wagon convertible for commercial use introduced about a year ago and redesigned for 1961. Another 13 will promote the C-line of commercial vehicles and 1 will advertise I-H in general.

The I-H series marks the first radio syndication package to be sold by WGN Chicago at its new broadcast center. WGN-TV currently is syndicating *Great Music From Chicago* in 19 markets.

Tidewater buys specials for tv use in 50 cities

Tidewater Oil Co., through Foote, Cone & Belding, Los Angeles, has purchased two one-hour tv specials: "The Race for Space" and "Project: Man in Space," from David L. Wolper Productions for 50 markets.

"Race for Space" will be broadcast the second week in April. It will be new in some areas, a repeat in others. "Project: Man in Space," now in production, is scheduled for telecasting the second week in May. David Wolper is executive producer and Jack Haley Jr. producer-director of "Project." Originally planned for network showing, "Race for Space" was rejected by the tv networks and was first broadcast almost a year ago on a spot basis by Shulton Inc.

PKL's formula: 'talk to one guy at a time'

The advertising business that overnight can make a new product known nationally also can hasten the growth of an agency in only a year's time, from an initial $75,000 billing to $6 million a year.

And, reports Papert, Koenig, Lois Inc., New York, its overall billing in 1962 will go much higher, perhaps to around $10 million.

For PKL, which is speedily becoming "known" along New York's ad row, it's also a story of about $3 million in current radio-tv billing and an anticipated $6 million in broadcast billing next year.

It's the contention of Frederic S. Papert, board chairman, that the agency has won its spurs because of a fundamental "belief" in advertising itself. Say its executives: too many agencies forget an advertisement (or commercial) is a very personal thing and must "talk to one guy at a time."

A typical example of how Papert, Koenig, Lois talked to a lot of guys one at a time was the mild spot radio campaign early last fall for Park & Hagna's Dilly Beans (BROADCASTING, Sept. 12, 1960). In the campaign the agency stimulated growth for a small-budget advertiser ($80,000) and at the same time for itself.

It's been like that ever since.

Several prominent men in advertising already have taken notice of PKL's work. Among them are Roy Durstine, co-founder of BBDO and president of Roy S. Durstine Co., who is doing an article about the efficacy of the imaginative commercial, and who has called on Mr. Papert for samples of the agency's work to demonstrate Mr. Durstine's point.

Alikeness ▪ John Orr Young, co-founder of Young & Rubicam and presently a New York advertising consultant, in a recent issue of his organization's newsletter, mentioned PKL along with Y&R, Ogilvy, Benson & Mather, Doyle Dane Bernbach and Leo Burnett: ". . . The five are bound together by what seems to me to be the same approach to agency life. . . . They believed in advertising. . . . They offered service instead of servitude, ability instead of obeisance."

With the belief that PKL people "don't do things that are cute for the sake of being cute," the agency asserts it creates soft-selling, light and humorous approaches to its advertising. In its broadcast commercials for Pharmacraft Labs (Coldene and Allerest), Park & Hagna (Dilly Beans and another new product, now in test markets), and Ronson Corp. together representing about 50% of the total agency billing, this philosophy persists.

When George Lois, a Doyle Dane Bernbach art director, and Julian Koenig, a DDB copy head, joined in partnership with Mr. Papert in January 1960, they opened their doors with 2,000 square feet of office space and a staff of six: Messrs. Papert, Koenig and Lois, Mr. Papert's wife, a bookkeeper and a secretary. Now they have 5,000 square feet of space, a staff of 35, and a desperate need for even more space.



The distressed individual above does not have a moustache—he has simply gotten in the way of a cat's tail. The man, who is allergic to cats, is advised to take Allerest in a spot tv commercial prepared by Papert, Koenig, Lois, New York,



for Pharmacraft Labs. The cheerful cold tablet, part of a sequence presented to Pharmacraft Labs for approval, tells of the "modest cold tablet" (Coldene) that can only make the user feel better, "that's all."

Tv networks bill an extra $55 million

CBS-TV REMAINS OUT IN FRONT IN '60 WITH $274 MILLION GROSS

Network tv gross billing in 1960 totaled more than $682.3 million or 8.8% above 1959 when the networks chalked up more than $627.3 million billing.

Television Bureau of Advertising's accounting for the year also reveals each of the networks up from 1959 with ABC-TV scoring the greatest proportionate gain (26.9%) compared to the others (NBC-TV's 6.1% and CBS-TV's 2.9%.

Though CBS-TV was edged out of billing lead by NBC-TV in at least two of the months (October and November) in 1960, it completed the year with a total billing of more than $274.1 million, or nearly $25 million ahead of NBC-TV.

October and November were the top network gross billing months in the 12-month period. They also scored similarly for NBC-TV and ABC-TV while CBS-TV's top months were in March and November.

The week-end period, Saturday through Sunday, showed the biggest billings gain, an increase of 25.3% for December and 18.1% for the year.

Network television gross time billings

Source: TvB/LNA-BAR

	DECEMBER			JANUARY-DECEMBER		
	1959	1960	Change	1959	1960	Change
ABC-TV	$13,280,610	$14,788,070	+11.4%	$125,665,324	$158,591,010	+26.2%
CBS-TV	23,935,048	23,205,750	— 3.0	266,355,269	274,139,763	+ 2.9
NBC-TV	21,453,811	22,691,002	+ 5.8	235,290,937	249,640,296	+ 6.1
TOTAL	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
Jan.	$13,260,010	$23,477,358	$20,980,897	$57,718,265
Feb.	12,677,110	22,977,171	19,923,712	55,577,993
Mar.	13,487,460	24,043,799	21,072,164	58,603,423
Apr.	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
Aug.	11,366,100	21,448,482	18,052,503	50,867,085
Sept.	11,875,080	21,103,437	18,436,653	51,415,170
Oct.	15,239,570	23,024,149	25,086,325	63,350,044
Nov.	15,841,960	23,563,839	24,575,958	63,981,757
Dec.	14,788,070	23,205,750	22,691,002	60,684,822

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

	DECEMBER			JANUARY-DECEMBER		
	1959	1960	Change	1959	1960	Change
Daytime	$18,398,853	$19,990,928	+ 8.7%	$203,103,778	$210,883,356	+ 3.8%
Mon.-Fri.	14,951,298	15,671,404	+ 4.8	171,243,799	173,257,209	+ 1.2
Sat.-Sun.	3,447,555	4,319,524	+25.3	31,859,979	37,626,147	+18.1
Nighttime	40,270,616	40,693,894	+ 1.1	424,207,752	471,487,713	+11.1
TOTAL	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

Business briefly...

Lanolin Plus Inc., Newark, N. J., is launching a heavy tv-radio spot campaign in the top 100 markets for "Color Plus" nail-strengthening enamel. The drive follows a successful test run in San Francisco and Los Angeles. Consisting of eight-week flights, the spot buys are made on the basis of reaching 40% penetration in each market, with New York getting an extra-heavy push. The New York spots began last Friday (March 3) on four tv stations and two radio outlets, and by the end of this week the campaign will have extended to all 100 markets. Agency: Daniel & Charles, N. Y.

Bristol-Myers Co., N. Y., and **Kellogg Co.**, Battle Creek, Mich., will sponsor a new animated comedy series, *Top Cat*, on ABC-TV next season (Wed. 8:30-9 p.m.). With this sale, Hanna-Barbera Productions, through Screen Gems, is assured of five half-hour animated shows weekly during the 1961-62 season, including *The Flintstones* on ABC-TV and *Huckleberry Hound, Quick Draw McGraw* and *Yogi Bear*, all three of which are sponsored by Kellogg on a national spot basis. Agencies: Young & Rubicam (Bristol-Myers) and Leo Burnett (Kellogg).

Thomas J. Lipton Co., Hoboken, N. J., purchased full sponsorship of second annual *Tv Guide Award* show on NBC-TV June 13 (Tue. 9-11 p.m. EDT). Presentation of eight awards will take up one-quarter of program, with entertainment to fill remaining portion. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

The Ruberoid Co. is introducing its new "Polymerite" floor tile with a 17-area market-by-market campaign using local radio, newspaper, billboard and point-of-purchase advertising backed up by national ads in trade and consumer magazines. Agency: Fuller & Smith & Ross, N. Y.

Lever Bros. Co., soaps and detergents, and **Whitehall Labs**, division of American Home Products Corp., pharmaceuticals, both N. Y., will co-sponsor *Calvin and the Colonel*, new half-hour animated situation comedy on ABC-TV next fall. Agencies: J. Walter Thompson Co. (Lever Bros.) and Ted Bates & Co. (Whitehall Labs).

Rep appointments...

▪ WFLI Chattanooga, Tenn., appoints Radio T.V. Representatives Inc., N. Y. Station began on-air operations Feb. 21, with 10 kw on 1070 kc.

▪ Keystone Television Group (WHP-TV Harrisburg; WLYH-TV Lebanon-Lancaster, and WSBA-TV York, all Pennsylvania): Blair Television Associates, N. Y., as exclusive national representative for the group.

▪ WQXI Atlanta, Ga.: John Blair & Co., N. Y.

Anti-recession campaign is launched by Ad Council

The Advertising Council launched its anti-recession campaign—Confidence In a Growing America—at a Washington news conference last week highlighted by an address by Gov. Luther H. Hodges, secretary, U. S. Dept. of Commerce (BROADCASTING, Feb. 20).

Gov. Hodges congratulated the Advertising Council for its continuing public services. In his address and in answering questions after, he carefully trod the Kennedy administration line, stating that although things are economically dark now, America will grow and get moving to a brighter future.

Theodore S. Repplier, Ad Council president, gave the history of the anti-recession campaign, explaining that similar pushes in 1954 and 1958 had been felt to be helpful by "many knowledgeable people." He said advertisements and spot announcements would point up the hopes of the future justified by statistics rather than dwelling on the present recession. The aim of the campaign is to instill confidence in the economy, that man's state of mind is

an economic fact with which to be reckoned. "The confident family spends normally; the frightened family spends only for necessities," Mr. Repplier said.

Alton Ketchum, vice president of McCann-Erickson Inc., volunteer agency for the campaign, went over print ads and 10- and 30-second tv spots, which emphasize the ways in which today's expenditures in research will provide many new jobs of tomorrow.

Bozell & Jacobs, New York office, is volunteer public relations and promotion agency for the campaign.

ANA'S ENTHUSIASTIC

Lauds BAR monitoring as performance check

The Assn. of National Advertisers is practically telling agencies and advertisers that they ought to use the monitoring service of Broadcast Advertisers Reports (BAR) to doublecheck the accuracy of proof-of-performance affidavits submitted by stations and networks.

The ANA position, which amounts to an endorsement that stops just short of being a firm recommendation, is expressed in a report being issued by the association today (March 6). Authorities acknowledged that it comes about as close to being a "testimonial" as anything ANA ever gave any one company.

By implication, if not in so many words, the report raises a question about whether stations and networks should be paid on the basis of their unverified word that a given announcement was carried when and as it was supposed to run. No matter how honest they are or how carefully they check their own operations, the report says, "We are still faced with the fact that the seller is checking and verifying his own performance. Relying on the seller's word generally is not an accepted accounting practice."

Until the emergence of monitoring, the report points out, there has been for broadcasting no equivalent of the customary tear-sheets used to verify the appearance of advertising in print media.

What BAR Does ▪ BAR, the only television monitoring service of its size, regularly monitors all 240 stations in the top 75 markets, where about 85% of national advertising dollars are spent. The monitoring is done by tape-recording the audio of each station in each market for a full week at a time, then compiling the basic program and commercial information from the tapes. Each market is monitored four times a year; the top 15 are monitored six times. "This produces samples of, respectively, 8% and 12% of all television broadcast activity," the report notes, adding that "for accounting purposes a random sample of this size appears adequate."

The report cites "typical" ways the monitoring information is used at three different agencies, two of which specifically mentioned that "irregularities" —triple-spotting, wrong schedule, etc. —occurred less often when stations knew their performance was being doublechecked. One agency (not identified) said: "Although we have secured some substantial rebates [by using the monitor reports], these specific dollar returns are not the most important consideration. What is more significant is the resulting improvement in the general level of performance, once stations were aware that our control procedures existed and were used. In this sense, we find the greatest value of the checking procedures in the fact that it prevents problems as frequently as it solves them"

Fourteen agencies are listed as subscribers to BAR's local reports as of Nov. 1, 1960. A few others have been added since then, according to BAR.

Qualifications ▪ The report finds

Monroe's own 'instant sponsorship' deal

While Gulf Oil Corp. and NBC were making headlines with their $1 million-plus "instant sponsorship" agreement on NBC-TV news coverage (BROADCASTING, Dec. 5, 1960), a station and a bank in Monroe, La., were winding up a year of local operation under the same sort of contract—a relationship so successful that it has been renewed for another year.

Under the Gulf-NBC deal, the oil company gets first refusal on sponsorship of NBC-TV's coverage of fast-breaking news, when and as it happens, under the program title *Special News Reports.* In the Monroe deal, the Ouachita National Bank of Monroe sponsors weekend newscasts scheduled at the discretion of the news department of KNOE-TV Monroe and also has first refusal on local news specials scheduled by KNOE-TV during the week.

The basic weekend-news agreement assures the Ouachita bank of three five-minute newscasts on Saturday and three on Sunday, plus 14 one-minute bulletins during the weekend, all scheduled at the news department's discretion. This basic agreement represents "in excess of $15,000" in annual billing to KNOE-TV.

When local and regional news developments justify specials during the week, the bank has an option on sponsorship. If station officials wonder whether the bank might want to sponsor a particular special newscast, they check first; but if the news is big enough they just go ahead and schedule it under bank sponsorship "and at the end of the month we get together with the bank people and figure out what they owe us," according to Paul H. Goldman, executive vice president and general manager. He estimated that the bank underwrote some 15 or 20 such specials last year. The bank also has



been sponsoring KNOE-TV's 6 p.m. newscast once a week for the past five years.

Ben Marshall, the bank's vice president in charge of advertising and public relations, says the "instant news" arrangement has paid off even better than expected. The objective of the weekend schedule, he said, was to increase the number of savings accounts by 15-20% over the period of a year. Actually, he reported, they increased by 40% and other bank services also showed gains attributable to the tv schedule. Bank President Lee Vanderpool adds that television now is the bank's basic advertising medium, whereas the budget formerly went almost 100% to newspapers.

Messrs. Vanderpool (seated, l) and Marshall (standing) are shown in the picture above as they review the first year's results with former Louisiana Gov. James A. Noe (r), chairman of Noe Enterprises, licensee of KNOE-TV, and prepare to extend the arrangement for another year.

WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Boy".

Reading Optimist Club

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere personal thanks for your station's television coverage of the 30th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabethtown

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund-raisers in the Channel 8 area.

Franklin and Marshall College

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area . . . the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for widespread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO



Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

three "limitations" in the BAR service: ("1) since monitoring covers only the audio, video failures may be missed; (2) the regular reports will not show that the commercial that was carried was the one that was ordered, although this can be determined on a custom basis by re-checking the tapes; and (3) for those interested in new-product introductions, the monitoring periods may not coincide with the market patterns in introductory campaigns.

Overall, the report holds that BAR "has achieved coverage and acceptance broad enough to qualify (within limits) as a satisfactory performance auditor" and that "an examination of this monitoring coverage, its techniques, content and current usage, suggests a new sophistication in broadcast accounting controls." It concludes:

"The BAR monitoring service may not satisfy all of an advertiser's requirements, but it does afford an opportunity to supplement current audit programs. BAR serves as an independent source of television proof of performance that is not affiliated with the station or network, and is thus a major departure from the seller verifying his own performance."

The report, titled "Using the BAR Monitoring Service to Verify the Appearance of Tv Commercials," was prepared by Joseph Barra, senior accountant at Lever Bros., for the ANA Advertising Administrative Control Committee.

Additionally, it has been announced that copies of the full report are available to ANA non-members at $2.50 each.

Let tv code people handle copy—Helffrich

Let the tv code people "play the heavy" when questionable copy comes in, stations and representatives were urged last week by Stockton Helffrich, director of the New York Code Office of the NAB TV Code Review Board. He spoke to the Radio & Television Executives Society in New York on "Television Advertising: In and Out of Bounds."

He offered code office services to stations and advertisers alike and warned that to avoid more governmental restraints, "we have to apply with some consistency the common sense and voluntary ones now in existence." The New York Code Office, established last summer, got its "baptism" with a cocktail mix commercial problem for Holland House, (BROADCASTING, Oct. 3, *et seq.*), Mr. Helffrich said, as he described duties of his staff. These include advice and liaison but not clearance, with "major concentration on the maintenance and the raising of standards in television advertising practice."

DUPONT MOVES TO NBC-TV

Drops two CBS-TV shows to buy weekly hour-long Sunday night series in $7 million deal

E. I. duPont de Nemours & Co. has put its network cards on the table. The trump is a $7 million NBC-TV hour, *DuPont Show of the Week,* ordered by BBDO as agency of record, with N. W. Ayer & Son sharing billings. The deal, months in the making (BROADCASTING, Jan. 9), was announced by network and client last week, with dollar figures filled in by informed observers.

In addition, on-and-off product participations on ABC-TV and NBC-TV will bring up the yearly bill several millions. These, numbering 30 programs in all, are expected to continue during the summer after duPont signs off its CBS-TV investments, *The June Allyson Show* (Mon. 10:30-11 p.m. EST), which ends a two-season run in June and the 90-minute *DuPont Show of the Month,* concluding four seasons March 21.

NBC has scheduled *DuPont Show of the Week* Sunday nights, 10-11 p.m., New York time and will fill the hours with wide-ranging entertainment covering variety, "dramatic actualities" and special projects. Producers assigned are Donald B. Hyatt, director of NBC special projects whose credits include *Project 20* and the *Wisdom* interviews, and Irving Gitlin, executive producer, news and public affairs, who has developed NBC's *White Paper* and the *Purex Special for Women* series.

A duPont spokesman said that while the company was very pleased with both *Show of the Month* (corporate advertising) and *June Allyson* (man-made fibers), duPont now wants to combine corporate and divisional messages in the *Show of the Week* to accommodate increased use of tv for paints, automotive specialties, antifreezes and coated fabrics.

Forty hours have been ordered, to run the course of the year with occasional lapses, according to advertising needs. The new show will inaugurate duPont's 26th year on the air, dating back to the old radio *Cavalcade of America* on CBS and NBC, adapted to

NIELSEN

TOP 10 NETWORK PROGRAMS
First Report for February, 1961
(Based on two weeks ending February 5, 1961)

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	**Gunsmoke**	42.9	20,120
2.	**Wagon Train**	42.0	19,698
3.	**The Untouchables**	37.2	17,447
4.	**Rawhide**	37.0	17,353
5.	**77 Sunset Strip**	35.2	16,509
6.	**Candid Camera**	33.5	15,712
7.	**Jack Benny Show**	33.4	15,665
8.	**Ed Sullivan Show**	33.3	15,618
9.	**Have Gun, Will Travel**	33.1	15,524
10.	**Real McCoys**	33.0	15,477

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	**Gunsmoke**	40.5	18,995
2.	**Wagon Train**	36.0	16,884
3.	**The Untouchables**	31.7	14,867
4.	**Rawhide**	31.2	14,633
5.	**Candid Camera**	30.9	14,492
6.	**Real McCoys**	30.9	14,492
7.	**Have Gun, Will Travel**	30.5	14,305
8.	**Jack Benny Show**	30.3	14,211
9.	**Andy Griffith Show**	30.3	14,211
10.	**My Three Sons**	30.2	14,164

(†) Homes reached by all or any part of of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1961, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny (CBS-181): Lever (SSCB), State Farm (NLB), Sun. 9:30-10 p.m.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DES), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Andy Griffith (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

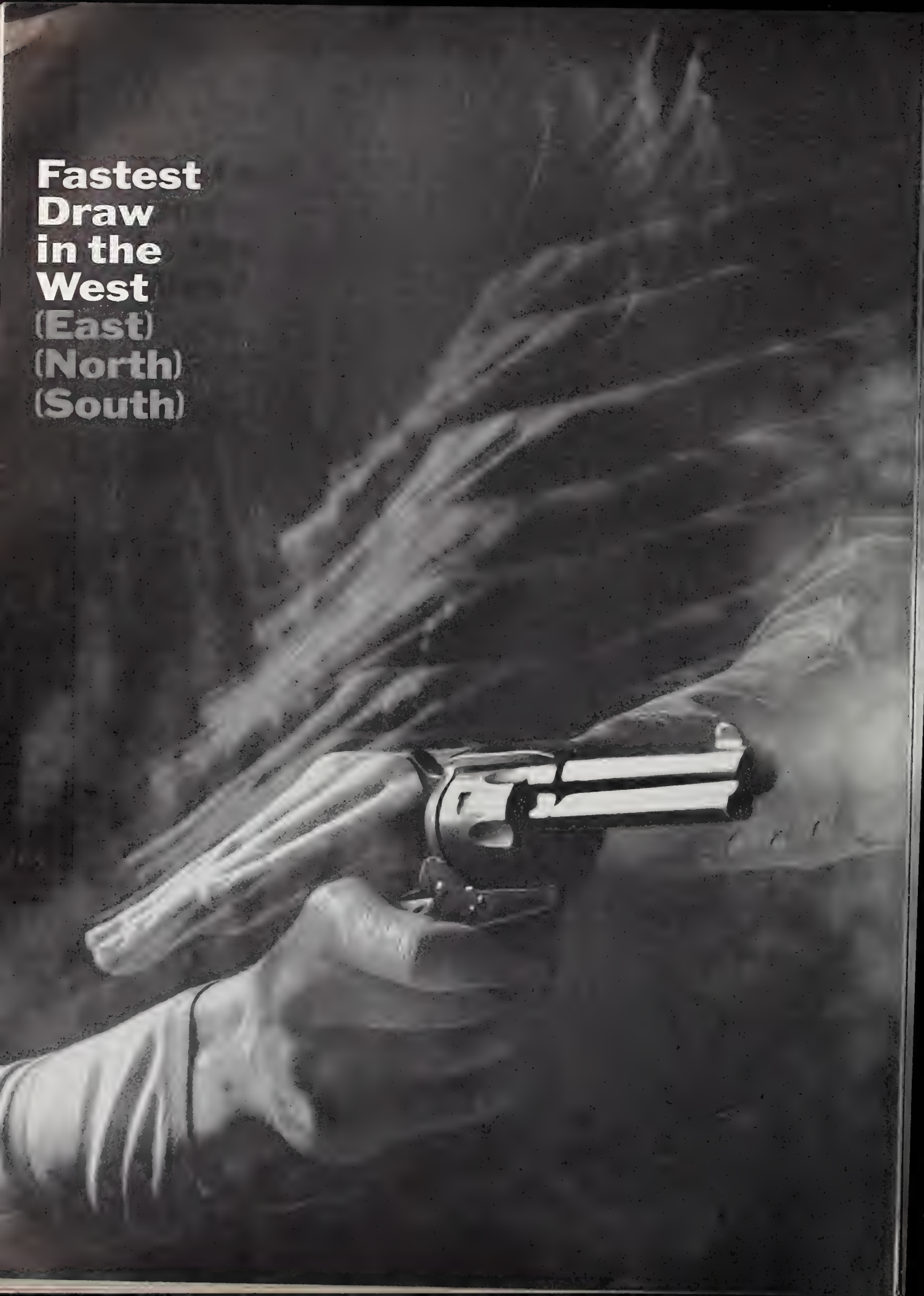
Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FC&B), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.


Fastest
Draw
in the
West
(East)
(North)
(South)



For most of America's television viewers the enchanted frontier of the old West casts a never-ending spell. They watch Westerns in greater numbers than any other kind of television program.

Today four of the six most popular shows in television are Westerns, and three of the four can be found on the CBS Television Network. In fact, for more than three years one of our Westerns ("Gunsmoke") has consistently drawn the biggest nationwide audiences in television.

Not every advertiser, however, is interested in Westerns. Depending on his product or marketing objectives, a comedy or a drama or a mystery may bring him better results. To him, the crucial test is: *How well is the network doing with the kind of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audiences in every category of entertainment.* And it achieves this remarkable record with *the most evenly balanced schedule in network television.*

THE NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCTOBER 1960–JANUARY 1961

PROGRAM CATEGORY	CBS		Network B		Network C	
	%	RATING	%	RATING	%	RATING
COMEDY	26	20.2	20	18.8	10	16.7
DRAMA	13	16.3	0	–	8	13.6
VARIETY & PERSONALITY	18	21.0	6	15.3	21	18.5
WESTERN	12	25.6	21	20.6	28	22.5
MYSTERY & ADVENTURE	20	19.8	47	18.6	23	14.7
NEWS, PUBLIC AFFAIRS, SPORTS	11	14.0	6	9.9	10	14.2
TOTAL NIGHTTIME	100	19.7	100	18.3	100	17.7

% of [illegible] time **RATING:** Av. [illegible] All [illegible] Programs [illegible] on request

There are *two* important points to keep in mind: One, you will not find *as many* Westerns on the CBS Television Network as you will elsewhere, but you will find *the best.* Two, it is this ability to produce the best entertainment of every kind that continues to attract television's largest audiences.

CBS TELEVISION NETWORK

tv in 1952 on NBC and later on ABC.

NBC has not announced the future of *The Loretta Young Show* and *This Is Your Life,* which the new show will displace.

Alcoa plans to stick with ABC-TV next fall

Only the contracts remain to be signed by Aluminum Co. of America and ABC-TV before Alcoa's expected fall sponsorship of an ABC-TV Tuesday time slot is definite. The advertiser, dickering with all three networks since the beginning of 1961, apparently has settled upon an unusual slotting: alternating hours and half-hours, or an average of 45 minutes weekly. One week Alcoa will present an hour show (10-11 p.m.), the next a half-hour, with Bell & Howell slated to fill the 10:30-11 p.m. slot with its own program on alternating weeks.

The advertiser's final selection, which will represent $6-$7 million outlay, consists of a series of plays, produced by Revue Productions, with a varied format including drama, mystery, comedy and variety, and designed to reach a "broader audience" than this season's entry, *Alcoa Presents.*

Before this decision, Alcoa, with its budget upped about $1.5 million from this year, had shown interest in such programs as ABC-TV's *Corrupters,* CBS-TV's *Defenders,* and an NBC-TV proposed Talent Assoc. production (CLOSED CIRCUIT, Feb. 13, Jan. 16).

Mobil Oil moves from Compton to Ted Bates

The Mobil Oil division of the Socony Mobil Oil Co. has left Compton Adv. after 18 years and placed what it describes as $12 million in advertising billings with Ted Bates & Co.

Compton, however, disputes the $12 million figure, claiming Mobil Oil's commissionable agency billings last year amounted to only $7 million.

In either case, Mobil Oil spent $2,850,000 in radio and tv on spots in 1960, of which all but $200,000 went into an 18-week tv spot campaign in about 110 markets. The radio spots, accounting for the rest, were mostly in weekly spots on NBC Radio's *Monitor* during the summer months.

According to J. D. Elgin, advertising and promotion manager for Mobil Oil, sales and volume had been up last year but it was decided to seek new thinking on advertising. In the course of finding a new agency, Mr. Elgin came across an advance copy of *Reality in Advertising* by Rosser Reeves, board chairman of Ted Bates. Scheduled to be published in April by Alfred Knopf Inc., the book was reportedly the most important factor influencing the appointment of Bates as Mobil Oil's new agency.

According to a company spokesman, the continued use of tv and radio advertising, "is subject to reappraisal" now that a new agency has been chosen. The spokesman also said that as of now "no radio is projected for 1961" but that a small tv spot campaign is already scheduled to begin this month in conjunction with the company's annual "economy run" competition.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 23-Mar. 1 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 23	**Untouchables** (9:30 p.m.)	ABC-TV	30.2
Fri., Feb. 24	**Flintstones** (8:30 p.m.)	ABC-TV	27.3
Sat., Feb. 25	**Gunsmoke** (10 p.m.)	CBS-TV	29.2
Sun., Feb. 26	**Ed Sullivan** (8 p.m.)	CBS-TV	27.9
Mon., Feb. 27	**Andy Griffith** (9:30 p.m.)	CBS-TV	24.1
Tue., Feb. 28	**Garry Moore** (10 p.m.)	CBS-TV	26.6
Wed., March 1	**Perry Como** (9 p.m.)	NBC-TV	23.5

Copyright 1961 American Research Bureau

KODAK EXITS ABC, CBS

Drops Sullivan and Nelsons for NBC's Disney color show

In swift succession RCA and its NBC subsidiary the past two weeks could see the color tv rainbow forming for both.

First, encouragement to RCA was the Zenith Radio announcement that it would enter the market this fall with a line of color receivers (BROADCASTING, Feb. 27).

Last week NBC got its encouragement: Eastman Kodak Co., Rochester, N. Y., next season will leave CBS-TV and that network's *Ed Sullivan* and ABC-TV's *Adventures of the Nelson Family* to become alternate sponsor (with RCA) of a new Walt Disney show that will be colorcast on Sundays, 7:30-8:30 p.m., starting Oct. 1.

The Eastman explanation as given by James E. McGhee, Kodak's vice president of domestic sales and advertising:

"We are moving to Walt Disney's new show (*Walt Disney's Wonderful World of Color*) because color television has now come of age.

"Color is important to photography and has been a significant factor in the growth of our industry. It is our belief color will be of even greater importance in years to come."

No Color on CBS ▪ Kodak has been associated in its alternate sponsorship with *Ed Sullivan* for four years. Mr. McGhee said that while "happy over the years with Ed Sullivan" who was a factor in Kodak's "marketing success," the firm feels color tv gives it "another way of showing the beauty of color photography [but] *The Ed Sullivan Show* is not available in color."

The Kodak-Disney tie-up (25 original programs and 25 repeats of the 1961-62 and "past" seasons) will bring the advertiser's commercials to NBC in color as well as Disney's filmed anthology of cartoons, adventure and nature stories in this country and abroad, along with classical fiction and true stories and first tv showings of new Disney motion pictures.

Walt Disney, which for several seasons had been on ABC-TV, switches next fall to NBC-TV. The program already had RCA signed for half sponsorship. Both RCA and Eastman Kodak are handled by J. Walter Thompson. The Kodak association with the *Nelsons* (earlier known as *The Adventures of Ozzie & Harriet*) dates back about five years.

Workout for peacock

Color bursts continue at NBC-TV with 50% of the network's daytime programs to be presented in color during the week of March 13-17. The "Festival of Color" marks NBC's most ambitious color programming to date. In the past, the network's regular daily schedule of color programs has been supplemented by near total color programming on specific days. Throughout each day of the "Festival of Color" week, NBC-TV will offer eight of its regular daytime programs in color, representing 22½ hours of programming. Total number of color tv hours for the week will be 31½, including 10 nighttime programs to be presented in color.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV IS OUT FRONT!
with greatest share
of sets in use
Noon to Midnight, Mon.-Fri.
(ARB, Dec., 1960)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

SEAL OF GOOD PRACTICE

They want culture, but won't watch it

RADIO-TV PREFERENCES MEASURED IN MILWAUKEE, DULUTH-SUPERIOR

Television viewers overwhelmingly prefer pure entertainment even though they may "say" they want more serious discussion, cultural and religious programs. The popularity of the western is waning.

Radio and television as community institutions are lower in esteem than churches and schools but higher than newspapers and local government.

These statements are broad conclusions found:

▪ In a sample of 500 homes in the Duluth-Superior market by the Research Guild, Chicago, for WGN Chicago, which recently acquired KDAL-AM-TV Duluth. The survey was made anonymously last October to determine Duluth-Superior community needs to which radio-tv can contribute, to learn opinions about radio-tv and to find how well area stations are satisfying the needs.

▪ In a pilot sample of 1,800 homes by WTMJ-TV Milwaukee, in January as part of the 1961 *Milwaukee Journal* (WTMJ-AM-TV) consumer analysis. The total sample, to be released later, covers 6,417 households and includes a portion on fm.

Among other major findings of the Duluth-Superior study:

▪ Groups least satisfied with radio and tv are 36-45, parents of several children and first generation Americans of Scandinavian origin.

▪ Radio is rated well on local news, sports and religious programming, less well on adult education and culture.

▪ Television is rated high for local news and sports, not well on religion, programming, adult education or culture.

The major findings of the Milwaukee survey:

▪ Most Milwaukee television viewers feel entertainment best serves them.

▪ Most Milwaukeeans also feel that sports, news and weather best serve them.

▪ There is an interest in informational-educational programs but for actual viewings, Milwaukeeans favor "pure entertainment."

▪ Westerns do not have the high popularity that might be expected; many viewers claim that they want fewer shows of this type.

Duluth-Superior adults listen three hours a day to radio, but there are wide variations. One adult in ten doesn't listen at all and one in ten listens eight hours or more daily. Women listen four hours, men two hours. Two in ten women listen eight hours or more and radio listening increases with age to about 35, then declines.

Television: adults watch three hours daily, women 3.6 hours daily, men 2.8 hours. There is no clear relationship between age and amount of viewing.

What does WGN Inc. plan to do about its new KDAL properties based upon the study findings? Only minor changes at present, since the stations are relatively "well regarded." But KDAL's identification with Superior is being strengthened (heretofore, Duluth was stressed). Cultural service and farm and sports programming are being increased. Greater use also will be made of local material and personalities, especially in tv.

In Milwaukee ▪ The Milwaukee study shows that more than half of all viewers participating indicated satisfaction with present tv programs. Their favorite (18.7%) was *Untouchables.* Others in order: *Perry Como, Lawrence Welk, Wagon Train,* sports telecasts, *77 Sunset Strip,* news and weather, *Dinah Shore, Bonanza* and *Loretta Young Show.*

The top religious program is Bishop Sheen (No. 80 in the list). The first information program is *Meet the Press* (No. 47).

Men liked programs in this order: sports, mystery-detective-adventure, news and weather, popular music and variety, westerns, drama, serious discussion, symphonies-opera-ballet, other educational-informational programs, religious.

Women: popular music and variety, news and weather, mystery-detective-adventure, drama, western, sports, religious, serious subjects, symphonies-opera-ballet, other informational-educational programs.

The total percentage of men and women satisfied with present programs is higher than those wanting "more" or "less" in every classification. But 32.5% of the men and 38.4% of the

When you sell thru Blackburn, you are revealed only to serious, financially responsible buyers!

We do not send out lists. Every sale is handled on an individual basis. A deep knowledge of the market, combined with a strong feeling that our reputation is too valuable to risk for any commission, provide a professional service of the greatest reliability.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

women want fewer westerns.

WTMJ-TV notes an "interesting paradox":

"Analysis reveals that apparently certain classes of programs which best meet the viewer's needs are not necessarily the same classes of programs these same viewers would 'like to have more of' in the tv schedules."

For instance, only 4.2% of the men list serious subjects as their first choice of programs but 44.2% would like to have more of such programming. Only 5% wanted less and 50.8% voted "okay as is" and "no opinion." The disparity was even higher among women.

Other questionnaire answers, WTMJ-TV concludes, "indicated that tv viewers do not necessarily look at the programs they claim they want more of on tv."

Changing hands

ANNOUNCED ▪ *The following sales of stations interests were reported last week subject to FCC approval:*

▪ WERC-AM-FM Erie, Pa.: Sold by Cleveland Broadcasting Co. to Simon Goldman for $335,000. Mr. Goldman is president of James Broadcasting Co., which owns WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York. Cleveland Broadcasting Co. owns WLEC-AM-FM Sandusky, Ohio, and WERE-AM-FM Cleveland. Ray T. Miller is president. WERC operates with 5kw fulltime on 1260 kc. WERC-FM operates with 9.7 kw on 99.9 mc. Broker was Hamilton-Landis & Assoc.

▪ WGWC Selma, Ala.: Sold by W. E. Farrar to Robert J. Martin, Rome, Ga., for $55,000. Mr. Martin, a farmer and land developer is also an employe of WROM Rome, Ga. Mr. Farrar, mayor of Reform, Ala., also owns 45% of WRAG Carrollton, Ala. WGWC operates with 250 w fulltime on 1340 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 95*).*

▪ WGIR Manchester, N. H.: Sold by Northeast Broadcasting Corp. to Knight Radio Inc. for $327,500 and agreement not to compete for a period of eight years within a 50-mile radius. Norman Knight, president, owns WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass. Commissioner Bartley dissented. WGIR operates with 5 kw day and 1 kw night on 610 kc.

▪ KFUR-TV Santa Fe, N. M.: Cp sold by Harrison M. Fuerst to Raymond F. Hayes and Milford Kay, for $2,700 "out-of-the-pocket" expense. Commissioner Bartley dissented. KFUR-TV construction permit is for ch. 11.

▪ KWKY Des Moines, Iowa: Sold by General Broadcasting Services of Iowa Inc. to Tedesco Inc. for $165,000. Nicholas Tedesco, president, and Victor J. Tedesco have interests in KCUE Red Wing, Minn., KFNF Shenandoah, Iowa, and WIXK New Richmond, Wis. Tedescos also have purchased WMIN Minneapolis (CLOSED CIRCUIT, Feb. 20). KWKY is 1 kw fulltimer on 1150 kc.

NBC-TV switches to KTAL-TV

NBC-TV has signed with KTAL-TV Texarkana-Shreveport (formerly known as KCMC-TV Texarkana, Tex.) to replace KTBS-TV Shreveport as its primary affiliate in that market, probably effective this summer. The station, on ch. 6, has moved its transmitter site to Vivian, La., and thus now covers both the Shreveport and Texarkana areas, NBC authorities reported.

It currently its affiliated with ABC. The KTBS-TV contract with NBC runs until next September but there was speculation that the rearrangement of affiliates in that area, with KTBS-TV presumably moving to ABC-TV, might be effected before the contract expiration date. KTAL-TV is owned by the Camden, Ark., News Publishing Co.; KTBS-TV by the family of George D. Wray Sr.

Keystone's new rate card

The first rate card since 1952 for Keystone Broadcasting System has been mailed to 3,000 advertisers and advertising agencies. Slight increases in rates are reflected across the board. Keystone now has 1,125 affiliates. Under the new card, one hour per week for 13 weeks on 100 stations costs $28 per station; one minute, $3. On 1,000 or more stations for 52 weeks, once weekly, the hour rate is $20.65; minute, $2.31.

New England fm network forms

The nucleus of an fm network was formed when WCRB-AM-FM Boston extended its programming to WMTW-FM Mt. Washington, N. H. Both are "good music" stations.

WCRB claims its programs can now be heard in all six New England states. The stations' president, Theodore Jones, said plans are "well underway to expand the new network," so that it eventually may serve the entire northeast region.

STATIONS FOR SALE

EAST—$175,000.00

Beautiful, northeast United States. Major market in *that* area. Asking between $160,000.00 to $175,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$225,000.00

SUNNY SOUTH FULLTIMER
The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$100,000.00

Midwest daytimer located ideally for owner-operator. Profitable station, good physical plant, own real estate. Price $100,000.00 with $29,000.00 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—$148,000.00

Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000.00. Total price $148,000.00 with 29% down and long terms on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

NBC PROFIT PEAK

RCA sales set record but profits are down

RCA reported last week that its 1960 sales increased to a record $1.494 billion, a jump of 7% over the previous year's $1.395 billion. But, its profits declined 13%. Figures in the corporation's annual report show that profits, after taxes, amounted to $35.1 million compared with $40.1 million in 1959. Earning in 1960 were $2.10 per common share on outstanding stock compared with $2.65 the previous year.

The report, sent to the company's 170,000 shareholders by Board Chairman David Sarnoff and President John L. Burns, said the 1960 profit decline was influenced by "continuing heavy investments in electronic data processing," and by the write-off of the $4 million cost of centralizing consumer products operations in Indianapolis. Both factors were termed "essential steps in the interest of efficiency and growth." The report also noted the "economic softness that made lower profits the rule rather than the exception in American business."

The report noted substantial gains in color tv, with profits on color receivers "measured in seven figures." RCA's broadcast subsidiary, NBC, achieved the highest profits in its history during 1960.

Breaking down the corporation's sales into four groups, the report shows NBC accounted for 22% of RCA's business, federal contracts brought in 37%, commercial customers accounted for 39% and 2% came from the radiotelegraph operations of RCA Communications Inc.

NBC doesn't and won't editorialize—Sarnoff

NBC has never editorialized and has "no plans to do so," according to Robert W. Sarnoff, NBC board chairman. Mr. Sarnoff expressed this opinion last week in the latest of his periodic newsletters to tv and radio editors. NBC does not "fault broadcast editorializing as such." On the contrary, he pointed out that NBC has "long upheld the right of broadcasters to editorialize." He singled out WDSU-TV New Orleans, WSYR-TV Syracuse, WKTV (TV) Utica, N.Y., WBRZ (TV) Baton Rouge, La. and WWLP (TV) Springfield, Mass., all NBC affiliates, as having "distinguished themselves" by "forthright and effective" editorializing. But editorializing by individual stations, he said, is "distinct" from editorializing by a network. On a local basis, "the broadcaster's editorial voice can be an important community asset." On a network basis, editorializing "raises different, fundamental issues."

Paley reassures Collins he can count on networks

"You were forthright and courageous," William S. Paley, chairman of the board of CBS Inc., told President LeRoy Collins of the National Association of Broadcasters in a letter last week. "The broadcasting industry needs such progressive leadership, particularly at this time in its development," he continued.

The letter from Mr. Paley came as an answer to the firm position taken by Gov. Collins in a talk before the NAB board in Palm Springs, Calif. (BROADCASTING, Feb. 13, 20).

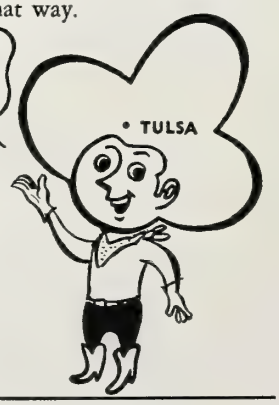
"I certainly agree with you that whatever needs to be done to discharge fully our responsibilities to the public interest must be done by those of us within the industry itself," Mr. Paley continued "You will find, as you probably realize, that many of us do not agree with some of the things you said. But your general objectives are the important thing, and we endorse them. You can count on our best efforts as we work toward the goals you have outlined."



"Whatta ya mean TULSA'S a TOUGH MARKET . . . have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined . . . and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile . . . and they intend to keep it that way.

Hi, I'm K. A. Casey . . . here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.



FIRST IN TULSA

the new KAKC Dial 970

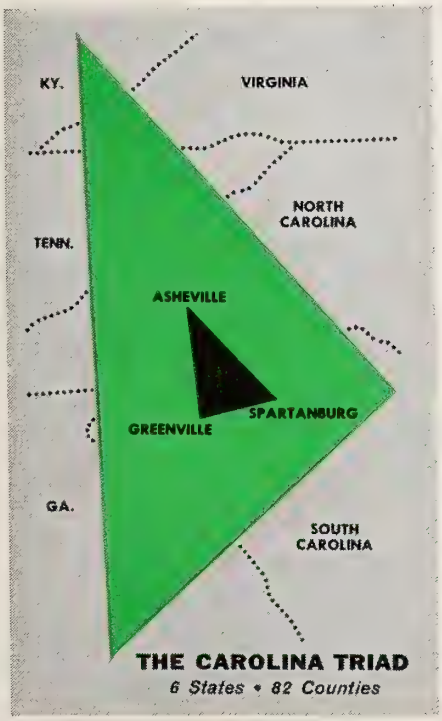
A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA



WLOS-TV abc

ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!



THE CAROLINA TRIAD... a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal . . . gives you net weekly circulation of 301,600*!

*1960 ARB coverage study

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station



Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

New WNBC-TV rate card ups prime minute price

WNBC-TV New York made a new rate card effective last Wednesday (March 1). It makes the price of a prime-time 60-second announcement higher than that of a triple-A 20-second spot. The new card was described by the station as "the first industry move" to create a price differential between the two prime-time spots.

WNBC-TV has established a $2,500 price on the minutes, a rise of $200 over the previous figure, but maintains the 20-second spots at $2,300. Jay Heiten, WNBC-TV national sales manager, commented: "Television is the only ad medium in existence which has charged the same rate for a varying quantity within the same rate card. Obviously, offering a customer a 60-second announcement for the same price as a 20-second announcement in the same rate period creates an unbalanced demand for the limited number of minute availabilities, and reduces the demand for the 20-second spots. It is hoped that the 20-second announcements now will be sharply re-analyzed toward re-establishing its basic value."

The new card (No. 21) also offers an extra discount for extra-volume schedules. Top discount on the station is 57.25%, an increase of 7.25% over the old rate card, which went into effect Feb. 1, 1960. The station also raised spot announcements slightly around various nighttime newscasts and increased one-minute station break availabilities in the 10:30 a.m.-4:30 p.m. period from $600 to $700. In the 7-10 a.m. periods, minutes were reduced from $400 to $300; 20-second announcements from $300 to $225.

KCDA-TV goes on the air

KCDA-TV Douglas, Ariz., ch. 3 station owned by Electron Corp., began programming Feb. 27 from its studio-transmitter quarters in the Gadsden Hotel.

The new station, the first in the southeastern area of the state, was granted in February 1960 with 447 watts radiated power. It is under the general management of William B. Miller with the following staff: Daniel C. Park, commercial manager; David B. Miller, program and production director; Norman Robb, chief engineer.

The Electron Corp. is a wholly owned subsidiary of Ling-Temco Electronics Inc. It has specialized in providing equipment for low cost, low powered tv stations.

Susskind latest bidder seeking WNTA-TV

The competition for the purchase of WNTA-TV New York became more heated last week when producer David Susskind confirmed reports that he intends to bid for the tv station.

Mr. Susskind would not identify his financial backing but it was reported to be a nationally-known company. Mr. Susskind and his associates are the third group to express interest in the station since National Telefilm Assoc., New York, the owner, invited offers. NTA already has rejected as "inadequate" a bid of $4 million by a group working with the National Educational Television & Radio Center that would use the station for non-commercial educational telecasting (BROADCASTING, Feb. 27). Ely A. Landau, former board chairman of NTA, resigned from the company several weeks ago and is in the process of forming a new company, Landau Broadcasting Ltd., to purchase broadcasting outlets, including WNTA-TV.

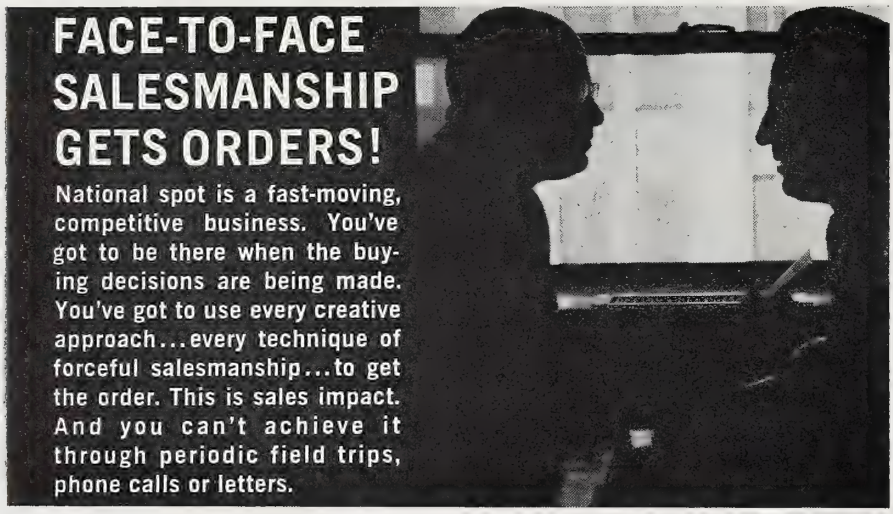
Mr. Susskind has had a working association with WNTA-TV for several years. He is moderator of the *Open End* discussion program, carried on the station and syndicated to other tv outlets. Mr. Susskind formerly was executive producer of *The Play of The Week*, which started on WNTA-TV and also has been sold to other stations.

Oliver A. Unger, NTA board chairman-president, said the station will not be sold until it receives a "satisfactory offer," and added that if such a proposal is not forthcoming, NTA will continue to operate the station.

CBS' Heffner calls for freedom from Sec. 315

In making a plea for permanent revocation of Sec. 315 of the Communications Act, Richard D. Heffner, director of Special Projects, Information Services, CBS-TV, told the annual Western Radio & Television Conference in Salt Lake City that only with this action can broadcasting become free to offer consistent political coverage, "substantial and divergent" opinions, and debates in national, state and local elections.

Mr. Heffner's talk stressed that broadcasters everywhere should press for permanent revocation of Sec. 315. He added: "Responsible broadcasters want to continue more meaningful coverage of politics on television and radio. The public at large desires the same end. We at CBS particularly believe that, in freedom, our media can offer 'education for effective, informed citizenship capable of making sound decisions and making them fast.' "



That's why... Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

That's why... Weed hires salesmen with years of solid experience **in their territories.** In most cases, our men are native to the city in which they are based.

That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.



Wherever a buying decision is made...

a WEED man IS THERE!

How to get TV shows on ...on time



Every day, the National Broadcasting Company uses Emery Air Freight to speed television film throughout the United States and overseas to meet network schedules. This planned use of air freight, not only helps NBC to meet program deadlines, but also enables NBC to cut down costly inventory of prints, saving both time and money. Take advantage of the speed and reliability of Emery Air Freight by specifying "Ship Emery Air" on your shipments of film and tape. To find out how much faster Emery can deliver your shipments call your local Emery man, or write...

EMERY AIR FREIGHT

801 Second Avenue, New York 17, New York

Offices in all principal cities.



WHY TRY TO DO THINGS

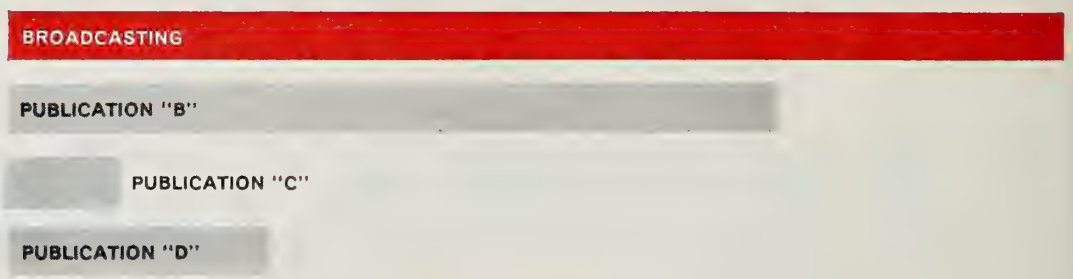
Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

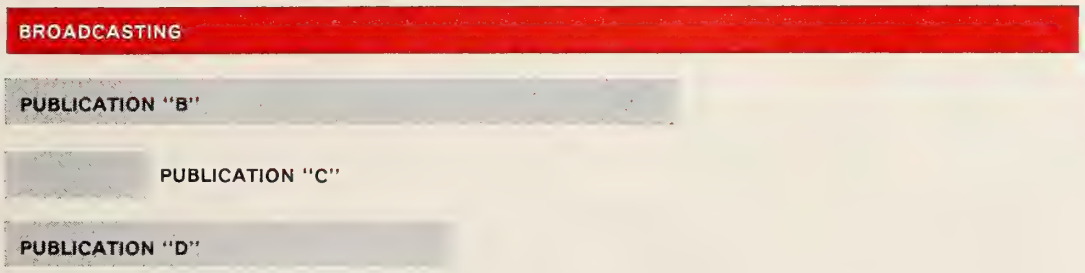


THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question–

"In which publication would a station's advertisement be likely to have the most impact on you?"

Here, BROADCASTING gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:



These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly **1½ billion dollars** of their clients' money in TV and radio annually. What's more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING's guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING's 8,868 agency-advertiser distribution (unlike that of publications "B", "C" or "D") is ***paid*** circulation, verified by the Audit Bureau of Circulations. ***Only*** BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood



Radio network services still needed—Hayes

Despite the emergence of the independent radio station in the television era, the network radio affiliate finds a plethora of needed services that only the national network can provide. These were explained a fortnight ago by Arthur Hull Hayes (right), president of CBS Radio, in an address before graduate students at the Annenberg School of Communications, U. of Pennsylvania. Dr. Charles Lee, vice dean of the school, looks on. The subsequent question and answer session were taped for future classes of the Annenberg school.

Goldenson urges foreign expansion through tv

America must strike quickly to take advantage of international tv opportunities, both economic and political, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, told the San Francisco Advertising Club last week. Pointing the electronic way to world understanding, Mr. Goldenson said that entertainment can do the job as well as informational programming. To counter massive Russian propaganda, the U. S. must be ready with tv programs to portray its way of life, and encourage world interchange by communications and business.

U. S. businessmen, by adapting domestic tv techniques, can and "must" meet the world trade challenge and tap big market potentials, Mr. Goldenson urged. He gave this off-hand illustration based on his own observation in Thailand about 18 months ago, when the country had 38,000 tv sets in operation: Colgate-Palmolive Co. in a commercial offered to exchange a free box of Fab detergent for a box top. The offer pulled 78,000 tops.

IATSE, networks start talks

Negotiations have begun between New York Local 1, International Alliance of Theatrical Stage Employes and ABC, NBC and CBS on a new contract covering stagehands and associated employes. A meeting held last week centered around preliminary demands by Local 1, including an increase in salary and the establishment of a pension and welfare plan. Negotiators declined to give details, claiming that talks were still "in the early stages."

The present pact expired Dec. 31, 1960 but negotiations were postponed because the networks were engaged in extended contract talks with the Screen Actors Guild, the American Federation of Television Radio Artists, the International Brotherhood of Electrical Workers and the National Assn. of Broadcast Employes & Technicians. The next session with Local 1 is set for tomorrow (March 7).

MBC income doubles but profits up only slightly

Metropolitan Broadcasting Co., New York, last week reported an estimated gross revenue of $42,579,477 for the 52 weeks ended Dec. 31, 1960, compared to $16,543,422 in the like period of 1959. The increase was said to be partially attributable to significant acquisitions during 1960 (BROADCASTING, Jan. 23).

Metropolitan's net income in 1960 of $1,708,253 is a slight increase over the $1,552,463 total reported for 1959. The company's 1960 net income per share is $1.01 compared to $1 in 1959. A cash flow last year of $5,492,659 rose considerably above the total of $2,957,235 for the previous year. The cash flow per share in 1960 was $3.23 compared to $1.91 in 1959. The number of shares outstanding at the end of 1960 was 1,699,137, compared to 1,549,012 the previous year.

Metropolitan said the results reported in its release were before non-recurring charges of $104,726 in 1960 and $136,355 in 1959. Federal income taxes in 1959 were reduced by approximately $480,000 due to the application of operating losses carried forward from prior years.

Westinghouse report cites broadcast property

Expanded leadership in independent broadcasting operations and continued heavy reliance on tv advertising to promote products and dramatize company achievements, were among highlights cited in Westinghouse Electric Corp.'s annual report to stockholders released last week.

The report pointed out recognition won by the company's broadcasting subsidiary, Westinghouse Broadcasting Co. (WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, Ind.; KEX-AM-FM Portland, Ore.; WIND Chicago, and WJZ-TV Baltimore), for its public service programming. Also stressed: WBC's expansion move by contracting to purchase KLAC Los Angeles.

In the marketing field, Westinghouse sponsored CBS-TV and CBS Radio coverage of the political conventions, presidential campaigns and election returns. According to figures given by the report, Westinghouse's convention telecasts reached more than 74% of all tv homes, or nearly 85 million people.

Highlight of the financial section: Firm's net income from operations in 1960 was $79 million, equal to $2.22 a share on the 34,813,842 common shares outstanding at the end of the year, which was identical with the per share income from operations in 1959.

WLW gets 'Mike Award'

WLW Cincinnati, a division of the Crosley Broadcasting Corp., received a "Mike Award" during a banquet held Feb. 26 at New York's Latin Quarter. The award was given during a fund-raising event attended by more than 700 members of the broadcasting industry. Proceeds from the affair will be turned over to the Broadcasters' Foundation Inc., an organization devoted to aiding fellow broadcasters in financial need because of illness, emergency or other unusual circumstances.

WESTERN ROUND-UP!



Heading your way–for the first time in television–a library of three of the most successful Western adventure programs ever presented. A walloping 250 half-hours in all: 81 episodes of **ANNIE OAKLEY** (named the "Best Western Performer" on television for two consecutive years by The Billboard)...78 episodes of **RANGE RIDER** ("Action with a capital A is the byword in these films." Radio Television Daily)...and 91 episodes of **GENE AUTRY** ("King of the Cowboys" and one of the biggest money-makers in the Western field). This sure-fire three-in-one library, backed by a national merchandising campaign, is available now for unlimited run (and profits) from **CBS FILMS**

The long-range plans of ABC's Jim Hagerty

It may take ABC two or three years to achieve the stature of an NBC or CBS in the general field of electronic journalism, but catch up it will.

This is the long-range planning of James C. Hagerty, ABC vice president in charge of news, special events and public affairs, who arrived on the network scene immediately after his former employer, President Eisenhower, left the White House. At ABC, Mr. Hagerty sums up his "goal" in building the news operation simply as "something that I and the company will be proud of in 2½-3 years from now."



Jim Hagerty and William McSherry, ABC national news editor

Already some of the Hagerty advance planning is taking effect. Washington is the first area in which the gradual ABC News buildup will occur. Appointments include John Scali, a top Associated Press correspondent who covered the State Dept. for many years. Mr. Scali will be ABC's diplomatic reporter in Washington. ABC News staffer William P. McSherry has been named national news editor.

Mr. Hagerty in an interview described the capital city in this way: "ABC has a 'window' in Washington." It's a place to experiment, too. The Hagerty method will be to build from within. But at the same time he will appoint non-broadcast but veteran news names, such as Mr. Scali, from the outside. "We plan to be ready for the fall," he explains.

Among plans to build-up the news operation:

▪ An experimental "news" program will go on the air at 11 p.m. in the fall on WMAL-TV Washington and WJZ-TV New York. The idea here is to permit the new team to get a feel of the medium and to showcase the personalities in both cities. In the meantime, radio will be used as a method of giving them broadcast indoctrination.

▪ The theory will be to emphasize news reports by people who actually cover them. Mr. Hagerty knows that Washington sources which make news are well aware when a tv newsman speaks from the studio and describes the "thinking" and "talking" of a prominent Washington official whom he's never interviewed and perhaps never met. As it stands now in much of broadcasting, he emphasizes, "there's nobody (for the Washington news source) to praise and nobody to blame." It will be more effective when Sen. Joe Doakes sees and hears an ABC reporter talk about Sen. Doakes not long after the senator and the reporter actually meet. Sen. Doakes, Mr. Hagerty feels, will remember that reporter and the network the next time.

▪ A five minute newscast now is being fed daily to ABC-TV stations in the afternoon. There'll be more program interruptions when the news warrants them, with breaks into the schedule for reports from experts at the scene.

▪ An expansion in New York will follow the news buildup in Washington.

▪ The news facilities of the owned and operated stations as well as the affiliates will be used more in the future. Data on facilities of the owned stations as well as affiliates are now being gathered.

▪ In his news operation, reporters will be out in the hinterland on the "main stories" of national interest—"We want viewers and the nation to be aware that not all stories are on the eastern seaboard and I want to feel that tv reporters can go out from cities other than New York."

▪ The overseas expansion will take a little longer than domestic. But Mr. Hagerty feels ABC News has more time in that area and efforts will be "more long-range." Mr. Hagerty notes he has personal contacts overseas and intends to use them.

Mr. Hagerty says he has been given encouragement on the financial budget needed to do the job he expects the ABC operation to perform in the next few years.

ABC documentaries will be produced by the "best people" he can obtain, and he reminds he has jurisdiction over both the topics and material which go into such shows. (In his interview, Mr. Hagerty said he works in just that way with Robert Drew Assoc. which has been producing for the *Close-Up* series.)

Speech Making ▪ The ABC News head didn't waste time having his views expressed for all the broadcast industry to see and ponder. But some of the reaction, particularly in the press, to his Feb. 16 speech in Oberlin, Ohio (BROADCASTING, Feb. 20), surprised him. In his speech he decried studio-bound newsmen and pinpointed a need to assure public association of broadcast newsmen with events they cover.

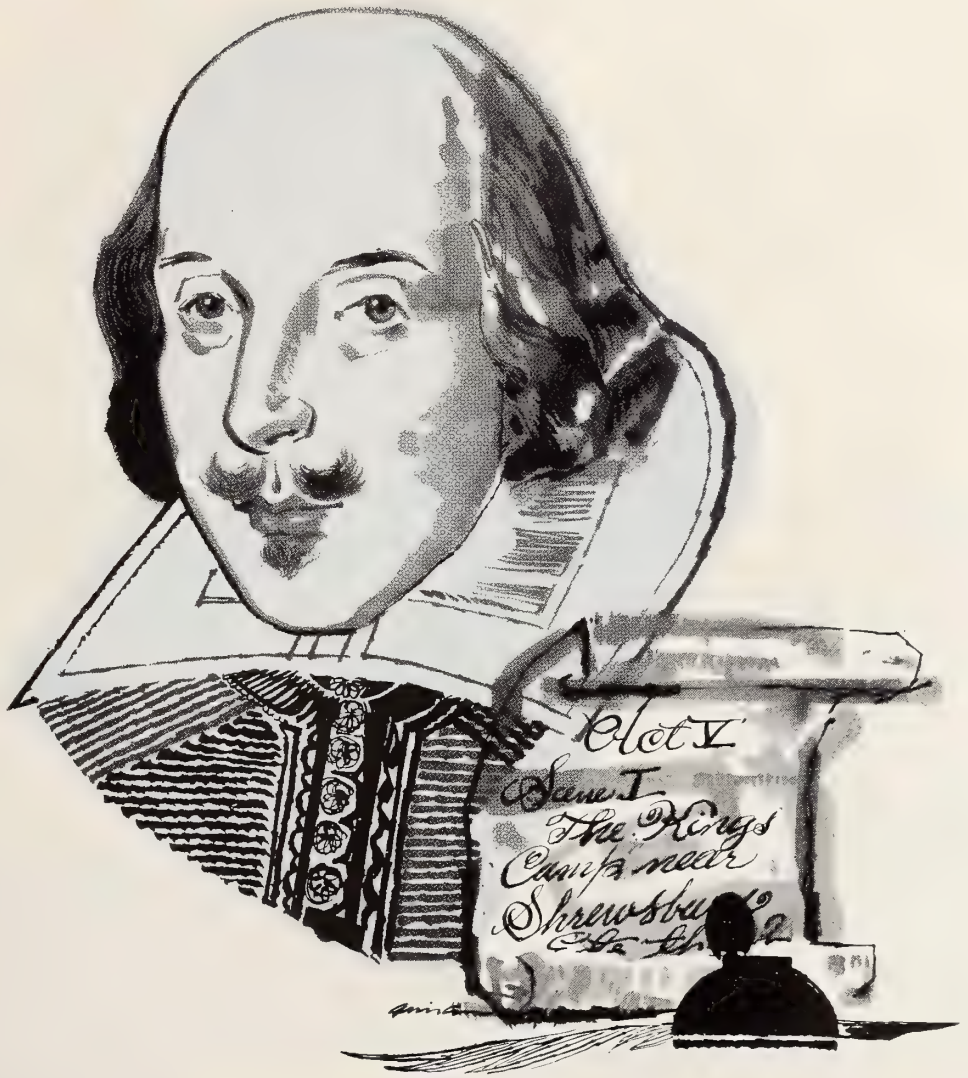
Says Mr. Hagerty: He did not intend to take a "slap" at broadcasters but rather the system in which they operate. Though he cannot blame an individual newsman for reading a news report from a studio about an event with which the newsman has no personal relationship, that system is wrong.

As he looks at it, one man possibly could not "report it all." He is a firm believer in having more than the single newsman in a studio. Mr. Hagerty envisions a studio team made up of experts or specialists in the areas they cover giving reports to the radio or tv audience. What he wants: the why in the news and the image of the personality.

Television, he reflects, has a natural, built-in advantage over newspapers and "even over radio." On tv, he continues, "events can be seen and heard." Philosophy? Mr. Hagerty's is easily wrapped up in this line: "Give a lot of people a chance, and change the format." As for newsmen, the idea is in this kernel of wisdom "As in newspapers, the reporter in broadcasting must earn his byline."

KNOW HOW

From poverty to wealth, from obscurity to fame that has endured the centuries, William Shakespeare was the epitome of literary "know how." And if there were one single motivating force, it was his belief that *"a man's powers and virtues were given him not to waste in idleness, but to shine like torches giving light to others."* While we lay no claim to greatness, we, too, recognize the fallacy of passive existance and strive through our own "know how" to offer a better product each day in the field of radio and television.



WFAA

dallas • radio & television

The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc

The Original Station Representative

How Cincinnati shift affects network rates

The shift in CBS and ABC television affiliations in Cincinnati will have opposite effects on the network rates of the networks and stations involved: The ABC-TV rate for that market will not be increased but that of the new ABC-TV affiliate will be; the new CBS-TV affiliate will not get a raise in its network rates, but the network will.

The rate situation was clarified last week on the heels of the announcement that Taft Broadcasting Co.'s WKRC-TV Cincinnati would shift from CBS to ABC—taking the primary affiliations of Taft's WBRC-TV Birmingham and WKYT (TV) Lexington, Ky., along with it—and that WCPO-TV, which has been the ABC-TV outlet there, would become the CBS-TV affiliate (BROADCASTING, Feb. 27). The changes are effective April 30.

ABC-TV officials said the moves would not change the current ABC network rates in any of the three markets. This means, they said, that WKRC-TV, whose network hourly rates as a CBS affiliate has been $1,500, will be raised to the $1,750 level that WCPO-TV has been getting as the current ABC outlet. CBS-TV officials said WCPO-TV's network rate would remain at the $1,750 level.

As ABC-TV primary affiliates, WBRC-TV and WKYT will retain their current network hourly rates of $1,250 and $140, respectively.

But WBRC-TV's compensation deal with ABC is better than those of WKRC-TV and WKYT. Network officials said their contracts with the Cincinnati and Lexington stations were "standard affiliation contracts," calling for the stations to give 22 free hours to the network and be paid 30% of their rates starting with the 23rd hour each month. The Birmingham station's compensation, however, is based on approximately 50% of its rate.

KRON-TV, NBC continue affiliation

Despite KRON-TV San Francisco's dispute with NBC over the latter's attempt to purchase KTVU (TV) Oakland-San Francisco, KRON-TV will continue as the San Francisco outlet of NBC-TV for another two years, starting July 1.

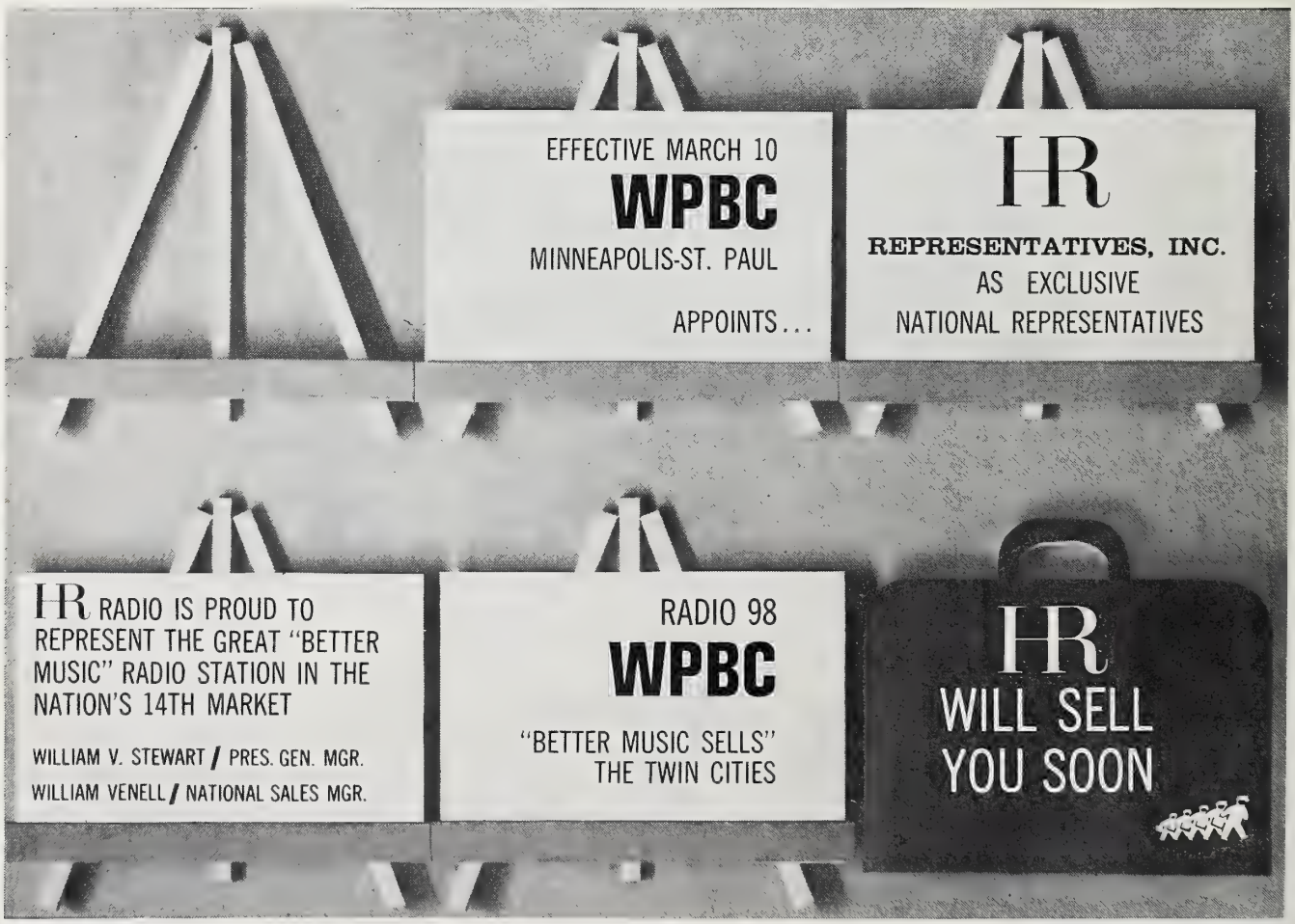
This was set forth in an affidavit filed Monday (Feb. 27) in the U. S. Court of Appeals by The Chronicle Publishing Co., owner of KRON-TV. The affidavit stated that NBC on Feb. 22 made the written offer to continue the affiliation, subject ot termination by either side on 90-days notice. KRON-TV accepted the offer on Feb. 26.

KRON-TV's antitrust suit against NBC, KTVU and RKO General has been stayed pending FCC action on the network's acquisition of KTVU. (AT DEADLINE, Sept. 26, 1960).

McLendons acquire XEAK sales rights

Acquisition of American sales rights for XEAK, 50 kw outlet on 690 kc in Tijuana, just south of San Diego, Calif., by B. R. and Gordon McLendon, father-son multiple owners, was announced last weekend. The purchase price is understood to be in excess of $1 million.

Purchase was from a group headed by Helen Alvarez Hill, who has been identified with U. S. station interests in the Southwest, and her brothers, James and Robert Harmon. XEAK is owned and operated by Radio Diffusora, Mexican corporation, of which veteran broadcaster Jorge I. Rivera is head. The McLendons, long anxious to get into the Southern California-Los Angeles market, own the limit of seven domestic am stations. These are KLIF Dallas, KILT Houston, KTSA San Antonio, KABL San Francisco, WAKY Louisville, WYSL Buffalo and KEEL





SQUARE (?) MEAL

The equilateral triangle shown is a meadow with a lush stand of delicious* grass. Its area is one-half acre. Tethered to a post at one corner is a goat with a consuming passion for grass. What should be the length of the tether (to the nearest inch) to permit the goat to eat just half the grass in the field? Assume that the goat can feed to the end of the tether.

Tell us—correctly—and we'll forward a copy of that delicious brain fodder, Dudeney's "Amusements in Mathematics" (Dover Publications, Inc., N. Y.). If you have a copy, say so and we'll provide a different prize.

---

* WMAL-TV's grass is greener in the nation's capital: Its audience is the biggest in the Washington market 6 P.M. to midnight, all week. (ARB Dec. '60; NSI Jan. '61.)

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

RTES' Golden Mikes

The Radio & Television Executives' Board of Governors felt that "the most significant contribution of broadcasting to the best interests" of the U. S. and citizens last year came from radio-tv programming on the presidential campaign, particularly the face-to-face appearances of John F. Kennedy and Richard M. Nixon. Result:

J. Leonard Reinsch, WSB-AM-TV Atlanta, and communications consultant during the campaign for then candidate John F. Kennedy, and Herbert Klein, Mr. Nixon's news secretary, this week will accept Gold Medal awards made jointly to President Kennedy and Mr. Nixon "for outstanding achievement in broadcasting" (CLOSED CIRCUIT, Feb. 27). Ceremonies will be held on March 9 at the annual RTES banquet at the Waldorf-Astoria in New York with Mr. Reinsch and Mr. Klein addressing the guests. Also slated is an entertainment program including Mitch Miller and his Sing-Along chorus, singer Louise O'Brien and other musical and comedy acts.

Shreveport. The McLendon operation also holds extensive interest in oil, real estate and motion picture production.

Because of the Mexican law, non-Mexicans cannot hold operating assignments as such, hence the McLendons acquired from Mrs. Hill and her brothers only American sales rights. No governmental approval by the FCC and probably none by the Mexican authorities is entailed.

Media reports...

Cleveland switch ▪ WERE Cleveland, which revised its programming format last month, is using custom-designed musical spots from Music Makers Inc., New York, to promote the new schedule. The jingles, 16 an hour on a 24-hour basis, introduce WERE's weather, time, sports, news headlines and special features which include audience participation. According to Music Makers, the new WERE programming calls for less new records and more popular music, plus a pin-pointed pitch at "young modern people."

New CBS affiliate ▪ WINF Manchester, Conn., will join CBS Radio on March 19. The station operates on 1230 kc and, effective with the CBS Radio affiliation, will operate with 1 kw-D and continue on 250 w-N.

ABC RADIO WEST IS NEW REGIONAL

Mann heads system, formed from three regionals

A new regional network, ABC Radio West, with 104 outlets serving more than 11 million homes and almost 26 million people in 10 western states, has been organized by combining the ABC Pacific Network of 59 stations, the Arizona Network of 10 stations and the Intermountain Network of 35 stations.

Jack H. Mann, director of sales development and program coordinator of ABC Radio, becomes director of ABC Radio West, with headquarters in New York. Harry Woodworth, western sales manager, ABC Radio, will also serve as sales manager for ABC Radio West, from headquarters in Hollywood.



Mr. Mann

Avery - Knodel has been appointed national sales representative of the new regional network. Avery-Knodel also represents the Intermountain Network and has just been named to represent the ABC Pacific Network, following the resignation of the network by its former rep, H-R Representatives. The Arizona Network is represented by John Blair & Co.

Formation of ABC Radio West was announced jointly by Robert R. Pauley, vice president in charge of ABC Radio; George Hatch, chairman of the Intermountain Network, and John Hogg, president of the Arizona Network.

Mr. Pauley commented that the total market served by the new regional network is "one of the most important in the country. It is more productive and shows a greater rate of growth and a higher degree of prosperity than any other area." The network will bring listeners "the finest regional programming combined with the full service of the ABC Radio Network," he said, and "will also furnish advertisers with the finest and most effective medium to reach this growing and prosperous market."

Mr. Hatch welcomed ABC Radio West as "bringing new strength to radio" and promised that it would provide "an excitingly new western radio news, weather and sports program service." Intermountain President Lynn Meyer pointed to the success of that network, with 1960 gross revenue of more than $1.5 million, up 22.8% from 1959, and purely national spot business up 19%. "The area covered by ABC Radio West is a homogeneous one," he said, "with the fastest growth in population, retail sales and buying power in the nation."

The new network will cover California, Oregon, Washington, Arizona, Idaho, Montana, Nevada, Utah, Wyoming and Colorado.

FIGHT ON 20 CATV'S

Prediction of 100 systems sharply cut by heavy cost

TelePrompTer Corp., New York, expects to collect $150,000 in fees from community antenna television systems which will carry the March 13 heavyweight championship fight between Floyd Patterson and Ingemar Johansson. The estimated total, a company spokesman said last week, will accrue from fees turned over by 20 catv systems across the country, including TelePrompTer's own six systems and a cable tv system with 20,000 homes in Montreal. Upwards of 100,000 homes will receive the telecast on U. S. catv systems.

There are two main reasons why no more than 20 catv systems have signed up for next Monday's fight in Miami. TelePrompTer said that some systems ran into conflicts with theatre showings of the bout, but a larger number of systems could not afford to pay the $3-4,000 in charges, the cost of picking up the telecast off AT&T lines leased by TelePrompTer. The company had earlier estimated some 100 catv systems would carry the fight (BROADCASTING, Jan. 30).

In other pre-fight developments, TelePrompTer sold to Freemantle International Inc., New York, the international radio and delayed tv rights to the fight, except in Great Britain and the Scandinavian countries. Gillette, it was learned, has purchased half-sponsorship of radio broadcasts and delayed tv telecasts in 18 Latin American countries. Though Gillette's purchase price was not announced, it was revealed that the amount Gillette is paying for half-sponship in Latin America is half as much as Gillette ever paid for worldwide radio rights to a sports event.

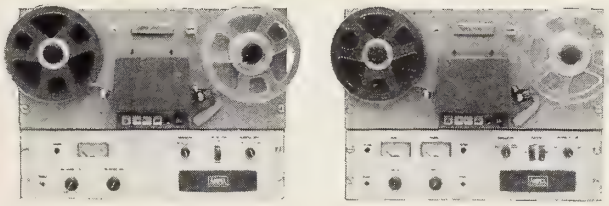
In collecting fees from catv owners who will carry the bout, TelePrompTer asked system owners to guarantee an amount based on the percentage of the telecast's potential viewers. TelePrompTer is leaving it to operators to levy an extra charge to viewers, and in some instances, as at TelePrompTer's own systems, operators will make the telecast available as a good-will gesture.

AN AMPEX FOR EVERY PROFESSIONAL NEED

In sound quality... in features... in lasting economy... these four Ampex professional recorders maintain the highest performance standards for broadcasters, recording studios, educators and other critical users. For 7" reel requirements—the PR-10 series—newest in studio quality compact recorders, priced from $845. For 10½" reels—the 351/354 series—proven by more than 10,000 units in use throughout the world. Other 10½" Recorders include the 300 series multi-channel Mastering series with up to 8 tracks. Your Ampex dealer will aid you in selecting the Ampex which best fits your needs. And ask him about the new Ampex Finance and Lease Plans.

7" REELS

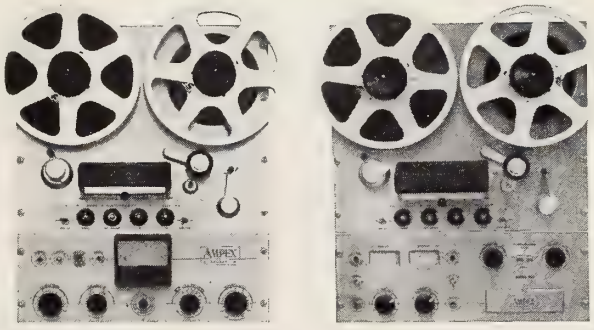
THE PR-10-1 MONOPHONIC,
Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



THE PR-10-2, STEREO/MONO
Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

10½" REELS

THE AMPEX 351 MONOPHONIC
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.



THE AMPEX 354, STEREO/MONO
Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

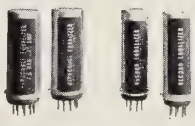
ACCESSORIES AND ASSOCIATED EQUIPMENT



MONITOR SYSTEM
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.



STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.



PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

AMPEX

Complete descriptive literature also available on 300 series Mastering Recorder and High Speed Duplicators from Ampex. Write Dept. B-3

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter Street, Redwood City, Calif.* • *Ampex of Canada Ltd., Rexdale, Ontario*

Industry backs federal etv subsidy

FCC SAYS $1 MILLION GRANTS MAY PROVE INCENTIVE FOR UHF

The Senate Commerce Committee last week heard a parade of witnesses urge adoption of legislation they felt would give educational television a badly needed shot in the arm.

Their views were given during hearings on S 205, which was introduced by Committee Chairman Warren G. Magnuson (D-Wash.) and Sen. Andrew Schoeppel (R-Kan.), ranking minority member. The measure provides for grants of up to $1 million to states and the District of Columbia for establishing or improving educational television facilities.

Without such aid, the witnesses said, the potential of educational television will never be realized in this country. With it, poor states as well as wealthy would be able to provide enormous educational benefits to their school children and college students. Some even saw in educational television the potential for spurring commercial television to achieving higher standards.

Of the 268 channels the FCC set aside for educational purposes in 1952, only 54 are being used. Sen. Magnuson and many of the witnesses expressed the view that lack of capital funds is blocking the use of more, if not all, of the remaining etv channels.

Many of the arguments presented on Wednesday and Thursday (March 1 and 2) were not new to the committee. It held hearings on the same bill in the 86th and 85th Congresses. On both occasions, the measure sailed through the Senate but died in the House.

New Views ▪ There were, however, some new wrinkles. This time, two important broadcasting figures, James Aubrey, president of CBS Television, and John L. Burns, president of RCA, spoke in favor of the measure. Donald H. McGannon, president of Westinghouse Broadcasting Co., who had supported the measure in the past, submitted a statement favoring passage of the bill.

In addition, the FCC also supported the measure. Commissioners Frederick W. Ford and Rosel H. Hyde both said etv needs financial assistance. Commissioner Ford, who testified shortly after stepping down as FCC chairman (see story page 74), also said that the cause of etv would be furthered if more uhf sets were in use. And he said the commission will shortly resubmit legislation to achieve this end.

The proposed bill would virtually compel manufacturers to build all-channel receivers by banning in interstate commerce those sets unable to receive both uhf and vhf signals. This measure has been presented to past Congresses, but has never gotten out of committee. Commissioner Ford said that if the bill is approved, it would promote the use of more uhf channels, educational as well as commercial.

In his testimony, Mr. Aubrey said that television is a valuable tool in education but that lack of funds has limited its use. The financial aid provided for in the Magnuson bill, he added, "will act as a trigger for the investment of non-public funds," in educational television. He said that once a station is on the air, it finds it easier to get the support it needs for continued operations.

CBS Subsidy ▪ Mr. Aubrey also announced CBS Television is providing an aid-to-etv program of its own. He said, as a starter, the network and its Pittsburgh affiliate KDKA-TV are sending a director-producer team this week to WQED (TV) and WQEX (TV), Pittsburgh's two etv stations. The commercial tv men are to make their "know-how" available to the local etv outlets.

Mr. Burns saw almost unlimited possibilities in the aid-to-etv bill. The "seed money" it would provide, he said, could lead to the establishment of a nationwide educational television system. Such a system, he added, could bring a college degree within the reach of every American, raise teachers' pay and help combat the teacher shortage.

His reference to a nationwide etv network echoed an earlier comment by Sen. Magnuson. "Someday, we'll have a fourth network of educational television if we get this thing going," he said. And he predicted such a network would have an important effect on improving the commercial tv networks.

Commissioner Hyde agreed. "I am optimistic enough about the possibilities of educational tv to believe that it can even educate the people to demand of commercial television something better than a surfeit of cowboys, private eyes and give-aways," he said.

An example of the use to which etv can be put was given by John Schwarzwalder, manager of KTCA-TV, an educational station in Minneapolis-St. Paul. He said that 30,000 fourth grade children in 1,000 different classes were being taught Spanish by "a master teacher" at a cost of one cent per pupil. Previously, he said, only 59 fourth graders were studying any foreign language.

Evidence of bi-partisan support for etv was supplied by William Harley, president of the National Assn. of Educational Broadcasters. He read into the record letters received by his association last fall from President Kennedy and former Vice President Nixon, both of which favored the idea of fed-



RCA's Burns | NAEB's Harley | Mr. Schwarzwalder | Pa.'s Dr. Boehm | CBS' Aubrey



VIEWMANSHIP

WMAR-TV
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VIEWMANSHIP — the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.

QUALITY! . . . We've got it!

—And Size, Too!

Once again more homes in aggregate total per quarter-hour view WMAR-TV than any other Baltimore station (Jan. '61 Nielsen, Jan. '61 ARB).

In Maryland Most People Watch

WMAR-TV

Sunpapers
Television
Baltimore 3, Md.
CHANNEL 2

CBS TELEVISION

Represented Nationally by
THE KATZ AGENCY, INC.

eral aid in this area.

Lausche Not Sure ▪ However, hearing wasn't all one-sided. Sen. Frank J. Lausche (D-Ohio) sounded the discordant note, declaring, "I think the medium is wonderful, but I think it's an erroneous conclusion that the only way it can be utilized is with federal financing." He said state and local governments should "take the lead and not come constantly to the federal government."

Sen. John O. Pastore (D-R.I.) rose to this challenge. He said the federal government has been forced to undertake various projects for local communites which simply lacked the necessary funds. "And I'd hate to see the day," he added, "when a man has a lot of gold hoarded and his children are illiterate . . . And I'd even go for a $4 billion deficit in gold if it would help us beat the Russians in education."

While most of the witnesses were talking of educational stations which would cost several hundred thousand dollars to build, one witness said etv could be provided at bargain rates.

In a statement entered into the record, Mort Zimmerman, president of Electron Corp., of Dallas, Tex., said his company had developed techniques for putting an etv station on the air for $50,000. He said it had already done this in the case of KRET-TV on ch. 23 in Richardson, Tex.

Other witnesses appearing at the hearing or entering statements were

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 4502. Rep. Victor L. Anfuso (D-N.Y.)—would amend the Communications Act to prohibit radio or tv stations from consistently portraying any religious group, race or nationality in a degrading or criminal manner. Commerce Committee.

HR 4231. Rep. Clarence Brown (R-Ohio)—would require the licensing of networks and bring them under FCC regulation and control.

HR 4232. Rep. Clarence Brown (R-Ohio)—would prohibit the broadcasting of edited interview or discussion programs without the consent, to the editing changes, of the persons participating in the interview or discussion.

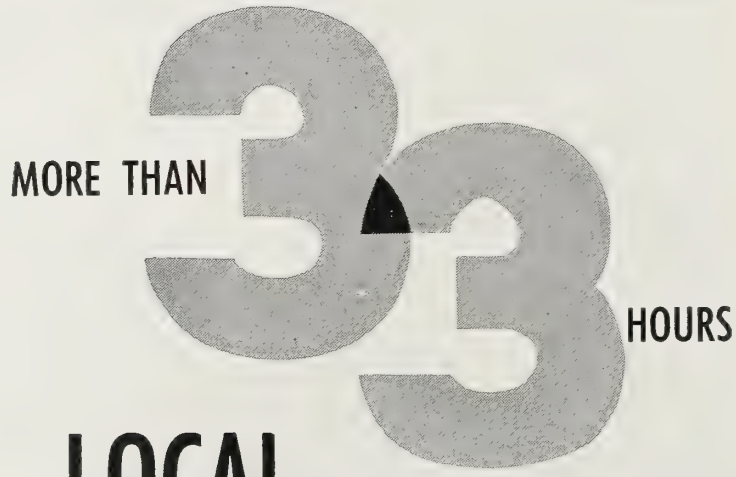
Sens. John Sherman Cooper (R-Ky.) and Lee Metcalf, (D-Mont.), who also co-sponsored S205; Erling Jorgenson, director, Montana Educational Project, Montana State Univ.; Dr. Charles H. Boehm, superintendent of public instruction for Pennsylvania; Mrs. Robert Horning, president, Greater Cleveland Tv Education Assn.; Loren Stone, manager, KCTS-TV, Seattle, Wash.; Mrs. Edmund D. Campbell, Greater Washington Educational Tv Assn.; Dr. Bernard Everett, assistant superintendent of schools, Boston, Mass., and John F. White, president of the National Educational Tv & Radio Center.

KFRE-TV dual start called 'coincidence'

Triangle Publications Inc. told the FCC last week it was just "sheer coincidence" that its KFRE-TV Fresno, Calif., began dual operation on chs. 12 and 30 the same week two rating services began surveys of the Fresno market. Replying to a protest by ch. 47 KJEO (TV) Fresno (AT DEADLINE, Feb. 20), Triangle said the complainant "deliberately chooses to ignore" this.

Both KJEO and ch. 24 KMJ-TV Fresno objected to the commission's grant of dual operating authority to KFRE-TV until April 15. The move was made as part of the commission's plans to make Fresno an all-uhf market by deleting ch. 12.

Triangle said it voluntarily abandoned legal rights by which it could have prolonged the vhf-uhf *status quo* in Fresno for several years; that it has cooperated



This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

This man has a complete radio station in his brief case. He has microphones and consoles, towers and transmitters: the wide array of equipment it takes to put a radio station on the air—even a building. **This man is a Collins broadcast sales engineer.**

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



with the commission at every turn, expending considerable time, energy and expense to inaugurate KFRE-TV's operation on ch. 30 as quickly as possible. "What more can be asked of a licensee?"

KFRE-TV originally planned to begin dual operations Jan. 6—was delayed when it failed to receive the uhf antenna from the manufacturer—and KJEO knew this, Triangle said. "Yet, now petitioner would have this commission believe that the dual operation of KFRE-TV . . . during the survey periods is part of a clever, diabolical scheme to dominate those surveys," Triangle stated. "The fallacy, if not the absurdity of petitioner's argument, is manifest."

Triangle maintained the public interest requires temporary operation on both channels so citizens in outlying areas will not be deprived of the KFRE-TV signal. For example, Triangle said, the community of Woodlake, 40 miles from Fresno, now receives ch. 12 but can't pick up ch. 30. A uhf translator has been ordered to provide Woodlake with ch. 30, Triangle added.

Authority for dual operation, issued Feb. 8 by the FCC, was "proper and in full compliance with all pertinent legal requirements," Triangle said. Its request for dual operation actually was an application for license under Sec. 319(c) and therefore was exempt from that part of the Communications Act requiring public disclosure, Triangle stated.

Space law meeting?

A proposal that the Inter-American Bar Assn. hold a special meeting on space law as it may apply to transportation and communications is being considered by officials of the western hemisphere law group. The suggestion was made by the committee on transportation and communications law during the regular biennial IABA conference in Bogota, Columbia, Jan. 27-Feb. 3. This committee was chairmaned by William A. Roberts, Washington transportation and communications attorney. The next meeting of the IABA is scheduled to be held in Panama in 1963.

Appeals court to hear ch. 10 case on merits

The Miami ch. 10 *ex parte* case goes to court on the merits March 22.

The arguments will be heard by the same three-judge panel which has sat on the case since its beginning; Circuit Judges E. Barrett Prettyman, John A. Danaher and George T. Washington.

At issue is the FCC's July 1960 order revoking the 1957 grant of ch. 10 in the Florida city to National Airlines and reassigning it to L. B. Wilson Inc. Wilson was the only one of the four original applicants not found to have engaged in some form of off-the-record maneuvering.

National Airlines claims its grant cannot be revoked without a revocation hearing before the FCC. North Dade Television Inc., a third applicant, maintains the FCC erred in tarring it with the *ex parte* brush. The fourth applicant, WKAT Miami, has withdrawn from the litigation.

The Miami ch. 10 case is the first of many involving charges of behind-the-scenes pressures. The court's ruling in this case will be considered a bellwether for the others, which include: Miami ch. 7, Boston ch. 5, Orlando ch. 9, Jacksonville ch. 12, St. Louis ch. 2 and St. Louis ch. 12.

Like the Miami ch. 10 case, the Boston ch. 5 case is back in court; the Miami ch. 7 case is to be argued before the FCC *en banc* March 10; the Orlando and Jacksonville cases have been designated for hearings; the FCC proposal to reconsider the St. Louis ch. 2 case is subject to court approval, and the St. Louis ch. 12 case is under investigation.



The first prize was a Duroc gilt

(not to be confused with our Gold Pork Chop award)

SWINE, no cuss word in Eastern Iowa, can be beautiful, if you know where to look. Stuffed with corn, symbolically wearing an apple presaging future feasts, a hog, considered moola-wise, is money on the hoof, or bankable bacon.

Porcine aesthetics are understood in Iowa, producer of some 22% of the nation's hog income. For five years now, WMT-TV's annual Swine Judging Contest has stimulated lively interest (649 entries this year). It's no place for Revlon, but sponsors like Wilson and Company, and the J. I. Case farm implement dealers, find it better than an Atlantic City beauty contest.

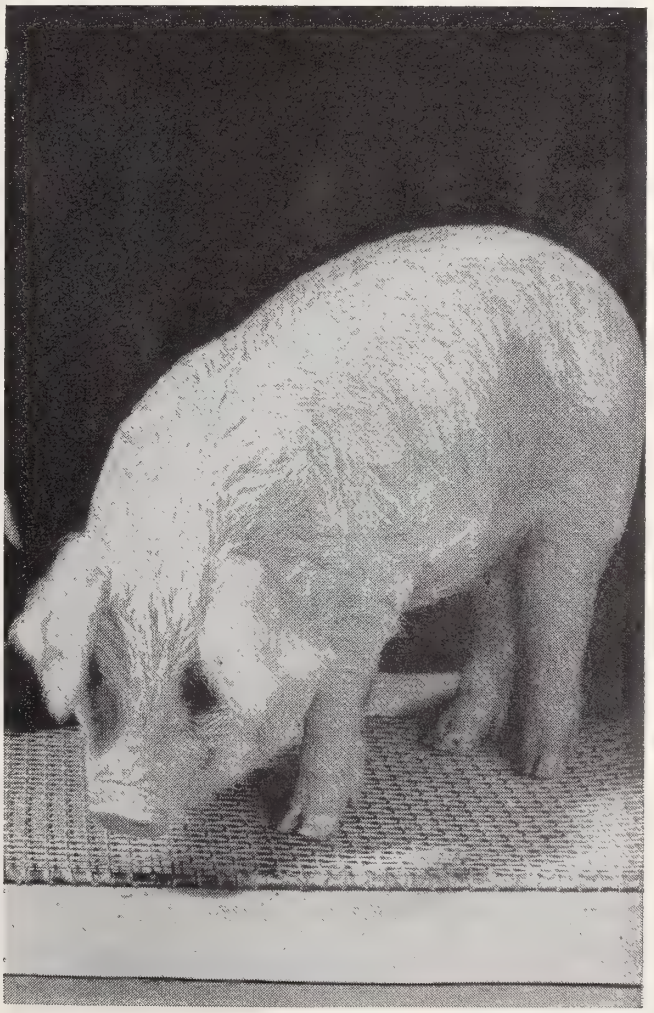
Should any New York City television stations want our secret, here's the oink-tested formula: Truck twelve hogs to your studios. Rev up the videotape and shoot the porkers front, side and back. Interview them, being careful to avoid conversational gambits that lead to discussion of future plans, and football. Safe subjects are diet, farm size, and number of tractors in the family. Store the tapes for subsequent use, after the oinks are cleared away, as segments on your weekday noontime farm show. Encourage would-be contestants to write for judging blanks. Play back the taped segments in a specified week. Ask the contestants to place, grade and estimate backfat thickness of each hog, four hogs to a class. Let your farm staff tabulate the entries and pick the winner.

This year (the third year in a row) a lady won first prize. We suspect the reason for such distaff accuracy is training acquired from years of keeping an eye on the butcher.

Well, that's about the story, except for the admonition in the sub-head. Each spring, the WMT Stations also present a Gold Pork Chop plaque (made from a cast of a frozen chop from the champion carcass) to the winner of the Iowa State Spring Market Hog Show *Quality Pork Contest*. How'd you like to have one of those over your mantel?

WMT-TV • CBS Television for Eastern Iowa Cedar Rapids—Waterloo

National Representatives, The Katz Agency
Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.



HARRIS' NEW SUBCOMMITTEE

Regulatory agencies group with $195,000 budget announced, with Rep. Harris as probable chairman

Chairman Oren Harris (D-Ark.) of the House Commerce Committee last week made it official: The Legislative Oversight Subcommittee, which dug deeply into the affairs of the FCC and other regulatory agencies for 3½ years before going out of business on Jan. 3, will have a successor—a permanent Subcommittee on Regulatory Agencies.

Not yet official at week's end but expected momentarily was the announcement that Rep. Harris will chair the new subcommittee, as he did the old oversight unit. He is also expected to announce that, to take on the new assignment, he will give up his chairmanship of the Communications Subcommittee.

It is believed he will be replaced in this position by Rep. Morgan Moulder (D-Mo.), the next-ranking committee Democrat without a subcommittee chairmanship. Rep. Moulder was the controversial first chairman of the oversight subcommittee. After several months in that position, he was forced to resign by Rep. Harris for, among other *gaffes*, leaking to a St. Louis newspaper secret subcommittee documents concerning a prominent Republican.

The Harris announcement, which had been anticipated ever since Oversight expired, was made following House approval on Tuesday (Feb. 28) of the full Commerce Committee's request for $435,000 to finance its activities. Of this sum, $195,000 is earmarked for the new subcommittee.

Who's On It? ▪ The membership of the new unit will be announced shortly, along with other subcommittee assignments. Rep. Harris and Rep. John B. Bennett (R-Mich.), the Commerce Committee's ranking minority member, began conferring on assignments late last week.

In making his announcement, Rep. Harris said the subcommittee's purpose will be to examine "the adequacy of the laws and their administration by the agencies whose activities are subject to the jurisdiction of the committee."

And, while he did not mention James M. Landis, the newly appointed White House overseer of regulatory agencies, the Commerce Committee chairman emphasized that he was not about to surrender any of his committee's jurisdiction.

"I have no intention of abandoning or neglecting the responsibility of the committee . . . in this important field," he said. "Our committee is familiar with the problems and has the facilities to deal with them. The major regulatory agencies whose activities are under the jurisdiction of our committee are 'independent' agencies. . . . They are an arm of Congress and, therefore, primarily subject to the legislative oversight of our committee."

Close the Gap ▪ The chairman stressed that the subcommittee will look into the adequacy of both substantive and procedural law. "The time has come to close the regulatory gap between promise and performance," he said. "Deficiencies in the substantive or procedural law responsible for this gap must be corrected by legislative or administrative action."

Turning to one question the new subcommittee can be expected to look into, he said, "There is no reason why false and misleading advertising should remain in a gray area, unchecked by regulation." "Gray area" is a term some agencies have used to describe situations in which they were uncertain of their power or authority.

Rep. Harris also said he was "gratified" by the recent actions of "several agencies" to improve and speed up their operations. He wasn't specific, but it was believed he was thinking primarily of the ICC, which has introduced a number of new procedures to expedite its work.

Despite these "encouraging signs," further action is needed, he said. "We should concentrate on developing concrete legislative proposals and administrative measures to eliminate bottlenecks and make certain that the laws keep pace with changing needs."

"The American people," he said at another point, "are entitled to speedy and inexpensive processing of matters before administrative commissions."



A huddle on Capitol Hill

Ronald Murphy (left), president of the Washington State Assn. of Broadcasters, called on Sen. Warren G. Magnuson (D-Wash.) while in Washington for the NAB meeting of State Presidents Feb. 22-23 (BROADCASTING, Feb. 27). Sen. Magnuson, who is chairman of the Senate Commerce Committee, maintains close ties with Washington broadcasters.

Pope brothers plead guilty

Fortune Pope and Anthony Pope, co-owners of WHOM New York and WDOT Burlington, Vt., pleaded guilty last week in U. S. District Court in New York to five counts of an indictment charging them with violation of Securities & Exchange Commission regulations. The indictment covered charges of diverting more than $375,000 from Colonial Sand & Stone Co., New York, of which the Pope brothers are substantial stockholders and chief executive officers, for their "personal benefit and enrichment." They face up to 20 years in prison. Sentencing was set for March 31.

THAT WCKY SURE sews up CINCINNATI!



Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: ". . . in the Cincinnati market, WCKY is our best sales tool . . . never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS–CINCINNATI

King warns against program surveillance

...AND ADDS SOME SALTY VIEWS ON FCC'S WORK AS HE LEAVES IT

There is nothing the FCC or any government agency can or should do about the quality and content of programming. As long as the public and Congress expect the commission to do something to improve programming, however, the agency will continue to try ". . . but mostly it will be just spinning its wheels."

This is the opinion of Charles H. King, Detroit Law College dean who left the commission membership last Thursday (March 2) upon the swearing-in of the new chairman, Newton N. Minow. Commissioner King had served on the agency since last July under a recess appointment from President Eisenhower.

Although his tenure in Washington was brief, Commissioner King won a reputation as a critic of a bureaucratic government, delay and the drain on a commissioner's time by inconsequential matters.

During his last week in office, several questions were put to Commissioner King on the current problems and activities of radio-tv and the FCC. Here are his replies:

Q. What do you think is the FCC's responsibility in programming, if any?

A. Here I think the FCC is getting itself into an impossible situation. Many say programming quality is poor. My opinion is that there isn't anything the FCC can do about it. The FCC cannot tell a broadcaster what he can or cannot put on the air. All it can do is review the station's performance.

But, how is the FCC going to determine the quality has been good or bad? Nobody is going to listen to a three-year tape recording of programs by the 1,600 stations up for renewal each year. All they can look to is some sort of a triennial report form. In the present forms, the programming information relates not to quality, but to quantity. I don't know how any form can be devised which will adequately measure that factor.

This is why I can't get too excited over all the talk that a station's performance should be rigorously checked against its promises.

The commission is proposing a change in the programming section of the application and renewal form. Unless I badly miss my guess, these statements will boil down pretty much to how much of this and how much of that.

In a recent issue of BROADCASTING [Feb. 20], I saw a statement by someone on Capitol Hill that the FCC's function is to keep stations in a continued state of tension and forestall a feeling of self-satisfaction. That isn't regulation—it's harassment.

Taste and quality in programming can't be measured by fixed rules; they differ, from person to person.

Q. Do you think the FCC's activity in respect to programming will lessen at any time in the near future?

A. No. Look at Mr. Minow's confirmation hearing in the Senate. Practically the only thing the senators seemed to be interested in was the quality of television programming. I never appeared before them. But my friends back in Detroit wanted to know what I was going to do about television.

As long as the public and the Congress expect the FCC somehow to improve the quality of television, my guess is that the FCC will continue somehow to try. But mostly it will be just spinning its wheels.

Q. In the final analysis, what do you think will improve the quality of television?

A. That's easy—public opinion. Broadcasters are under a duty to serve the public interest, but they first have to stay in business by making a *profit*. It is inevitable that what most of the people want is what they are going to get.

A lot of people don't like this, and feel that television should be on a much higher plane. But their position would be much sounder if they explained who was going to pay for it.

Television suffers from a handicap. Nobody expects everything in a newspaper or magazine to be extra good or to be interesting to everybody. But what you don't like in a magazine you can skip. On television, that can't be done. The critics of television apparently feel they shouldn't have to turn the set off—that whenever they turn it on, they are entitled to watch something they like.

If the magazine concept was applied to television, the quality might go up.

There is one drawback to the magazine concept—that old 'debbil' money. If advertisers were denied control of the shows they sponsor, so they would lose their identity with a particular program, they might not be willing to pay so much toward the support of free television.

Q. Would your advice to the New Frontier in respect to programming be to walk softly?

A. Yes, and to carry a big stick—but be careful how you use it. When a real abuse turns up, swing it hard, but don't regulate just for the sake of regulating.

Q. Can the quantity of commercial content be limited?

A. I don't know. After all, broadcasting is private enterprise and not a public utility, although it is frequently referred to as such.

The broadcaster must fight his own economic and competitive battles. So maybe it would be illegal to limit the quantity of commercialism.

Q. How about the "lifted eyebrow" technique of regulation?

A. I'm against that and have so voted a couple of times. When without any advance notice, the commission picks on a particular station for running more commercials than the commissioners personally think he should. It may work, by scaring other stations but it certainly is out of step with American justice and fair play.

Q. Do you advocate direct regulation of the networks by the FCC?

A. I think, at least to the extent that the commission can presently regulate the networks by indirection, it should be able to do so directly. In other words, I think the business aspects of a network should be subject to regulation by the FCC. Programming is something else.

Q. What do you think of the future of pay tv?

A. I don't think it will work. The pay tv people claim that they will deliver a better product than is presently available on free television. How does pay tv expect to get more people to pay to watch than will watch for free? Of course, if pay tv doesn't expect to be a mass media but to cater to an elite audience, then the lack of a large audience would be immaterial. But if it succeeds, I should think the inevitable tendency would be to cater to the many rather than the few.

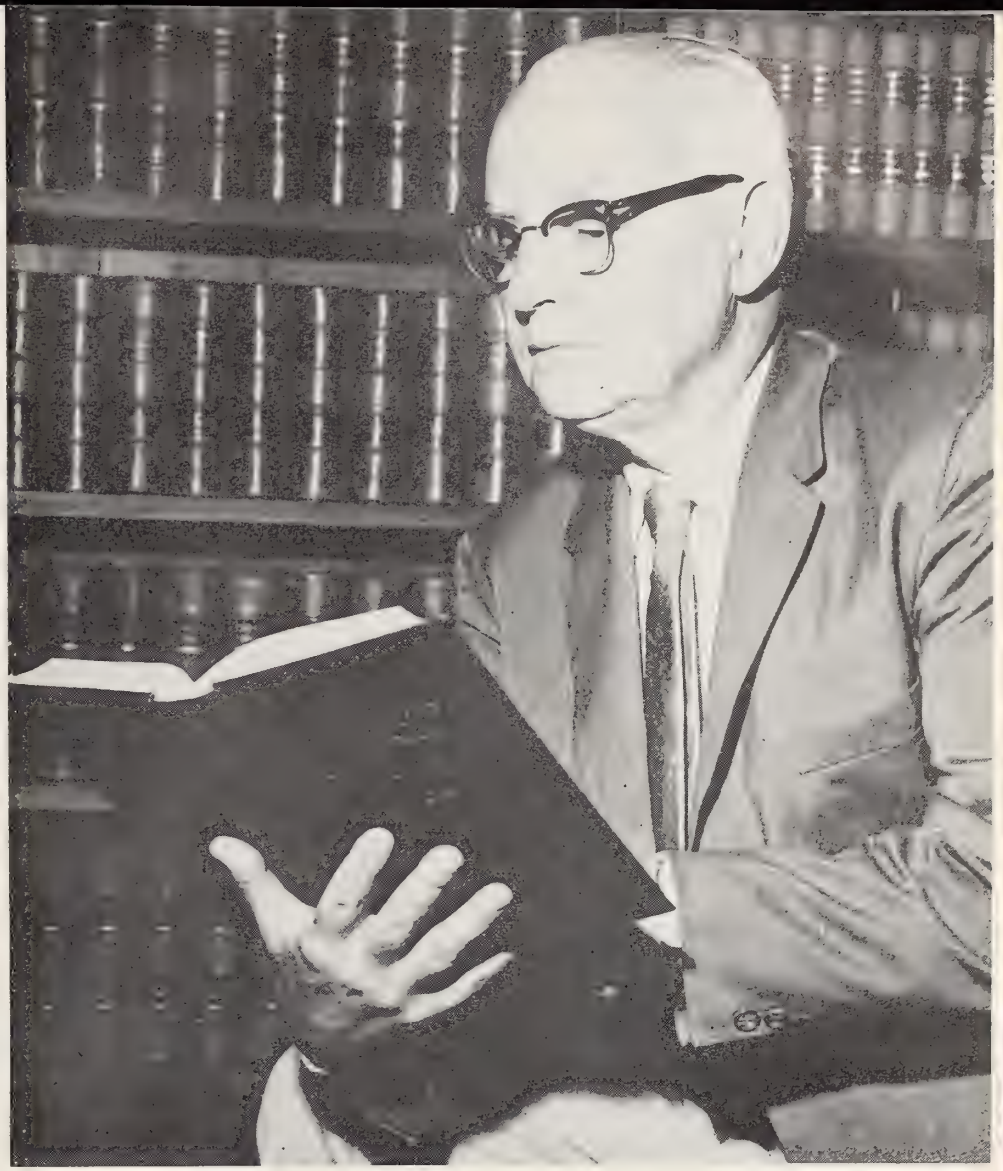
Moreover, there is a question in my mind concerning where pay tv is going to get this better quality programming they talk about.

Q. If pay tv is successful, do you think it will put an end to our present free system?

A. I should think so. It would be bound to siphon off the most attractive programs now on free television. When that happens, advertising support of free television is bound to drop and probably dry up altogether eventually.

Q. On that basis, do you think pay tv should be permitted?

A. Yes. Stopping it without a trial would be the same as if we had prohibited the manufacture of automobiles because it might put horses out of business.



Q. How do you feel about Section 315 and the current plea of industry to have it repealed outright?

A. Ultimately, I think the entire section should be repealed, but I suspect this will have to come about step by step. In the last presidential campaign, certainly no criticism could be leveled against the broadcasters. I doubt that there would be any if you included state governors and perhaps U. S. senators. But I doubt that Congress will immediately leave it completely up to the broadcasters. Sooner or later, I think it will come and that, at least on an experimental basis, we will trust the broadcasting industry to do what is right.

Q. Do you subscribe to the often-heard criticism that the commissioners are susceptible to domination by the industry they regulate?

A. I have seen references to myself as not having been tough enough. Admittedly, I have been on the side of the broadcasters on several controversial issues. It was because I thought the public interest required me to vote the way I did and I wasn't going to change just because the broadcast industry happened to be on the same side. They are not all angels, but neither are they a bunch of crooks.

Incidentally, I think the biggest problem a commissioner has is determining what is this so-called "public interest." What constitutes the public interest is left pretty much up to the consciences of the individual commissioners which certainly makes for a practicing lawyer's paradise. Anything can happen, depending upon how tough a majority of the commission happen to feel on any particular day. That's an overstatement but there's some truth in it.

Q. Were you exposed to any of the ex parte pressures we have heard so much about in the past?

A. No. I expected pressures, of course, but I've had them before. Actually, there haven't been any.

Q. One of the points in the Landis Report was that the commissioners are overwhelmed with detail and don't have enough time to consider the broader aspect of policy. Do you have any comment on that?

A. Yes. There isn't any question that Dean Landis is right. A good deal of my time has been spent on matters that really weren't important enough to warrant taking up the time. The obvious answer is that more authority in routine matters should be delegated to the staff. The other commissioners are as conscious of it as I am and, long before the Landis Report, Chairman Ford appointed a task force to investigate the whole matter.

Q. Would you recommend a separate tribunal to handle adjudicatory cases, taking them away from the commission altogether?

A. No. I think the commission can handle both the regulatory and adjudicatory aspects. It can do a better job on both than if it handled only the regulation.

Q. The Landis Report says that the Commission has drifted, vacillated and stalled in almost every major area. Do you agree?

A. Definitely not. Take two of the areas which I assume Dean Landis was talking about when he made that statement—the clear channel proceeding and the vhf-uhf problem.

Nobody has been able to figure out how to break the clear channels down without jeopardizing the only nighttime radio service available to about 25 million people. So the commission hasn't taken any action. But this isn't stalling; this is simply preserving the *status quo* until some better answer can be found.

As to the vhf-uhf matter, the commission has proposed to Congress that it require all new television sets to be equipped for all channels. I'll bet Congress doesn't do it. The problem isn't going to be solved by critics who do nothing more constructive than say—Don't just stand there, do something!

Somewhat facetiously, I might add that if the quality of television is as poor as so many people say it is, why do we want more?

An appellate court has only two alternatives: affirm or reverse. The commission on the other hand, must develop alternatives, including the maintenance of the *status quo*. Choosing the latter until a definitely superior alternative presents itself is not vacillating. It is cautious good sense.

Q. Any last words?

Yes. I think television is a lot better than it's given credit for. I see a lot of wonderful things. Maybe I see a lot that's not so wonderful, too, but if it was all high class, I guess we'd get bored even with that—sooner or later.

The industry has grown from nothing to a tremendous giant in less than 15 years. It's a lot better now than it used to be; I suspect it will get even better in the future, if the government gives it a chance. Free enterprise has produced for the American people the highest standard of living in the history of the world. I don't want it shackled or destroyed.

COURT UPHOLDS FCC

Says order putting networks out of rep business is legal

The FCC's 1959 order to put the television networks out of the national spot representation business (BROADCASTING, Oct. 12, 1959) was upheld last week by a three-judge panel of the U. S. Court of Appeals in Washington.

The court thus denied appeals by NBC and four affiliated tv station owners against the FCC rulemaking order. Station Representatives Assn., which long has opposed the networks' competition in the national spot sales field, sided with the FCC as an intervenor in the case. Two networks (CBS and NBC) have until next Dec. 31 to terminate their contracts with several tv affiliates under the FCC order. ABC-TV does not represent affiliates for national spot.

The court denied the validity of three reasons given by NBC and the four affiliates for reversing the FCC: (1) that the FCC has no statutory authority to issue such an order; (2) that the order is an unreasonable exercise of FCC rulemaking authority; (3) that the FCC is not justified in requiring "divestment" of existing contractual rights.

Legality ▪ The established legality of the FCC's right to issue its chain broadcasting regulations of several years ago is adequate to cover the present order, the court said, and it can find no error in the FCC's conclusion that the networks' dual role in representing affiliates for sales of both non-network time and network time enables them to restrain competition between network and national spot tv in a way which can restrict the affiliate's freedom and independence of action.

The court said it need not consider whether a mere "potential" evil is involved, "for it is settled that practices which present realistic dangers of competitive restraint are a proper consideration" for the FCC.

The FCC, the court said, considered and rejected alternatives, suggested by NBC and the four affiliates, on the ground they would require too much supervision, too regularly; that the hardships of divestiture are outweighed by the public interest in the FCC's remedial rulemaking.

Appealing with NBC were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis and WRGB (TV) Schenectady.

Concurring in the opinion written by Judge David L. Bazelon were Judge George T. Washington, a member of the court, and Orie L. Phillips, senior U. S. judge for the Tenth Circuit.

NO ONE ELSE CAN MAKE THAT STATEMENT!



... JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

NASA, FCC reach accord on space

A "memorandum of understanding" between the National Aeronautics & Space Administration and the FCC, designed to coordinate their respective responsibilities in civil space communications, was released last week.

The joint NASA-FCC announcement was made following lengthy discussion between the two agencies (CLOSED CIRCUIT, Feb. 27). Among others, they agreed upon the following policy guidelines: (1) the earliest practicable realization of a commercially operable communication satellite system is a national objective; (2) this can be accomplished through joint action by government and private enterprise; (3) private enterprise should be encouraged to undertake development and utilization of satellite communications systems.

NASA and FCC also promised to work for international cooperation in the field and to use existing inter-agency organizations to coordinate assignment of frequencies necessary to support research and development.

NAB seeks court permit for rehearing film case

NAB asked the U. S. Supreme Court last week for permission to join a rehearing petition by Times Film Corp. in the court's ruling which upholds prescreening of motion pictures to be shown in Chicago theatres. Under the terms of the decision (BROADCASTING, Jan. 30), all media face problems of censorship.

NAB proposed to argue that such a censorship method would be difficult to limit to films.

The trade association also contended it might lead to violations of the basic fundamental right of freedom of speech under the First Amendment to the Constitution.

"While the majority of the court would limit the effect of the decision to motion pictures," NAB said, "no justification is made for treating movies differently than other vehicles used for the dissemination of ideas and information."

NAB contended the sole question "is not whether there exists an inherent right to show all motion pictures at least once, no matter how obscene or inflammatory their content might be, but whether any city may require all motion picture exhibitors to submit all films for licensing and censorship prior to public exhibition. Unless a reasonable basis can be found for distinguishing movies from other media, equal protection of laws would seem to give validity to like censorship schemes for



YOU MAY NEVER SEE A 2-TON TURTLE*—

BUT... You'll See BIG Things Happen In Kalamazoo-Grand Rapids When WKZO-TV Carries Your Message!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

**Rare leatherback turtles have weighed up to 1,902 lbs. and grown to 9 feet in length.*

WKZO-TV is, and has always been, the biggest thing in television in Kalamazoo-Grand Rapids and Greater Western Michigan.

NSI (see left) proves that no other station reaches as many homes in this area as frequently as WKZO-TV! But the size and growth record of the market makes WKZO-TV's position even more important. For example, between now and 1965 Kalamazoo *alone* is predicted to grow faster, in terms of personal income and retail sales, than any other U. S. city (source: Sales Management Survey—July 10, 1960).

Put the solid push behind your product that only WKZO-TV can give in Kalamazoo-Grand Rapids. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

The changing of the guard at the FCC

The New Frontier officially took command of the FCC last Thursday (March 2) when Newton N. Minow of Chicago was sworn is as a member and chairman. The ceremony, held in the 160-seat commission meeting room, was attended by an estimated crowd of 350 with every available standing space filled. It was described by veteran FCC information chief George Gillingham as the largest audience ever to witness a swearing-in ceremony.

Mr. Minow, 35-years-old, is the second youngest man ever to serve both on the commission and as its chairman. He has been confirmed by the Senate for a term ending June 30 and a subsequent full seven-year term running until June 30, 1968.

Charles H. King of Detroit (see story, page 70) left the commission to make room for Mr. Minow. Mr. King had been serving since July under a recess appointment. Mr. Minow succeeded Frederick W. Ford as chairman with the latter remaining as a member of the agency.

Supreme Court Justice William O. Douglas swore Chairman Minow in. Justice Douglas said that his outstanding abilities were well known to the high tribunal from Chairman Minow's service in 1951 as clerk to then Chief Justice Fred M. Vinson.

Chairman Minow went to work immediately after taking the oath to prepare himself for three oral arguments before the commission *en banc* Friday, at which he presided as FCC chairman for the first time.





Immediately after being sworn in as chairman of the FCC, Newton N. Minow (r above) receives the congratulations of (l to r) Rep. Peter Mack (D-Ill.), Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Supreme Court Justice William O. Douglas, who administered the oath to Chairman Minow. Almost immediately, also, the FCC chairman made a date to meet with the Commerce Committee chairman in the immediate future to discuss broadcasting problems of mutual interest.

On the right, Chairman Minow whispers to his wife, Mrs. Josephine Minow, while waiting to receive congratulations from others in the record audience.

newspapers, books, magazines, radio and television."

The widespread concern caused by the Supreme Court's decision was evident also in the number of *amicus curiae* filings on the motion for rehearing. In addition to the NAB document, similar pleadings were submitted by: Book Publishers Council of America, *Playboy Magazine,* Motion Picture Assn. of America, Authors League of America, American Society of Magazine Photographers and the Society of Magazine Writers.

The FCC last week...

▪ Granted an extension of time for comments on a new proposal on pay-offs, drop-outs and mergers (BROADCASTING, Feb. 27). Comments due originally Feb. 20 will be accepted until March 13; replies deadline is moved from March 7 to March 28. The extension was requested by the Federal Communications Bar Assn., which stated it had been electing new officers at the time comments were originally due.

▪ Amended its rules to exempt tv translator stations from certain of its requirements dealing with published notice of amendment of existing facilities or applications for new ones. A new subsection was added to FCC rules to apply to low-powered translators, relaxing requirements on the number of times published notification must appear. In any case, if no publication of general circulation is available in the area applied for, the applicant can post notice in the local post office or other public place, the rules say.

▪ Extended indefinitely the effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation. The deadline for compliance had been extended several times in the past with last week's action cancelling a Feb. 28 deadline. The commission noted that rulemaking now is underway which would eliminate the requirement for type-approved monitors with comments due March 23.

▪ Received a petition from National Telefilm Assoc. asking that its application for a new tv station on ch. 12 in Wilmington, Del., be dismissed. NTA said that it had decided to sell is broadcast properties (WNTA-AM-FM-TV New York) and to concentrate on the development and distribution of tv programs. Other applicants for ch. 12 include Rollins Broadcasting Co., educational WHYY Inc., Metropolitan Broadcasting Co. and Wilmington Tv Inc. A prehearing conference has been scheduled for Wednesday (March 8).

they like

talk

in Detroit

(and fine music, too)

We were sure of it all along—and now Nielsen confirms it! WWJ's four-hour week night block of good talk and fine music attracts more listeners than any other programming in the time period.*

HOUR OF INFORMATION

6:00 ..... WWJ News—Dick Westerkamp
6:15 ..... Sports—Budd Lynch
6:25 ..... Our Changing World—Earl Nightingale
6:30 ..... Business News—Britton Temby
6:40 ..... Weather—Sonny Eliot
6:45 ..... Three Star Extra—Ray Henle

PHONE–OPINION

7:05 ..... Following NBC News on the Hour, Bob Maxwell presides over WWJ's open forum of the air, literally the talk of the town.

FAYE ELIZABETH

8:30 ..... Detroit's First Lady of Fine Music provides the finishing touch with a feast of melodic masterpieces.

Here's the programming, the audience, the station that spell exceptional sales opportunities. Call your PGW Colonel or your WWJ-Radio local sales representative for availabilities.

**Source: Nielsen Station Index, Detroit, November-December 1960*

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

RADIO-TV'S CAMPAIGN BEHAVIOR

FCC final report indicates broadcasters toed the line

The FCC last week issued its report on the effects of last year's temporary suspension of the equal-time provision of the Communications Act.

For the most part an elaboration of the preliminary statement it gave the Senate Communications Subcommttee last month (BROADCASTING, Feb. 6), the report indicated that broadcasters behaved responsibly with the freedom given them to cover the presidential and vice presidential campaigns.

However, it did offer two suggestions in the event Congress decides to make the temporary suspension permanent. It said new legislation should provide for the eventuality that a presidential or vice presidential candidate might also be running for another office at the same time.

The Johnson Case ▪ The report noted that the then Sen. Lyndon Johnson, while a candidate for vice president, was also seeking reelection to the Senate. As a result, after he had appeared on a number of network programs, his Republican opponent in the Senate race requested "equal opportunities" of the Texas stations on which Sen. Johnson had appeared. This issue was never resolved, the commission said.

The second suggestion calls for a clearer definition of word "nominees." Since the resolution suspending the equal-time provision refers to "nominees" for president and vice president, the commission noted, "it can be argued that the appearance of an independent candidate or one who is not nominated at a convention . . . does not come within the provisions of the resolution."

The report was based on replies to questionnaires sent to the networks and some 5,000 stations requesting information on political broadcasts during the presidential and vice presidential campaign.

While the report satisfies the congressional request incorporated in the resolution suspending the equal-time provision, the FCC said there would be more to come.

It said it is working on a state-by-state breakdown of activities of am, fm, and tv stations in political broadcasting (sustaining and paid). The study includes the appearances of candidates for five offices selected for study—president, vice president, senator, representative and governor. This report is expected early next month, according to the FCC.



Stepping-down memento

Commissioner Robert T. Bartley (l) presents an historic gavel to Frederick W. Ford as the latter conducted his last meeting Wednesday (March 1) as chairman of the FCC. The next day, Chairman Ford was replaced by Newton N. Minow (see page 74) and reverted to the status of commissioner. The gavel was made from the "Washington Elm Tree," which tradition tells was planted on the grounds of the U. S. Capitol in 1798 by President George Washington. The gavel was presented to Commissioner Bartley in 1949.

WJPB-TV transfer hit by Broadcast Bureau

The FCC's Broadcast Bureau last week took a strong stand against a hearing examiner's decision affirming the transfer of 50% of WJPB-TV Weston, W. Va. (BROADCASTING, Dec. 19, 1960). The bureau argued that there had been an unauthorized transfer and that J. P. Beacom, 100% owner of WJPB-TV, and Thomas P. Johnson, who purchased 45%, were guilty of deliberate concealment of facts to the commission.

Mr. Beacom received the Weston ch. 5 grant Nov. 4, 1959, following a stock option agreement between his WJPB-TV Inc. and a competing applicant, Telecasting Inc. (dark ch. 22 WENS [TV] Pittsburgh). In return for the withdrawal of Telecasting, WJPB-TV granted a three year option in May 1959 for Telecasting to purchase 50% of the remaining applicant. Two weeks after the grant, Mr. Johnson, majority owner of Telecasting, contracted to purchase 45% of the Weston station and George W. Eby, another Telecasting stockholder, 5%. Mr. Beacom retained 50%.

An application effecting these changes was filed in January 1960 and it was granted without hearing Feb. 17, 1960. WBOY-TV Clarksburg, W. Va., protested and the approval was postponed and set for hearing last April.

The Broadcast Bureau, in filing exceptions to the December decision affirming the Beacom-Johnson-Eby transaction, said that "affirmative acts on the part of Johnson reveal at least *de facto* working negative control of WJPB-TV . . ." and also that he assumed control of Telecasting without approval.

On or before Nov. 15, 1958, the bureau said, Mr. Johnson's interest in Telecasting had increased from 27.3% to 52.5% and on Nov. 28 the same year to 60% without disclosure to the commission until 16 months later—after the WJPB-TV transaction had been approved. Also, the bureau charged, Mr. Johnson became board chairman and treasurer of WJPB-TV on Nov. 30, 1959, loaned the station some $125,000 and assumed control without FCC approval. This control was exerted, among other ways, by requiring Mr. Johnson's signature on WJPB-TV checks, it was asserted.

The Bureau charged that Mr. Johnson is ". . . guilty of deliberate procrastination" and that if ". . . self-serving statements of the interested parties as to what they thought or believed Johnson's position was in the permittee [are] given the weight they deserve . . . the conclusion is inescapable that Beacom and Johnson were guilty of an unauthorized transfer of control and that misrepresentations were made to the commission."

Mr. Beacom was accused by the bureau of "deliberate concealment of facts to this commission" in a Dec. 2, 1959, WJPB-TV ownership report which listed him as 100% owner and which did not reveal loans received from Mr. Johnson.

SEC charges Guild Films failed to show true facts

Another nail was driven into the coffin of Guild Films last week by the Securities & Exchange Commission. The tv film company, recently declared bankrupt by a New York judge (BROADCASTING, Jan. 9), was cited for stop-order proceedings on a registration statement for 17,664,891 shares of common stock filed last May.

The commission charged that Guild had failed to disclose its bankruptcy proceedings; that it gave conditions of a stock exchange for various corporations constituting the Vic Taney Gymnasium system which had been voided at the time and that the company's financial statements "were not certified, as required, and . . . were not prepared in accordance with generally accepted principles and practices."

Daniel Glass is serving as trustee of the defunct company. The SEC does not expect its stop order to be contested, a spokesman said.

Salinger sets rules for news conferences

White House News Secretary Pierre Salinger last week indicated consideration had been given to stationing watchers in the tv network rooms where Wednesday's presidential news conference was taped. The purpose would have been to guard against premature use of any information.

He said spokesmen for some other media had expressed fear that the networks might make unauthorized use of their tapes or that an employe might get a tip with which he could make a stock market "killing" before the conference ended.

Mr. Salinger, however, said he was willing to trust the networks to abide by the ground rules laid down in advance of the conference.

These prohibited live radio or tv coverage. But they permitted the networks to tape the conference in New York headquarters for use at its conclusion. In addition, newspaper and wire service reporters were not allowed to file stories before the end of the conference.

Mr. Salinger said these rules might be changed in the future but that they would be permanent for presidential news conferences not carried live.

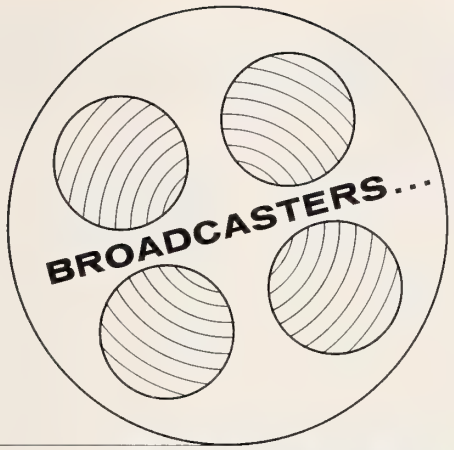
While he said he trusted the networks, Mr. Salinger added that he would confer with network representatives about the possibility of installing taping equipment in the State Dept. building where the news conferences are held.

Stations criticize NBC's JFK conference edicts

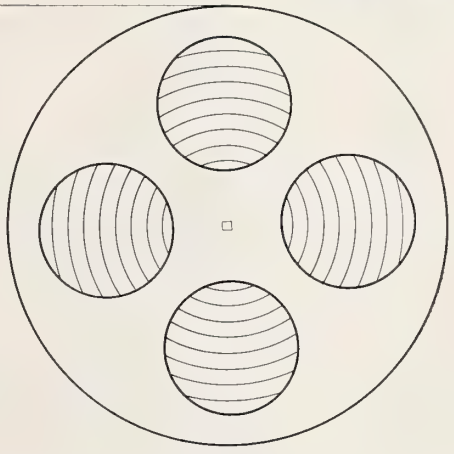
Five New York radio stations (all independents) criticized NBC Radio last week for alleged "arbitrary handling" of the pooled coverage of President Kennedy's Wednesday (March 1) morning news conference. NBC, the pool representative for radio, told the independents they would be provided with tapes of the conference on condition they give NBC on-the-air credit, refrain from using tapes until after NBC had begun its conference broadcast, and discontinue editing or airing excerpts.

News editors from WNYC, WMGM, WINS, WMCA and WNEW, all independents, met last week and appeared ready to lodge an official protest with both the network and the White House. They labelled NBC's actions as "unprecedented" and "unwarranted." Later NBC suspended the no-editing, no-excerpts ban but declined to offer a similar guarantee for the future.

According to an NBC spokesman, "new ground rules" imposed by the White House last week were mainly responsible for the dispute.



$ MAKE MONEY WITH "MOTIVATIONAL" MUSIC!



Here's a supplementary station service that's proving a real asset to broadcasters:

It's the transmission of Magne-Tronics taped "motivational" background music — to restaurants... supermarkets... industrial plants... hotels... offices, etc.

It's a service that fits ideally into radio station operations. It's been perfected for FM Multiplexing and/or wired line transmission.

TOP QUALITY MUSIC "Motivational" music by Magne-Tronics is performed by "name" talent from both sides of the Atlantic. Over 5,000 sparkling selections... some 500 new numbers every year. All fully authorized, cleared and licensed.

EXCLUSIVE FRANCHISES STILL AVAILABLE Magne-Tronics "motivational" music is now heard with pleasure and profit in more than 80 markets — from Boston to Brownsville... from Washington to Waikiki. Choice territories are still open — and every open market is an opportunity for greater station profit. Write today for full details.

First refusal rights to qualified stations wishing to explore this opportunity. No obligation, of course.

Be sure to look into the Magne-Tronics music service for "automated" radio programming. Priced to meet economy-minded budgets.

Magne-Tronics, INC.

In Canada: Instantaneous Recording Service, 42 Lombard St., Toronto 1, Ont.

"motivational" music that makes money / 49 WEST 45th STREET, NEW YORK 36, N.Y.

Market's brisk in movie imports for tv

INTERCONTINENTAL TV, COLUMBIA INTERNATIONAL JOIN DISTRIBUTORS

Officials of Intercontinental Television Corp. and Columbia Pictures International were busily at work at their New York offices last week on projects that will bring new dubbed foreign feature films to U. S. television screens this spring and summer.

Intercontinental and Columbia International are the most recent of a growing number of tv distributors which regard the film import-to-tv mart as an expanding one ripe for further development. What is significant is that both Intercontinental and Columbia International are affiliated with the "blue chips" of the motion picture field—the Walter Reade Theatres and Columbia Pictures Corp., respectively. In the past, the television import business has been dominated by smaller organizations.

Foreign features on television are not new. Eight years ago, Jules Weill, then with Specialty Films, pioneered the sale of Italian, French and other foreign films. But these were exposed largely in metropolitan markets and often were carried in fringe time periods. An associate of Mr. Weill, now with Colorama Features, New York, points out that the field is broadening each year and will become even more attractive to tv stations when foreign color films become available. He reported that Mr. Weill returned recently from Europe and is formulating plans to import about 100 color features. He observed: "These should be salable. Remember, not too many color features have been made in the U. S. in recent years."

Sig Shore, an ex-tv distributor and currently a partner in Valiant Films, New York, which distributes feature films theatrically, believes the present interest in imported motion pictures gained impetus when WRCA-TV (now WNBC-TV) New York bought a group including "Anna," "Bitter Rice," "Mr. Hulot's Holiday," "Gold of Naples" and "Rififi" for the station's highly-rated *Movie Four* program on Saturday night about four years ago. The favorable reaction, he said, generated such interest that he sold the package in more than 60 markets, including such so-called "Bible Belt" areas as Nashville and Memphis. Many of the stations, he continued, slotted the features in popular feature-film time periods and garnered highly satisfactory ratings.

Sex and Violence ▪ Mr. Shore, who then was president of Video Artists Inc., noted there is still some resistance to foreign features by certain station operators who equate them solely with "sex and violence." He contended this is "not at all necessarily so" and explained that the themes of these films often may be "adult and serious and sometimes controversial." His company assigned the rights of many of his features to Flamingo Telefilm Sales. Mr. Shore added: "The producer statements I receive indicate that these films are still making a nice piece of change on tv."

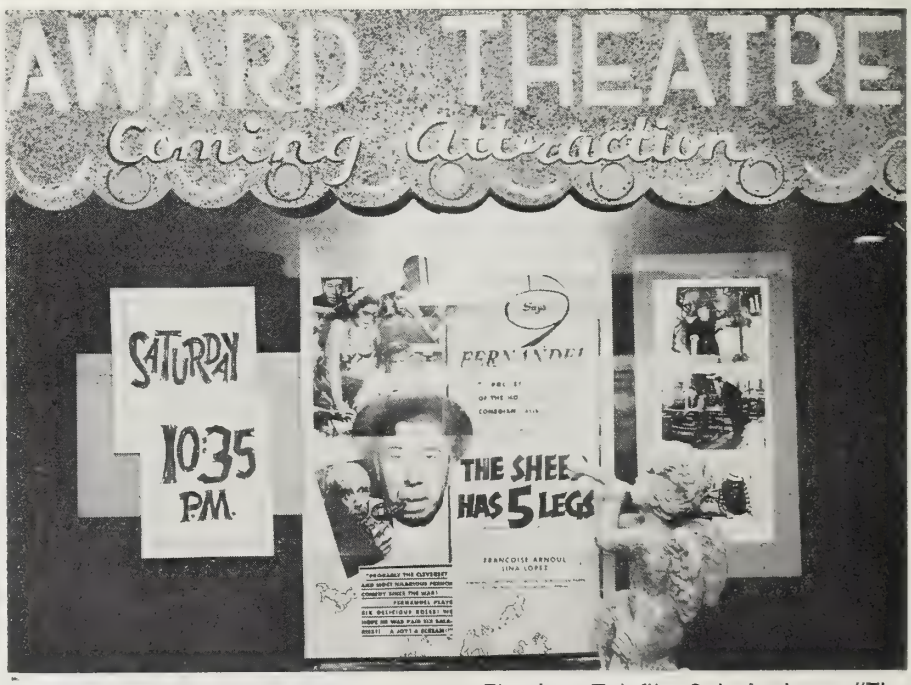
Broadcast Information Bureau, New York, a tv film service organization, reports there are almost 900 foreign features available to stations, but it is estimated that perhaps only one-half of these are appropriate for tv because of the "star" names in the casts. Among the reasons cited by distributors for the growing popularity of film imports are these:

▪ Among the box-office draws of today, particularly on the distaff side, are such names as Brigitte Bardot, Gina Lollobrigidia, Anna Magnani, Maria Schell, May Britt, Simone Signoret, Yves Montand, Rossano Brazzi, Curt Jurgens and others. This has resulted in a built-in "box-office" appeal for films in which they appear.

▪ Foreign producers are making more films than ever, and many of these are obtaining satisfactory reception, both in art theatres and in conventional movie houses. This circumstance has carry-over value in tv.

▪ The dubbing of such features with American voices has made them, on the whole, more acceptable to tv audiences, although admittedly some station operators won't show dubbed films, claiming the technique increases "artificiality."

The most active distributors in the field are: Flamingo Telefilm Sales, which is offering three packages, totaling about 150 features (French, Italian, German and British)—its "Imperial Package" has been sold in almost 100 markets during 1½ years; United Artists Assoc., which recently took over the distribution of 62 features from Lopert Films, and is handling their sale in 50 markets (British and Italian); Columbia Pictures International which is offering 17 films (Japanese, French, Italian and Portuguese), and has sold its "International Awards" package in five markets, pending completion of dubbing and prior to tv release; trans-Lux Tv, which is selling six features, and has sold them in 40 markets (French, British, Italian); Governor Television, which distributes about 100 British films; Programs for Television Inc., which has 38 British features on its list; ABC Films Inc., which has more



Distributors say foreign films are "easily exploitable." Here's how WBAP-TV Fort Worth helped promote Flamingo Telefilm Sales' release, "The Sheep Has 5 Legs," starring Fernandel. Display is at entrance to station.

Ho! Ho! Ho! By George Magoo... You've Done It Again



© UPA PICTURES, INC. 1961

NEW YORK (WNEW) rating increase over replaced show . . . TRIPLED
CHICAGO (WGN) rating increase over replaced show . . . QUADRUPLED
LOS ANGELES (KTTV) rating increase over replaced show . . . DOUBLED

AND EVEN MORE IMPORTANT!
SRO ON SPONSOR SPOTS

OVER
82 MARKETS
SOLD
IN JUST
90 DAYS

YOU'LL MAKE MORE MONEY EVERY DAY IN THE YEAR WITH MAGOO ON TELEVISION



NOW FROM THE SAME PRODUCER

THE EXCITING CARTOON SERIES

THE DICK TRACY SHOW

130 FIVE MINUTE ACTION-PACKED
BRAND-NEW TELEVISION CARTOONS

THE FAMED COMIC STRIP CRIME FIGHTER
WITH MOST OF THE WELL KNOWN VILLAINS;
FLATTOP, B-B EYES, PRUNEFACE, THE MOLE, ETC.

ANIMATED BY THE AWARD WINNING UPA STUDIO

To check availability in your market:

TELEVISION PERSONALITIES, INC.

Alvin E. Unger 527 Madison Ave.
PLaza 2-3630 New York 22, N.Y.

than 100 British features, produced by J. Arthur Rank, and sold in 75 to 100 markets, depending on the packages.

Intercontinental's initial release of 13 this spring will be augmented at six-month intervals by two additional packages of 13 each. A Columbia International spokesman said the first offering of 17 features may be expanded by adding others in which Columbia is a co-producer with foreign film-makers, but this determination will not be made until reaction to the first release is analyzed. Colorama Features hopes to bring in as many as 100 additional features over the next few years, an official said.

Anti-Foreign ▪ The grass is not all green in the foreign features field, however. Some station operators—and this group includes some in metropolitan areas as well as in the "Bible Belt"—are still resisting the foreign invasion.

They base their reluctance on several factors: (1) they don't think their audience or advertisers will like them; (2) they feel that many are in "poor taste" and require sharp editing; (3) they feel there is an abundance of satisfactory domestic films they would prefer to use; (4) they could not fit them into their schedule even if they wanted foreign features, particularly if they are a network affiliate in a two- or three-station market, and (5) they don't like dubbed pictures on tv.

Ira Gottlieb, president of Flamingo Telefilm Sales, whose company has been a leader in the field, challenges some of these claims, but says he would be delighted with audience and advertiser response if the films were given an opportunity. He acknowledges there has been "poorer acceptance" in the South but claims that where imports have played (Atlanta, Miami, Orlando, Louisville and New Orleans), the results have been "highly satisfactory." A cross-section of the markets in which Flamingo films have appeared includes such non-metropolitan cities as Sedalia, Mo.; Great Falls, Mont., Flint, Grand Rapids and Lansing, Mich.; Boise, Idaho and Cedar Rapids and Mason City, Iowa.

He does not consider censorship a "real problem." Films that have received a "C" rating (condemned for all audiences) by the Catholic Legion of Decency are not handled by Flamingo, according to Mr. Gottlieb. (Other distributors also apply this yardstick.) Then, too, Flamingo itself edits out questionable footage, and the stations have the prerogative to "scissor out" scenes they consider objectionable.

He challenges the view that foreign films cannot compete effectively with domestic ones. He says he can cite chapter-and-verse the number of times that Flamingo films have out-rated U. S. movies. He concedes the two- or three-station market often can amount to a roadblock, but points out that foreign features, in these situations, must compete with all other non-network films.

On the all-important matter of price, Mr. Gottlieb says: "We get for our foreign films, all produced after 1950, the same price as an average pre-1948 American feature. And we think they are well worth the price!"

'GREAT MUSIC' SELLS

High-class tv music show gets discriminating viewers

It started out to be an "image campaign," strictly soft sell for Ehlers coffee. The northeast regional brand decided to sponsor *Great Music from Chicago* Sunday afternoons on WNTA-TV New York because it looked and sounded like something that would attract a discriminating viewer, the kind who ought to know about Ehlers' "shade grown, tree ripened, high mountain grown coffee."

Co-ordinated Marketing Agency, New York, placed the order last fall for Sundays, 6:30-7:30 p.m. EST on New York's ch. 13, beginning Oct. 16. Now in the second 13-week cycle with *Great Music from Chicago,* Co-ordinated has "a very happy client" and Ehlers has established something more than image. Sales in the New York area have climbed 15-20%. All other advertising —spot tv, newspaper, trade paper schedules—have been held fairly constant, Co-ordinated says, giving *Great Music* credit for the difference.

Three weeks after Ehlers debuted with *Great Music* in New York, the client scheduled the show on WHCT (TV) Hartford, Conn. Sales have not been tabulated in that territory, but mail is building from both markets. After a slow start, letters—unsolicited —have begun to crescendo. Ehlers had on hand 300 happy viewer messages after last week's count.

Sales reports from the field are showing "meteoric" progress, according to Michael Schwartz, creative director of Co-ordinated. The only rating that agency and client are looking at is the advertising/sales ratio, a very satisfactory one in this case and "the only criterion" in any case, Mr. Schwartz believes. "They're looking and they're buying."



The sound that sells Ehlers
Gentle-sell commercials are integrated

Great Music, a taped production of WGN Syndication Sales, Chicago, is promoted by Ehlers and stores with posters and showcards at points of sale. Also, stores print tune-in blurbs in their advertising.

The programs are built around the Chicago Symphony Orchestra but from that base they reach out to prove that *Great Music* can mean jazz or swing, as well as symphony, opera and other classical subheadings. Guest talent appearing with Fritz Reiner and the Chicago Symphony has included Count Basie, Woody Herman, Sarah Vaughan as well as the more august figures of Alfred Wallenstein, Sir Thomas Beecham, Arthur Fiedler and Andre Kostelanetz. The show has won the George Foster Peabody and other awards.

It is a program in good taste, the sponsor considers, and its reception is bearing out the judgment that went into buying the hour.

Commercials are integrated to fit the tone of the show, using a gently persuading voice over pictures of mountains, shade trees and the product.

The Brooklyn coffee company is a third-generation Ehlers family enterprise that distributes throughout the metropolitan New York market, New Jersey, Philadelphia and surrounding towns, the eastern half of New York State, Connecticut and Rhode Island. Between announcement campaigns and the hour programs, tv is taking about 30% of the Ehlers advertising budget currently.

Desilu sues NTA, says tv residuals unpaid

Desilu Productions has filed five suits against National Telefilm Assoc. in Los Angeles Superior Court, one each against five tv series which Desilu produced and NTA distributes, and is contemplating a sixth for the remaining series of that kind.

Desilu seeks cash damages for residual payments which NTA allegedly agreed to make but has not, deferred production fees and the like, amounting to $12,268.99 for *This Is Alice,* $26,-031.62 for *Sheriff of Cochise,* $105,-956.69 for *U. S. Marshal,* $15,374.72 for *Official Detectives* and $16,702.81 for *Walter Winchell File.* The sixth complaint, if filed, would concern *Grand Jury* and would amount to approximately $1,400.

Desilu asserts that because of NTA's failure to live up to its agreement the

OLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 6-10, 13-15 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 6-10, 13-15 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 6-10, 13-15 (10:30-11 a.m.) **Play Your Hunch,** part.

March 6-10, 13-15 (11-11:30 a.m.) **The Price Is Right,** part.

March 6-10, 13-15 (12:30-12:55 p.m.) **It Could Be You,** part.

March 6-10, 13-15 (2-2:30 p.m.) **The Jan Murray Show,** part.

March 6-9, 13-15 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 8, 15 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 8, 15 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 10 (9-10 p.m.) **Sing Along With Mitch,** P. Ballatine through William Esty (Eastern U.S.) and co-op.

March 9 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 11 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 11 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 11 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 12 (6-6:30 p.m.) **Meet the Press,** co-op.

March 12 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 12 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

March 13-15 (12-12:30 p.m.) **Truth or Consequences,** part.

March 13-15 (3-3:30 p.m.) **Young Dr. Malone,** part.

March 13-15 (3:30-4 p.m.) **From These Roots,** part.

distribution rights to the tv series have reverted to Desilu and an injunction is asked for to stop NTA from making further sales of the programs. Nothing will be done to stop stations which have obtained the shows in good faith from broadcasting them, a Desilu spokesman said, but he reported that funds due NTA from certain stations for these and other properties have been attached.

Oliver A. Unger, board chairman-president of NTA, issued this statement: "We are in a dispute with Desilu and it will be litigated." He didn't expand on this.

Freedoms Foundation lists radio-tv awards

The Freedoms Foundation has announced 16 radio and 11 tv programs as winners of its annual awards. Ceremony took place Feb. 23 at the Valley Forge Military Academy. The radio winners:

Ray Starr, Jacksonville, Fla., and Boris Morros, New York (principal award), for series of five programs on various stations, *The Genius Who Walks on Eggs;* Allen Bradley Co., Milwaukee, for *Bob Siegrist News* on MBS; ABC-TV and National Council of Churches, for "Christianity and Communism" on *Pilgrimage* series; KLZ Denver, *Citizens by Choice* series; KMOX St. Louis, *A Case in Point* documentary; Military Personnel Procurement Div., Dept. of Army, for *Topics of Conversation* series on MBS; North American Air Defense Command, *Face to the Future* series on various stations; office of the chief of information, Dept. of Army, for "General Pershing Story" on *The Army Hour* on MBS; WBBM Chicago, *Songs of Our Politics* special program; WBT Charlotte, N. C., *Radio Moscow* series; WCAU Philadelphia and Temple U., for *Governments of Man* series; WFIL Philadelphia and Philadelphia Board of Education, for "Americana" on *WFIL Studio Schoolhouse;* WNHC New Haven, Conn., for series of anti-communist commercials; WSB Atlanta, for "Open Letter to Americans" special message; WTIC Hartford, *America Goes to the Polls* special series, and WVCG Coral Gables, Fla., for *America Is Words of Freedom —Deeds of Courage* series.

Tv Awards ▪ The principal tv award went to Lutheran Church—Missouri Synod, for "Trap of Freedom" from *This Is the Life* series on various stations. Other tv awards:

Equitable Life Assurance Society of the U. S., for "Not Without Honor" on NBC-TV's *American Heritage* series; KING-TV Seattle, for "The Living Constitution" special; KPIX (TV) San Francisco, for *Life in the Balance* series; KVTV (TV) Sioux City, Iowa, *The American Way* series; NBC-TV, for "U. S. Government" special on *Today* show; National Council of Catholic Men and NBC-TV, for "The War of Geoffrey Wilson" on *The Catholic Hour;* Southern Baptist Convention, "Bread on the Water" on *The Answer* series; WBRC-TV Birmingham, Ala., for "Annual Flag Raising Ceremony" special; WCAU-TV Philadelphia, for *The Gene London Program,* and WRCV Philadelphia, for 'Destiny of Freedom" special.

The foundation also conferred special leadership awards on Arthur Godfrey and Dave Garroway. Dr. Kenneth Wells, president of the foundation, presented Mr. Godfrey with the George Washington gold medal and honor plaque during a Feb. 23 broadcast of CBS Radio's *Arthur Godfrey Time.* Dr. Wells made a similar presentation to Mr. Garroway on the Feb. 22 telecast of *Dave Garroway Today Show.*



A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

7 WITN Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Television's school of storm & stress

ROBERT DREW'S DOCUMENTARIES AIM AT PHOTOGRAPHIC REALISM

A new form of television picture journalism is bidding for attention in the field of public information programs. Leading the movement is Rob-



"The Children Were Watching" documentary on school integration shows some things must go on, even in riot.

ert Drew, head of his own production company, Robert Drew Assoc., and executive producer of Bell & Howell's *Close-Up* series on ABC-TV.

People under stress and a searching, pitiless camera are the substance and sinew of the experimental film technique used by the 37-year-old, former magazine writer and editor. In Mr. Drew's approach, the camera is the most important ingredient. His crew uses it somewhat in the way a doctor uses a surgical probe. Relying heavily on facial close-ups, the camera, in a typical Drew documentary searches for expressions that show how people on the scene are reacting to an event.

The basic theory behind his technique, according to Mr. Drew, is that "everywhere news is taking place, people are under stress." He and his team try to capture the dramatic structure of the story by using as few adornments as possible.

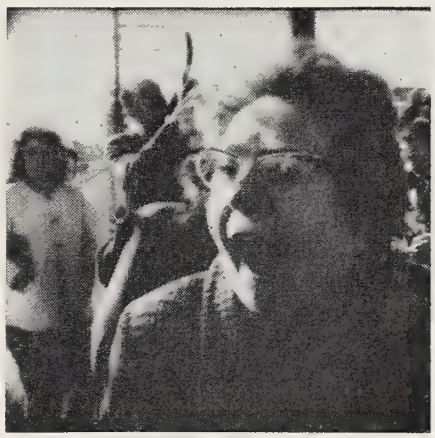
"I want to do shows that employ dramatic logic—where the story tells itself through pictures, not through word logic, lecture logic, written logic or interviews," Mr. Drew says.

Mr. Drew's methods are influenced by three commandments: "I'm determined to be there when the news happens. I'm determined to be as unobtrusive as possible. And I'm determined not to distort the situation."

Actually, though his crew is usually on the scene of a dramatic event as it happens, Mr. Drew does not reach the tv screen with his documentaries until an average eight weeks after the event. "Our process requires a considerable amount of skilled editing—it won't automatically work by itself." Mr. Drew says in explaining the lag between the filming and the actual presentation. "It needs time and an army of talented people."

Rarely Obtrusive ▪ The other two principles of the Drew operation are more effectively executed. The on-the-spot Drew production team, usually two film makers and two or three correspondents who also serve as cameramen, travels without fanfare and is rarely obtrusive. They work as much as possible with natural light, which sometimes gives their films a grainy texture, an effect that tends to add authenticity while heightening the dramatic expression of a scene.

Artificial lights, Mr. Drew feels, create a stage atmosphere and cause people to act. "At a picnic," he says, "a camera with a flash attachment starts people posing, staring at the camera.



Segregationist shouts her beliefs and cameraman catches facial distortion during New Orleans school troubles.

Pictures taken candid style, as people relax and enjoy themselves, will produce an altogether different record."

Mr. Drew's camera teams use standard but specially-adapted equipment on their documentary assignments. Among their implements are Swiss and German tape recorders of compact size, low lights (only if needed) and quiet, Orthicon cameras. For close-ups a zoom lens is used, which in the hands of Drew's cameramen is the ultimate photographic weapon.

The cameramen shoot miles of film for each *Close-Up* program (the average cost for a half-hour show reportedly is $40,000) and to Mr. Drew and his editors go the formidable task of cutting and piecing-together a coherent and potent film story. Occasionally, when a gap appears in the natural sequence of events, Mr. Drew will use outside footage.

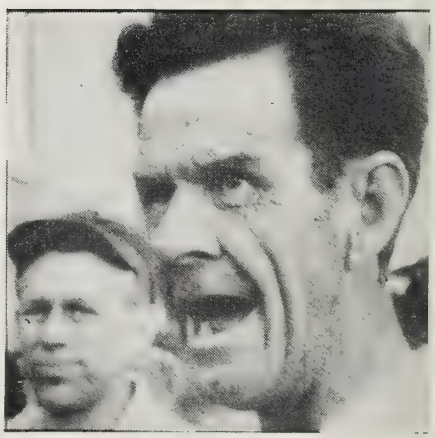
All of Mr. Drew's work is with film, a medium which just about everybody has used from the very beginning of tv—but it's his new approach to film's use that has caused a stir in the industry.

Though his films employ a narrator, the commentary is in stacatto style, terse and dramatic, almost like a caption for a magazine photograph. The voice of the narrator, Joseph Julian, who has narrated all the *Close-Up* programs to date, is low-keyed. Mr. Julian disdains the "voice of doom" approach popularized in the *March of Time* filmed series of the 1930s and still widely copied.

In sticking to his avowed principle of not distorting a situation, Mr. Drew's interviewers are for the most part not seen. Even their questions are sometimes not heard by the viewer. From Mr. Drew's point of view, the questions are seldom as important as the answers, and reporters covering the news are secondary to the people making the news —the people thrown into dramatic situations.

Behind Doors ▪ Gaining entree behind doors usually barred is one of Robert Drew's most vital and "secretive" accomplishments. He does it, apparently, by keeping the camera and microphone hidden as much as possible and by persuading people on a person-to-person basis that exposure will not hurt them.

The three *Close-Up* programs already televised ("Yanqui, No!," "X-Pilot" and "The Children Were Watching") all of which received relatively



One citizen threatens to get his shotgun and "shoot a few niggers" as camera grinds away outside school.

favorable reception, have explored widespread subjects. "Yanqui, No!," shown Dec. 7, 1960, was a film editorial on anti-American developments in Venezuela and Cuba as seen by the people native to those countries. "X-Pilot," televised last Feb. 6, differed from the other projects in that it was a pure action story rather than a dramatic one. In the film an attempt was made to let the audience know how it might feel to be strapped in the cockpit of the Air Force's first manned, rocket-powered aircraft, the X-15. In "The Children Were Watching," Mr. Drew again allowed his audience to participate in his story. His message: what it's like to be a six-year-old Negro girl attending the first integrated school in New Orleans. Whatever else the *Close-Up* programs have been, they have all been hard-hitting documents, sometimes stepping on the toes of some viewers.

Mr. Drew is not entirely satisfied with his efforts. He has had soundtrack problems. Filming on the run, amid raging mobs or in competition with roaring rocket engines, have made the audio portions of his programs undecipherable in spots. Mr. Drew calls this poor sound "an agonizing, calculated sacrifice." His group, he says, has come "a long, long way" with sound technique and some day soon hopes to develop a clearer sound track. Right now, Mr. Drew claims, the sound not only is "servicable," but often in the mood of the story.

Oddly enough, Mr. Drew, who's really only been in tv 2½ years, is not a cameraman himself. He was born in Toledo, Ohio, grew up and went to school in Port Thomas, Ky., eventually enlisted in the Air Force and afterward joined the staff of *Life* magazine. As a picture journalist there, Bob Drew developed an interest in photography while working with cameramen.

Early Failure ▪ In 1953 NBC asked him to do a halfhour tv news show, produced in the candid *Life* manner. He made a pilot film called "Key Picture," but it got nowhere. He wanted to develop a technique to make a news show interesting for prime time viewing. He kept asking himself over and over, "What do you do for prime time?"

In 1954 he won a Nieman Fellowship to study American History for a year at Harvard and spent much of the time thinking about his problem.

After Harvard, Mr. Drew returned to *Life* and arranged with the publisher to produce films in conjunction with stories appearing in the magazine. As part of this assignment he did a film on weightlessness, segments of which were shown on the *Ed Sullivan show* (CBS-TV) at the same time the story appeared in *Life*. He also made films on bull fights and balloon flights which

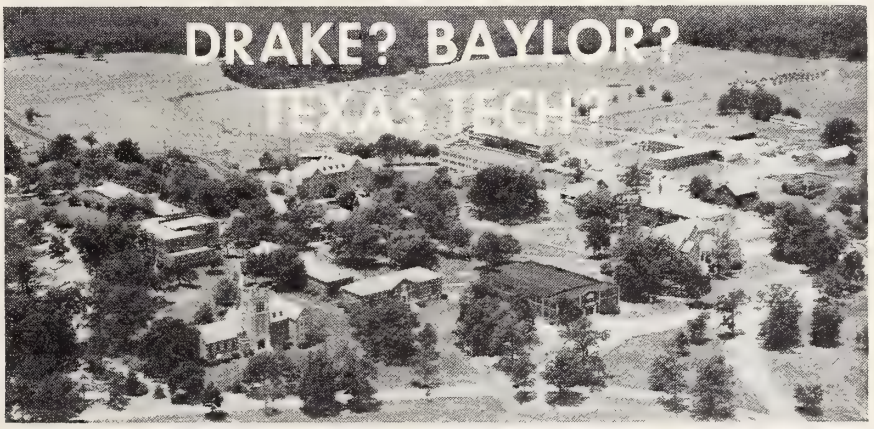


Teen-age girl watches fearfully through window as crowd menaces her white, integrationist mother.

were shown on NBC-TV's *Jack Paar* and *Dave Garroway* shows, respectively, during the same months *Life* ran similar stories.

By this time he had proved his approach to "documentaries" was of interest to prime time audiences and in January 1960 he went to work for the broadcast division of Time Inc. He made several shows that were shown on the Time Inc. tv stations (KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.), including one on Sen. Kennedy's election primary campaign in Wisconsin and another on the Memorial Day speed races in Indianapolis. His work during this period showed such programs could be marketed and ABC became interested (BROADCASTING, Nov. 20, 1960). The network signed an agreement with Time Inc. to co-produce four hours of documentaries for the *Close-Up* series, the contract on which Mr. Drew is currently working. It was not long afterward that John Daly, vice president in charge of news and public affairs, resigned from ABC. At the time, Mr. Daly indicated he objected to ABC's decision because it challenged his authority and violated his belief that news and public affairs shows should be produced by the network only.

Mr. Drew claims ABC's arrangement with Time Inc. came after Mr. Daly left the network, although negotiations started while Mr. Daly was still in office. In any case he feels the so-called farming out of news programs is a matter of semantics. Networks, he says, "farm out" shows to their information divisions and often some of these employes are not as close as he is to network operations. "There is no such thing as 'in or out'," he asserts. "Networks have to satisfy themselves that the people working with them on these



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of Arkansas A & M, Monticello, Arkansas, one of nine 4-year colleges located in KNOE's coverage area.

shows are journalists—that's the important thing."

New Unit ▪ Last month, Mr. Drew, who until that time was still a salaried employe of Time Inc., formed his own production company, Robert Drew Assoc. with offices in New York's Time & Life Building. Time Inc., however, still finances him and he is still obligated to the company, though he holds a financial interest. (Time Inc. is his selling agent and retains future rights.) Robert Drew Associates' services are not "exclusive" with either ABC-TV nor Bell & Howell, though, of course, the reverse is true for the *Close-Up* series.

For the future, Robert Drew, who has three children and lives in Darien, Conn., would like to do a series of shows in prime time on a regular weekly basis "that will tell people what's going on in a manner they can't get any other way." In his thinking, the networks are ready for such a series.

Mr. Drew has three more programs to go in his *Close-Up* series. His next show, scheduled for March 28, will spend an hour's time examining the Kennedy administration.

NBC Radio's 'Monitor' gets spring revamp

NBC Radio's weekend program service, *Monitor,* is undergoing drastic changes, including the dropping of the Friday night portion and an increase in emphasis on news and show business personalities' segments. The changes will take effect on Saturday (March 11).

Additions to the program service's line-up, according to William K. McDaniel, executive vice president in charge of NBC Radio, will be Betty Furness, Hugh Downs, Dave Garroway, Wayne Howell, Lindsey Nelson, Mel Allen, Bert Parks and Gene Rayburn, who will serve as hosts for a series of features covering comedy, news, sports, music and special remote broadcasts from all over the world. Current performers who will continue on *Monitor* include Mike Nichols and Elaine May, Bob Hope, and Bob and Ray.

A new feature, "Ring Around the World," will consist of 10 five-minute commentaries per weekend on world developments from NBC Correspondents. Another new segment will be "Weekend Report," a 25-minute study-in-depth by various staffers of significant news stories of the preceding week. Current features that will be continued include Wilma Soss' "Pocketbook News," Bob Considine's "On the Line," Dorothy Gordon's "Youth Forum," and religious programming, specials and sports events segments.

The new schedule will consist of five three-hour blocks per weekend as follows: Saturday—9 a.m.-noon, 3-6 p.m. and 7:30-10:30 p.m.; Sunday—3-6 p.m., 7-10 p.m. The Friday night schedule will end this week.

The changes will place more reliance on NBC personnel and reduce the output provided in the past by freelance newsmen. Mr. McDaniel, explained the *Monitor* staff has been bolstered by the addition of a special music coordinator and a script supervisor, and by provision for a separate production team for each of the five weekend segments.

WBC expands into program production field

WILL MAKE TV AND RADIO SHOWS FOR OWNED STATIONS

Westinghouse Broadcasting Co., New York, is announcing today (March 6) the formation of WBC Productions Inc., a company that will produce radio and tv programs for the 11 WBC stations and for syndication to other outlets.

The first project of WBC Productions will be two nighttime tv series—a 60-minute show originating from New York and a 30-minute program from San Francisco. Details will be announced shortly. They are scheduled to be run back-to-back in a 90-minute time period Monday-through-Friday. They will be taped for showing on the five WBC tv stations (KYW-TV Cleveland, WJZ-TV Baltimore, WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX [TV] San Francisco) and will be offered via syndication to other outlets throughout the country. The program reportedly will be slotted in a time period opposite NBC-TV's *Jack Paar Show.*

Ben Park, who has been president of the production company of Mills-Park-Milford, New York, has been appointed executive producer of WBC Productions. For several years, he was director of public affairs for NBC. Others named to the staff of the new production company are William Peters, associate producer; Roger W. Murphy, production manager; Marlene Sanders, research director and Marvin David, writer.

Donald H. McGannon, president of Westinghouse Broadcasting Co., said the purpose of WBC Productions is to "evolve a wide range of new and exciting concepts." He added that the company's programming eventually will include "everything from pure diversion to public affairs and public service, and all first-rate entertainment."

In addition to station ownership and its new production outfit, WBC also owns AM Radio Sales and Television Advertising Representatives (TvAR), representation firms for Westinghouse-owned stations.

IT'S ALL ON RADIO

KLIF, KMOX, WSB describe their own program variations

It isn't only music-and-news in radio today. Down in Dallas the accent is on news. In St. Louis it's all talk in afternoon blocks. In Atlanta there's a varied sound that even offers some old-time radio programs.

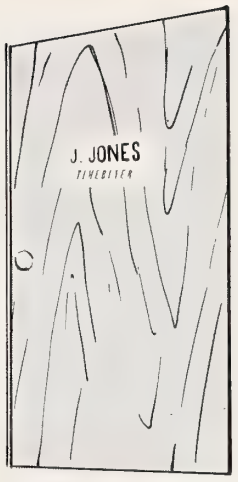
New York's Radio & Television Executives Society heard some of the trendsetting sounds at last months roundtable luncheon, moderated by Albert B. Shepard, sales manager of Select Stations Representatives, New York. These station men had a chance to pitch a select business audience after sample tapes were played during lunch:

▪ Gordon B. McLendon, president of the seven McLendon stations, told how KLIF Dallas threw out the old "razzle-dazzle" promotion it made famous and built a new promotional foundation on hard-hitting news. KLIF's eight-man news staff (soon to be 11) turned in 12,000 remote reports last year in dedicated competition with the city's newspapers. The KLIF formula is "music plus news, and news, and news." It's paying off in ratings and station believability and is producing "more stimulation among listeners than the biggest contest or the biggest stunt," Mr. McLendon said.

▪ Too many radio stations have met the challenge of television "by acting like the bobby sox set," Robert Hyland, CBS Radio vice president and general manager of KMOX St. Louis, told his New York audience. As part of the "grown-up" approach it believes in, KMOX a year ago inaugurated a seven-hour afternoon talk segment, *At Your Service.* Set in a day of versatile, "full-range radio," *At Your Service,* noon-7 p.m., incorporates local and network news, regular medical and marriage counseling, poetry and dramatic readings, homemaking segments, school reports, a telephone question period which has guests ranging from Eleanor Roosevelt to a garage mechanic, a job-hunting guide, theatre-concert reviews, science reports and a host of other features. Advertisers like the showcase of *At Your Service,* and ratings average 26% higher than previous music programming, Mr. Hyland said. The talk block is not easy programming, but KMOX is tapping a growing demand for infor-

How successful TV stations handle unsold time...

7 steps that increase the effectiveness of TV station time salesmen



ARB LOCAL MARKET REPORTS—This industry standard is a basic ingredient in any station's sales effort. As a complete quarter-hour measure of television audience by both metro and total area, this report provides each and every station in the country with data that is recognized throughout the industry as the ultimate in accuracy, reliability and believability.

ARB 1960 COVERAGE STUDY (with Totals Updated to November 1960)—Station coverage strength in areas of importance to your marketing program is essential . . . and ARB's full county-by-county report documents your station story. Updated station totals based on November 1960 survey results are also available for stations where changes have occurred since the basic study was made.

SPECIAL TABULATIONS—Demonstrating to a timebuyer how the cumulative audience for your spot package ranks with the "Gunsmokes" and "Wagon Trains" makes extraordinary sales (dollars and) sense. Dozens of other specially tailored ARB tabulations can have equally effective results for your specific needs.

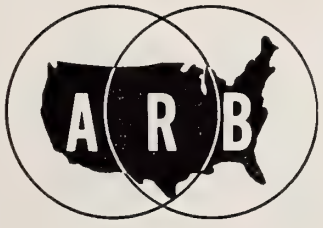
OVERNIGHT COINCIDENTAL REPORTS—New program or new time period availabilities occurring between ARB market reports receive quick audience documentation with a special ARB Telephone Survey. Results are available overnight . . . in time to whisk them off to the timebuyer's office for a "proof of performance" sales presentation.

SPECIAL SURVEYS—Studies of your picture quality in competitive fringe areas . . . analysis of farm audience delivered . . . or a report on audience reaction to your news programming are but a few of the special areas where your efforts to inform the buyer will turn the trick in your favor.

ARB TV-NATIONALS—This complete and qualitative report on the audience to all network programs will greatly aid the local network affiliate in selling surrounding time spots to the "specific audience" conscious buyer. A wealth of detailed information in the TV-National complements the ARB Local Market Report, especially in sales presentations.

MULTI-CITY ARBITRON—Local network affiliates who receive this report daily are kept up to date by this competitive program index. Fast rising new programs are spotted immediately, and local spot adjacencies are sold just as quickly when such evidence is presented to the buyer.

The next step should be taken in the direction of your telephone to contact your ARB representative. And, may we remind buyers that all these steps will work equally well for you in evaluating your present or planned TV campaign.



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON	*4320 Ammendale Road, Beltsville, Md., WE 5-2600*
NEW YORK	*1 Rockefeller Plaza, New York 20, N.Y., JU 6-7733*
CHICAGO	*1907 Tribune Tower, Chicago 11, Ill., SU 7-3388*
LOS ANGELES	*2460 W. Whittier Blvd., Montebello, Calif., RA 3-8536*

mation and it is in this direction, he advised listeners, that radio will find "fulfillment of its proper role in our times."

▪ WSB Atlanta assiduously cultivates a station personality, wooing listeners with audience participation features, and in return gets more fan mail, including hundreds of Christmas cards and presents, than any staff personality, Frank Gaither, general manager, told the RTES. WSB's "distinctive" sound blends listener participation and integrated news into a unified music control and a requirement that every program be developed as a public-service vehicle. Every day is a special day ("Advertising Day," "March of Dimes Day," "Minstrel Day") with all programs punctuated by features related to the theme. WSB also is working "to exercise positive leadership in the move to re-establish the importance of individual programs." Two mentioned by Mr. Gaither are a series of hour-long medical forums with a panel of doctors answering listeners' telephoned questions and a 2½-hour special coming up, Shakespeare's "Merry Wives of Windsor" presented by Theater Atlanta.

New SESAC 'Drummers'

Music Productions of America Inc., New York, new entry in the commercial and music background field, has completed arrangements with SESAC Inc., to create and produce seven "Drummers" albums during 1961. SESAC long-playing "Drummers" are made available to the broadcasting industry and are comprised of high-quality station promotionals, weather, time and news spots, dj themes and sales starters, all featuring a "big band" sound.

ASCAP reports $32.3 million gross, up 7%

GROUP PREPARES FOR TV PACT TALKS, PLANS BMI SUIT

The American Society of Composers, Authors & Publishers had a gross income of $32,344,135 in 1960, up $2,313,168 or 7 0/0 from 1959, a west coast membership meeting was told last Tuesday (Feb. 28). Of the total, $6,131,446 went for expenses, leaving $26,212,690 for distribution to ASCAP members.

President Stanley Adams reported that since the last regular meeting in September, 269 writers and 151 publishers have joined ASCAP, bringing the totals to 5,299 writers and 1,727 publishers. A man is being hired at Los Angeles to help west coast members with their problems of interpreting credit rights and other matters, Mr. Adams said.

He also reported that Dr. Paul Fagin of Joel Dean Assoc. now heads a new statistical department at ASCAP's New York headquarters, for collecting information for negotiations of the new tv agreements to replace those expiring at the end of this year. New radio agreements have been reached with CBS, NBC and Mutual, he reported, and negotiations are in progress with ABC.

Herman Finkelstein, ASCAP general attorney, said that in the upcoming tv negotiations ASCAP will not lose sight of BMI's insistence that writers should get more money for music used on tv; that since BMI is owned by broadcasters this is an admission by the station owners that they aren't paying enough for music today.

Mr. Finkelstein also reported that Arthur Dean, of the law firm of Cromwell & Sullivan, has been retained as special counsel to institute legal action against BMI for what ASCAP feels are improper activities. He declined to amplify, but said the action "will be revealed at the proper time." The ASCAP suit will have no connection with one by a group of songwriters against BMI and in process nearly a decade, he said. Mr. Finkelstein said that contrary to widespread reports, ASCAP has not been a party to the songwriters' action.

Program notes...

Coming attractions ▪ NBC has announced it will slot for next season in prime time, *House on the Rue Riviera,* day and time to be determined. Being produced by 20th Century-Fox, *House* will be a weekly hour mystery series starring John Ericson and Richard Anderson as American agents hired by the French Surete National to patrol the Riviera (BROADCASTING, Feb. 27). Guest Stars and international socialites also will be featured.

New CBS show ▪ Irving Mansfield-Peter Arnell Productions will produce *Face the Facts,* a new half-hour audience participation show to be taped by CBS-TV Hollywood for a Monday-Friday afternoon series to start on the network March 13. Red Rowe will preside over a panel of four contestants who will watch a re-enactment of an actual court case by actors using dialogue based on testimony given at the original trial and attempt to duplicate the decision of the actual court. Three cases will be on each program.

EQUIPMENT & ENGINEERING

GE awards to two for troposphere talk

An amateur radio operator who is a project leader on space communications with Hughes Aircraft Corp., have received an award for showing that transoceanic vhf and uhf radio communications might be feasible without the use of satellites in space.

The Edison Radio Amateur Award, sponsored by General Electric, actually was presented to two winners. They were John T. Chambers, 40, California ham who works for Hughes, and Ralph E. Thomas, 57, Hawaiian amateur who is with RCA Communications.

Using home-built equipment, they communicated via a troposphere duct over 2,500 miles between their homes for over four years. They used 144 mc, 220 mc and 432 mc and are planning to continue the experiments with 1230 mc this year. Transmissions were keyed.

The project has evoked the interest of military services and of Pan American Airways, the winners reported. They estimated stations using this mode could be built for between $20,000 and $30,000. They foresaw the best use of tropospheric ducting for communications between aircraft and ground stations.

RCA adds another

The latest member of the Nuvistor tube family—a high-mu triode for industrial applications—has been introduced to equipment manufacturers by the RCA Electron Tube Div. The tiny tube designated RCA-7895, is the fourth commercial tube to utilize the all-metal-and ceramic Nuvistor construction.

3M's profits reach record high in 1960

Minnesota Mining & Manufacturing Co., St. Paul, Minn., reported last week that its 1960 net earnings reached a record high of $70,692,374 or $1.38 per share of common stock on consolidated world-wide sales of $549,675,178. These figures, contained in the firm's annual report to its stockholders, represent approximate 10% increases over 1959 sales of $500,675,932 and earnings of $63,564,729, or $1.25 a share. Expansion of foreign operations and diversification of products and markets in the U. S. were responsible for much of the 3M growth. Foreign sales climbed to $117 million last year, compared with about $95 million in 1959.

The annual report figures reflect op-

erations of the Mutual Broadcasting System, a wholly owned subsidiary purchased by 3M in April 1960. Also included in the report were the operations of the firm's magnetic productions division which enjoyed its best year to date. The Primary commercial supplier of video recording tape, 3M also supplies magnetic tape for radio broadcasting, among other markets. Tape and allied products accounted for 19% of Minnesota Mining's overall sales last year.

NAB takes further step to automation

Next big move in NAB's decade-long campaign to automate radio station operation is underway. This is to prove out a method of reading directional antenna phase monitors from remote locations.

Field tests of two systems are underway at two radio stations, one in Washington, D. C., and the other in Philadelphia. It is hoped that the results of these tests will be available for submission to the FCC sometime within the next six months.

Although the FCC has approved remote control of radio transmitters without regard to power or whether or not directional, it has conditioned approval for directional arrays. This requires the station to physically send an engineer to the transmitter daily during the two hour evening transition period when the station is switching from omnidirectional to directional to read the antenna phase monitor.

This requirement can be expensive to station management where transmitters are located at long distances (10-20 miles) from the station studios.

The phase monitoring program was one of a number of topics discussed by NAB's engineering advisory committee meeting in Washington March 1. The committee, chaired by A. James Ebel, KOLN-TV Lincoln, Neb., discussed plans for the engineering conference to be held in Washington in conjunction with the NAB convention May 7-10, and also reviewed:

Monitoring of tv frequency deviations (subject of an FCC rule-making proposal), space satellites for communications, video tape standards, additional remote pickup broadcast channels (also the subject of an FCC rulemaking notice), FAA proposed regulations concerning radio-tv antennas and other tall structures, and standards for tv "black-level" transmission.

The committee adopted a resolution expressing regret over the resignation of A. Prose Walker as the association's engineering department manager. Mr. Walker will join Collins Radio, Cedar Rapids, Iowa, on May 16.

GO PLACES

WIXIE



WXYZ IS ON THE MOVE . . .

Now WXYZ-TV with its fabulous Broadcast House and 111 acres of rural beauty is in the video tape commercial field. We've made top quality network commercials for advertisers such as: Lincoln-Mercury, Massey-Ferguson, Chrysler, Chevrolet, Reynolds Metals and others. Up to the minute equipment permits us electronic effects heretofore restricted to New York or Hollywood—and we can make them at lower cost. As the word spreads, Broadcast House is quickly becoming the TAPE CENTER of the MIDWEST. This is the kind of boldness advertisers have come to expect from the station that originated "The Lone Ranger," "The Green Hornet," and "Soupy Sales," and it's the kind of imaginativeness that's at the heart of ABC's spectacular growth. Come along with WIXIE!

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

TV PROGRAM SWITCHER

TASCON unit's automatic to prevent human errors

A digital computer system designed especially for automatic program switching for tv stations has been developed by TRW Computers Co., a division of Thompson Ramo Wooldridge, Dr. Joseph F. Manildi, general manager, announced. The new system is called TASCON—for Television Automatic Sequence CONtrol.

"During the busy station-break periods, as many as 100 buttons must be pressed when program switching is controlled manually," Dr. Manildi explained. "If a wrong button is pressed, a scheduled commercial message may not reach the audience and the station will lose advertising revenue. TASCON prevents these costly errors by switching sound and picture sources on the air with a precision and timing that cannot be achieved by manual operations."

The TASCON computer stands 84 inches high, is 48 inches wide and 24 inches deep. The stored information, which can issue switching orders for the entire program day, including equipment warm-up or pre-start, is fed to the machine from an operator's keyboard or through a punched tape. The information can be put into TASCON hours in advance of station "panic" periods and held until time to put it into action, or it can be inserted at the last minute, seconds ahead of air time. The flexibility is made possible by direct communication between the operator and the digital computer, which is designed for quick access to the information stored in its magnetic-drum memory.

Eight display panels on the front of the device show the time of day, the time remaining (minutes and seconds) until the end of the program or commercial then on the air, the source of the video and audio information then being broadcast (network, film, tape, live from studio or remote pickup point) and similar information for the next three broadcast items coming up, whether they are hour-long programs or 10-second ID's. If a new item is inserted, TASCON automatically changes the time of the succeeding units and drops them back one step in the sequence.

TASCON systems are tailored to the individual requirements of the stations at which they are to be used and the company says they can easily be adapted to station growth or modified to fit new requirements or equipment changes.

Because of this custom-built-for-each customer feature, a station can figure on receiving its own TASCON about eight months after the order is placed. The normal price range is between $70,000 and $100,000, which the company says is competitive with other automatic program switching systems.

RCA's new tv recorder

A new and improved magnetic tape recorder for television, designed for added flexibility, was introduced last week by RCA.

The new model, type TRT-1B, is adaptable for both color and black and white and features a new transistor signal processing amplifier for finger-tip control of picture quality; an increased limiting (more than 55 db) of the demodulator to minimize tape "drop outs"; separate guide position controls for record and playback, and the freedom to play back non-standard recorded tapes on the 1B with "optimum results."

NBC's new volume meter

NBC studios in New York, Washington, Chicago, Hollywood and Philadelphia have been equipped with an improved loudness meter, developed to improve control of tv sound volume.

The project to improve loudness control was initiated more than a year ago at the request of Ernest Lee Jahncke Jr., director, NBC standards and practices, who calls the new meter "another insurance of acceptability and good taste not only in what we say, but also in how we say it."

INTERNATIONAL

SALE PRICE FOR CKEY: $4.1 MILLION

Westinghouse advancing most capital for Toronto station

The Board of Broadcast Governors has been urged to approve the sale of CKEY Toronto, Ont., from Jack Kent Cooke to Shoreacres Broadcasting Co. Ltd. for a reported $4.1 million (BROADCASTING, Feb. 20). Details were disclosed at a hearing before BBG Feb. 24.

Mr. Cooke is selling CKEY because of his plans to move to the United States and become an American citizen. This would make him ineligible to own a Canadian station. He bought the 5 kw day, 1 kw night outlet (on 580 kc) in 1944 for $500,000.

Shoreacres would finance the station with $4.4 million. This includes the purchase price and operating capital. Most of the capital would be supplied by Westinghouse Electric Corp. in the form of non-voting debentures.

The company would be financed by 4,000 common stock voting shares ($1 par value), 4,000 first and second preference voting shares at $100 par value, and two classes of debentures.

The *Toronto Globe and Mail*, morning daily, would own 50% of the common and first preference shares, with a total investment of $202,000. Canadian Westinghouse Co. and its parent, Westinghouse Electric Corp., would each hold 12.5% of the voting shares, all of the second preference shares and the debentures, for a total investment of $4 million.

Three Toronto attorneys and an investment dealer each will own 6¼% of the stocks, with individual investments of $25,250. The lawyers are J. S. D. Tory, J. G. Edison and John B. Aird. The investment broker is W. P. Wilder.

President of Shoreacres will be John D. Campbell, president of Canadian Westinghouse. The nine member board of directors will be composed of two directors each from Canadian Westinghouse and the Toronto newspaper, and one each from Westinghouse Electric and the four individual Toronto stockholders.

License Renewal Up ▪ Also pending before the BBG was an application for license renewal of CKEY under present management. The station received only a one year renewal last March after a hearing before BBG on charges its programming needed improvement. The BBG was critical of the station's performance.

Mr. Cooke also has been involved in the license renewal hearings of KRLA Los Angeles, owned by his brother, station representative Donald Cooke (BROADCASTING, Nov. 7 and 14, 1960).

Both CKEY and Shoreacres asked the BBG to defer action on the application of CFRA Ottawa, Ont., for an increase to 50 kw on 580 kc since the new owners said they planned to apply for this power on the same frequency. CFRA operates on 560 kc with 5 kw.

Canadian brewers want straightaway beer ads

Canadian brewers want beer commercials on television out in the open, they told the Board of Broadcast Governors Feb. 22 at Ottawa.

Three major brewers appeared before Canada's regulatory body, in connection with a proposed rule change under which brewery brand names and labels could be used in 12-second an-

nouncements before and after sponsored tv programs. This change would bring such advertising in line with what is being used currently in the province of Ontario.

"Beer advertising should be frankly beer advertising . . . and not vague and evasive," Ian Dowie of Canadian Breweries Ltd., Toronto, stated.

A representative for John Labatt Ltd., London, Ont., brewers, said beer should be allowed to be shown in tv advertisements, with a brand-selling message in the aural part of the tv commercial and on radio.

"We think Canadians have become sophisticated to the point where the sight of a beer glass or beer bottle is not objectionable," stated D. M. Chenowith of Molson's Brewery Ltd., Montreal.

All three breweries said they oppose drinking scenes in advertising or the use of persons under 21 in commercials. One brewer felt women shouldn't be shown drinking beer.

BBG head praises CKLW at its renewal hearing

CKLW-TV Windsor, Ont., was praised at its license renewal hearing Feb. 24 at Ottawa by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. He extended the BBG's appreciation for CKLW-TV's efforts made in a "difficult situation" as an example which would provide "great encouragement" to other Canadian tv stations trying to meet the 45% Canadian content ruling for programs.

A year ago CKLW-TV had been criticized by the BBG for not having enough Canadian program content and for aiming its programs mainly at the Detroit area. As a result, the station's license was renewed for only one year. Before Ted Campeau, CKLW-TV president, had a chance to present his case, Dr. Stewart commended him on the program improvement in the past year. He thought the international border station would have no difficulty meeting the BBG's 45% Canadian program content regulation which goes into effect April 1.

VeneVision tv network operating in Venezuela

VeneVision S. A., a new Venezuelan tv network, began operation last week with several ABC-TV shows on its schedule. American Broadcasting-Paramount Theatres Inc., ABC-TV's parent company, is a minority stockholder in the new network based in Caracas.

Highlight of VeneVision's initial programming line-up is *Nightbreak,* a block of 60-minute programs (Mon-Fri., 8:30-9:30 p.m.) which include *77 Sunset Strip, Maverick* and *Cheyenne.* Similar to *Operation Daybreak,* ABC-TV's daytime programming schedule in the U. S., *Nightbreak* already has committed almost half a million dollars worth of advertising billings. General Foods Corp., Bristol-Myers Co., Proctor & Gamble Co., Johnson & Johnson, Chrysler Corp., S. C. Johnson & Son Inc. and Dorothy Gray Ltd., all clients of Young & Rubicam Inc., are sponsoring portions of the key programming block.

Present at VeneVision's inaugural day festivities were Donald W. Coyle, vice president, ABC International Division; Edward Sparks, U. S. ambassador to Venezuela; John Crawford, the actress, and several Venezuelan business and governmental leaders.

Two more join marketing group

Two more foreign market research firms, one in Tokyo and another in Copenhagen, have been signed as affiliate members of Market Facts Roc International, a division of Market Facts Inc., Chicago. Japan's Marketing Center Co. Ltd. and Denmark's Markedsanalyse are the new firms which will be available to assist U. S. agencies and advertisers in marketing problems in those areas. 13 other countries already are represented. "Roc" stands for Recherche et Organization Commerciale, derived from the French affiliate. The international group meets three times annually for marketing workshops and will meet in Chicago this fall.

Status of BBG member illegal, chairman says

Mrs. R. G. Gilbride, Montreal housewife, has been acting as a part-time member of the Board of Broadcast Governors illegally, it was admitted at Ottawa Feb. 20 by Dr. Andrew Stewart, chairman of Canada's regulatory body. Mrs. Gilbride is more than 70 years old, and became ineligible when she reached that age, according to the Canadian Broadcasting Act.

The question of Mrs. Gilbride's age was discussed at the hearing of the Parliamentary Committee on Broadcasting at Ottawa, when some Parliamentarians commented that recommendations made by the BBG board where only a quorum was in attendance, and Mrs. Gilbride was one of those voting, would be illegal. The BBG is checking the attendance of all its meetings, since Mrs. Gilbride had attended all meetings.

There is one other woman member on the BBG, Dr. Mabel Connell, a dentist of Prince Albert, Sask. She has stated that she is still under 70.



Let This Emblem Be Your Assurance of

QUALITY

We invite you to compare the COST and QUALITY of other studio equipment with the complete TARZIAN line.

You, too, will see why so many station operators select TARZIAN equipment . . . known for QUALITY . . . EXCELLENT PERFORMANCE . . . AND LOW COST.

We'll welcome your inquiry. Write or call



SARKES TARZIAN INC

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BROADCAST ADVERTISING

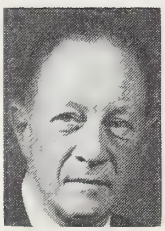
John Hall, vp of Louis Benito Adv., Tampa, Fla., promoted to executive vp and office manager. **Edward Boese** named art director.

Robert H. Schmidt, formerly of Theodore R. Sills & Co., Chicago pr firm, joins Grant Adv., that city, as vp in charge of pr.

Kimberly Prins and **Mitchill L. Smith** named product advertising managers, Block Drug Co., Jersey City, N. J. Mr. Prins will handle Polident and Poli-Grip, while Mr. Smith will be in charge of Nytol, Corega, Dentu-Creme and Omega Oil.

Robert W. Dundas Jr., formerly with KPRC-TV Houston, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Arthur J. Bellaire and **Philip C. Carling,** both BBDO vps, elected to board of directors. Mr. Bellaire is associate copy chief in charge tv and radio copy and production, and Mr. Carling is management supervisor.


Mr. Klose

Willard Klose Jr., tv-radio creative director, Campbell-Ewald Co., Detroit, elected vp. Other new vps at agency are **Francis L. Congdon,** head of merchandising department; **Thomas D. Murray,** director of copy; **Albert Schroeder,** director of art, and **Eugene A. Trombley,** director of production.

Bruce M. Stern and **William K. Brusman** elected vps of Nelson Stern Adv., Cleveland.

Howard K. McIntyre, vp at Henderson Adv., Greenville, S. C., promoted to executive vp. **Fred C. Walker** elected vp.


Mr. Latham


Mr. Lumb

John R. Latham and **Charles J. Lumb** elected vps of Lambert & Feasley Inc., N. Y. Mr. Latham is account supervisor on Fizzies Instant Sparkling Drink tablets. Mr. Lumb is account supervisor on Pro-Phy-Lac-Tic Brush Co. account.

George W. Booth and **Lawrence J. Killian** join Ted Bates, N. Y., as staff art directors. Mr. Booth was senior art director for Gardner Adv., N. Y., while Mr. Killian served as tv art director for Benton & Bowles, that city.

James T. Griffin, general manager of Sears, Roebuck & Co. retail stores in Cleveland area since 1946, named director of pr at Sears' headquarters office, Chicago, succeeding **James C. Worthy,** resigned. Mr. Griffin is to be elected vp at board meeting in spring.

Donald E. Rutz, for three years with Chicago office of Leo Burnett Co. as broadcast manager for Marlboro and Philip Morris cigarettes, to Clinton E. Frank, Chicago, as assistant account executive. He previously had been with CBS-TV, New York.

Daniel E. Cohen joins Bauer & Trip, Philadelphia advertising and marketing firm, as member of merchandising staff.

Scott Forbes, formerly of Reach, McClinton, N. Y., joins copy department of Lennen & Newell, that city.

THE MEDIA

Dick Doty, general manager of WWIL-AM-FM Fort Lauderdale, Fla., named executive vp of Florida Air-Power (licensee of stations).

Paul B. Evans, director of sales for Worldwide Div. of Metropolitan Broadcasting Co., appointed general manager of WHCT (TV) Hartford, Conn., recently granted permission of FCC to begin pay tv tests.

James E. Wanke appointed acting manager of KABR Aberdeen, S. D. He has been station's sales manager.

Breck Harris, formerly staff announcer at KCLE Cleburne, Tex., named chief engineer and staff announcer for KQRO Dallas. Other personnel additions: **Dave Harper,** staff announcer, newsman and account executive; **Paul Smith,** staff announcer and news director.

Gene Robinson named operations manager of WMBD-TV Peoria, Ill. He had been newscaster and production executive at WCIA (TV) Champaign, Ill. Both stations are owned by Midwest Television Inc.

John G. Stilli Jr. appointed assistant to general manager of WFBG-AM-FM-TV Altoona, Pa.


Mr. Wendell

Bud Wendell named to newly-created position of coordinator of nighttime programs for radio stations of Westinghouse Broadcasting Co. He has been program manager of KYW Cleveland. He will headquarter in that city. WBC radio stations are WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WIND Chicago, WOWO Ft. Wayne, Ind., and KEX Portland, Ore.

Gilbert L. Bond, formerly general sales manager of KAYO Seattle, appointed to handle fm time sales for Heritage Representatives, west coast area, Seattle, Wash.

Bill Sinclair appointed station manager of KNGS Hanford, Calif. Formerly he had been sales manager of KSBW Salinas, Calif. Both are Golden Triangle stations.

Fred Drewry, formerly with North Dakota Broadcasting Co., named sales manager of KUTT Fargo, N. D. Other personnel additions: **Glenn Tollefson** and **Don Schermerhorn,** account executives; **Charles Graves,** air personality.

Robert Joyce and **Lee Nelson** appointed station manager and program manager, respectively, for WMTW-TV Poland Spring, Me. Mr. Joyce had been program manager. Mr. Nelson formerly was with WAGM-AM-TV Presque Isle, Me.

Ronald W. Maines promoted to sales

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ



Q—*What news show in the Flint-Saginaw-Bay City area pulls more weight with TV viewers than all the competition combined?*

Q—How many birthdays does the average man have?

Q—*What dominant force in the Flint-Saginaw-Bay City area is powerful enough to keep families up after midnight on Saturday nights?*

Q—Why can't a man living in Miami, Florida, be buried west of the Mississippi?

Q—*What's the best way to sell my wares to the most women at the lowest TV dollar?*

NBC CHANNEL 5 Grist Station
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

manager from sales staff of WTAP-TV Parkersburg, W. Va. He replaces **William Viands Jr.,** who has resigned.

Roy Brown, local sales representative for WILX-TV Lansing, Mich., promoted to national sales manager.

Morton Allen Glazer, formerly with KCOP-TV Los Angeles, joins Dallas sales office of KTVT (TV) Fort Worth, Tex.

Jeffrey T. Carey, formerly account executive at WPIX (TV) New York, joins QXR Network, that city, in same capacity.

Marvin A. Bolei named account executive and **Gary Adler** national sales coordinator of KPIX (TV) San Francisco. Mr. Bolei was national sales coordinator and Mr. Adler sales assistant.

Warren Walden, WJAR Providence, R. I., news director, elected president of UPI Broadcasters Assn.

Carroll James joins WWDC Washington as air personality, filling vacancy created by resignation of Jack Rowzie. Mr. James formerly was with WTAR Norfolk, Va.

Stanton J. Pearson appointed sales manager of KBOX Dallas. He has been zone marketing manager of Miller Brewing Co. for past six years.

Arthur Doty named regional account executive for KHJ-TV Los Angeles. He formerly was with KABC Los Angeles.

Bob Farrington, formerly operations manager of WABR Orlando, Fla., to WPTF Raleigh, N. C., as air personality.

Gene Cioe appointed national sales manager of WKMH Dearborn, Mich. **Ed Hardy** named news director.

Alan Wagner, formerly head of program services, Benton & Bowles, N. Y., joins CBS-TV program department as general executive.

Horace W. (Buddy) Ray, program director of WAGA (TV) Atlanta, promoted to operations director. He has been with station since 1958.

Robert Wussler, associate producer, special events, CBS News, named special projects coordinator for CBS News, Television.

Richard M. Mansfield, former military reporter, *Norfolk Virginian-Pilot,* and Tidewater correspondent for *Time-Life* magazines and *New York Times,* appointed news director, WVEC-TV Norfolk-Hampton, Va.

Renee Rosenwasser, formerly of TvB, N. Y., appointed coordinator of entries and reservations, American TV Commercials Festival. Other new appointments include **Walter Cooper,** who was associate producer, tv commercials

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS BILL LARIMER, YOUR PETRYMAN IN LOS ANGELES



A—*The "Five Star Final," WNEM-TV's nightly news wrap-up, rolls up an almost unbelievable 199%* more TV homes than the other two 11:00 pm competitive newscasts combined!* (**Nielsen, Nov., 1960*)

A—One—every man is only born once so he only has one birthday.

A—*Take 5 again! 1960 ARB shows an average of 23,400 viewing families burn the midnight oil for Channel 5's Fabulous 52 late movies.*

A—He's still alive so he can't be buried anywhere.

A—*Put them in WNEM-TV's 5 Feature Showcase at 1 pm. November 1960 ARB proves more women are tuned to Channel 5 than its nearest competitor.*

NBC CHANNEL 5 Grist Station
WNEM-TV
serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

department, Lennen & Newell, N. Y., named ATVCF program coordinator, and **Vincent Infantino,** formerly of tv commercial department, Ted Bates, N. Y., appointed coordinator of film and videotape commercial.

M/Sgt. Stuart A. Queen, host and narrator of *The Big Picture,* Dept. of Army's weekly tv series, announces retirement from service on May 31.


Mr. Hydrick

Daniel E. Hydrick Jr., general manager of WGH Newport News, Va., appointed assistant to John W. Kluge, president and board chairman of Metropolitan Broadcasting Corp. Mr. Hydrick joined WGH as general manager more than six years ago.

Alwyn R. Hansen, formerly managing news editor of WHTN-TV Huntington, W. Va., appointed news director of WFDF Flint, Mich.

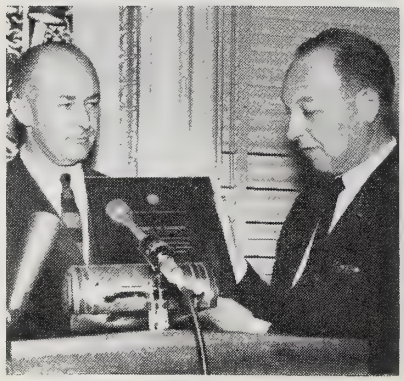

Mr. McGredy

Robert M. McGredy named general sales manager of Television Advertising Representatives, N. Y. Mr. McGredy, former national tv sales manager of Westinghouse Broadcasting Co., N. Y., who replaces **Jack Mohler,** will coordinate sales policies for TvAR offices throughout U.S. Mr. McGredy started his career in 1946, as sales manager of WTOP Washington. In 1948 he became sales manager of WPAT Paterson, N. J., and in 1949, assistant director of Broadcast Advertising Bureau (now RAB). He joined WCAU-TV Philadelphia, in 1950, first as sales manager and subsequently as vp in charge of station.

Don Wirth, vp and general manager, WNAM Neenah, Wis., elected president of Wisconsin Broadcasters Assn., succeeding **Mig Figi,** co-owner and general manager, WAUX Waukesha, who becomes ex officio member of board. Other officers named at WBA annual meeting in Milwaukee Tuesday include: **Bruce Wallace,** public service and promotion manager, WTMJ-TV Milwaukee, vp; **Dick Dudley,** general manager, WSAU Wausau, re-elected treasurer; **Carl Kolata,** president and general manager, WTTN Watertown, re-elected secretary; **George Frechette,** general manager, WFHR Wisconsin Rapids, re-elected to board. WBA had record attendance of 82 members.

Doyle Harden, formerly with KFMJ Tulsa Okla., joins announcing staff of KTUL, that city.

Sarnoff honored by American Legion



Robert W. Sarnoff, NBC chairman (r) receives a special award from American Legion National Commander **William R. Burke** (l) at a special luncheon in Washington March 1. The citation commended Mr. Sarnoff and NBC for distinguished public service in making tv "a dynamic force in public service."

Mr. Sarnoff, in his acceptance remarks, urged that the restrictions of Sec. 315 of the Communications Act (which requires broadcasters to give equal opportunity to all candidates for political office once one of them has been seen or heard on the air) be removed since broadcasters have demonstrated their skill, fairness and responsibility in handling the "Great Debates" in the 1960 presidential campaign. Mr. Sarnoff also detailed NBC's informational program and said that the network was doing more such programming than it undertook during the 1960 presidential election year.

The American Legion also presented awards to David Brinkley, NBC commentator, and to Quentin Reynolds, author and war correspondent.

James C. Steele, formerly radio-tv creative director for Watts-Payne Adv., Tulsa, Okla., joins KVOO-TV, same city.

Neil E. Wolford, formerly at WRVC Norfolk, joins staff of WHPL Winchester, both Virginia.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. Other personnel changes: **Kay MacLean Nero** and **Joe McDonald** join WFLA-AM-FM promotion department.

Herbert S. Dolgoff, corporate legal advisor, and **Grahame Richards,** national director of programming, named vps of Storz Broadcasting Co., Omaha. In addition to new duties, they will continue to function in present capacities. Storz stations are WDGY Minneapolis-St. Paul, WHB Kansas City, KOMA Oklahoma City, KXOK St. Louis, WTIX New Orleans, and WQAM Miami.


Mr. Dolgoff


Mr. Richards

John Mead appointed news director of WBAB Babylon, L. I., N. Y. Other changes: **Marc Jennings** and **Clement Cooper** named air personalities.

Jerry Bennett, formerly night news editor for WKMH Detroit, named news director of WQTE, that city.


Mr. Franklin

Robert E. Franklin, formerly director of publicity and promotion for KGW-TV Portland, Ore., joins advertising department of U. S. National bank, that city. Mr. Franklin joined KGW radio in 1942 as announcer.

Tom Atkins appointed news director of WLWI (TV) Indianapolis.

Jim Curtis, formerly production manager of WEBR Buffalo, N. Y., joins WBEN, that city, as radio producer in program department.

Fred Freed, producer-writer of news and public affairs programs, joins NBC-TV as producer of *Dave Garroway Show.*

Maurice E. (Doc) Fidler, divisional manager, member service, Radio Advertising Bureau, N. Y., named manager, member service department.

Henry Epstein, assistant art director, American Broadcasting-Paramount Theatres Inc., N. Y., appointed art director. Mr. Epstein, who joined company's art department 11 years ago as layout artist, also served as art department studio manager.

Dale Jackson, continuity supervisor at KDKA Pittsburgh, retires. He joined the station as writer in 1940.

Edward Ross, formerly of WHLL Wheeling, W. Va., joins WTRF-TV, that city, as staff announcer.

Ed L. Teer joins news staff of WFAA Dallas, Tex.

Marge Connor appointed woman's director for KHOU-TV Houston, Tex.

Jon Arthur, rejoins WKRC Cincinnati, Ohio, after two-year assignment with State Department.


Mr. Flahive

Joseph Anthony Flahive, formerly eastern sales manager for WGN-TV Chicago, named national sales manager of WTVJ (TV) Miami. He had headed WGN-TV's New York office for four years. In new post he will report to Bill Brazzil, vp in charge of sales.

Mrs. Terry Liang joins ABC-TV press information department as magazine editor. Mrs. Liang, who succeeds retiring **Betty Goode,** will headquarter in Hollywood.

Arthur Paul promoted from senior floor director at WITI (TV) Milwaukee to producer-director.

PROGRAMMING


Mr. Mandell

Abe Mandell, formerly vp in charge of Independent Television Corp. international sales, appointed to newly-created post of vp in charge of administration. Mr. Mandell, who will report to Michael Nidorf, ITC president and board chairman, will be responsible for overall sales, domestic and foreign, as well as administrative policy. He will also continue as vp of international sales.

Jerry Thorpe named to newly-created position of vp in charge of programming for Desilu Productions, Hollywood. He joined firm in 1953 as assistant director following eight years service at MGM.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Caine named

Howard C. Caine, president of CHWO Oakville, Ont., named chairman of committee of Canadian Assn. of Broadcasters which will this year underwrite $20,000 for Dominion Drama Festival, previously sponsored by Calvert Distilleries, Montreal. CAB will be main sponsor of this national cultural project. Others on committee are **Henri Olivier,** CJSO, Sorel, Que., as vice-chairman; **Robert Reinhart,** CFPL-TV London, Ont.; **D. M. Neill,** CFNB Fredericton, N. B.; **Terry French,** CKLC Kingston, Ont.; **Jean Pouliot,** CFCM-TV Quebec City, Que.; **Phil Stone,** CHUM Toronto, and **Frances Baldwin,** CAB Ottawa, Ont.

Mike Wallace signs to narrate and conduct interviews for "Project: Man in Space," documentary tv special dealing with astronaut and manned spacecraft programs in U. S. and Russia. **Jack Haley Jr.** is producing and directing hour-long program for Wolper-Sterling Productions, Hollywood.

Howard Jaffe, who created basic idea for Screen Gems' Joan Crawford series, appointed editorial assistant to William Dozier, vp in charge of West Coast activities.

Allen Ash, sales representative, National Telefilm Assoc., Chicago, named to head that office.

Robert De Vinny, former head of Dev Co., San Francisco, appointed account executive, Western Div., United Artists Assoc.

EQUIPMENT & ENGINEERING

William Carpenter, formerly of Ziv-UA, N. Y., appointed eastern sales manager, Cellomatic Corp., N. Y.

Robert L. Wolff joins Eitel-McCullough Inc., San Carlos, Calif., manufacturer of electron tubes. Mr. Wolff will be senior sales engineer in company's Chicago regional sales office, Bellewood, Ill.

INTERNATIONAL

Hal E. Chester appointed to newly-created position of European representative for National Theatres & Television, Beverly Hills, Calif. He will headquarter in London.

Joyce Davidson, Canadian tv personality of CBC weekday evening network program *Seven-O-One,* for past five years, to WNEW New York as host on new 90-minute evening show.

Robert Auld named radio-tv director of Burley, Norman, Craig & Kummel, Toronto.

Al Piche, formerly of CJKL Kirkland Lakes, to sales staff of CFCL-TV Timmins, both Ontario.

William F. Shave appointed sales manager of CHLO St. Thomas, Ont.

ALLIED FIELDS

Leonard H. Marks, Washington communications lawyer (Cohn & Marks), to Middle and Near East on lecture tour on administrative law to bar associations and law schools at request of U. S. State Dept. He leaves today and will be gone for two months. Mr. Marks lectured on same subject in India in 1958, also under sponsorship of State Dept.

James Rupp promoted to southern regional manager of American Research Bureau, Beltsville, Md. He had been on southern sales staff.

DEATHS

Adam F. Smith, president of R. C. Smith & Son, Toronto advertising agency founded in 1915, died there Feb. 20. He had been agency president since 1948.

Vernon Winn, 28, film director for WXEX-TV Richmond, Va., died of heart attack on Feb. 24.

Luxury Living! Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**

In the distinguished world of the HOTEL *New Weston*
Madison Ave. at 50th St.
New York • PLaza 3-4800

KNOTT TK HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.



To graphically illustrate the FBI's four basic rules, WLOS-TV shot some film footage on the subject with WLOS-TV's Don Shepherd, his wife Marilyn and two children enacting each idea.

J. Edgar Hoover judges WLOS-TV contest

J. Edgar Hoover, quick to criticize tv programming, has demonstrated an equal alacrity to praise. In fact, the FBI chief has gone further for WLOS - TV Greenville - Asheville-Spartanburg, S. C. He agreed to help judge a contest and offered the cooperation of area FBI bureaus in connection with the station's contest aimed at the threats of child molestation.

Several weeks ago—prior to the sex slaying of four-year-old Googie Kiecorius in New York City—WLOS-TV launched an educational contest on this ticklish subject. Boys and girls were invited to submit drawings that would illustrate the FBI's four principal rules for their protection: turn down gifts from strangers, refuse rides from strangers, avoid dark and lonely streets, and know your policeman.

More than 1,000 entries followed the initial announcement on WLOS-TV's two major shows for children. In some instances teachers had entire classes make entries as class assignments.

Mr. Hoover, contacted by WLOS-TV, gave his blessings and congratulations on the project, offered whatever assistance might be needed by FBI bureaus in the area as well as his own services as a judge. In addition, he has requested a complete and detailed report on the handling of the project as well as its results.

Admen turn to radio to tell their story

Throughout the West, the "Sound of Advertising" is coming into millions of homes and cars via radio, as western stations continue the campaign launched during Advertising Week (Feb. 5-11) into Advertising Year.

Brainchild of Marvin Cantz of Tilds & Cantz, Los Angeles, who is chairman of the campaign for the Western States Advertising Agencies Assn., the campaign is based on the idea that "much of the popular agitation against advertising can be eliminated through a strong, consistent program that will *educate* the public. When the American consumer really understands the meaning of a free market and appreciates the freedom to buy and sell, the value of advertising will then be recognized as a vital factor in our economy . . . and not before!"

In the campaign, Mr. Cantz proceeded on the premise that "the true function of advertising can best be appreciated by teaching the public what it understands best: Few consumers, for example, would argue with the personal benefits of free choice in the marketplace. From this economic truth, it's only a short step to understanding the importance of advertising in our economy."

Each of the four radio spots, to which a tv series will be added if present plans materialize, opens with a familiar sound followed by the words: "This is the sound of America." For example, here's a spot that begins with the sound of the cash register:

ANNCR. (George Fenneman): *This* is the *sound* of America. (PAUSE) You hear it *every day* . . . in stores and supermarkets *everywhere.* It's the sound of *people shopping.* These people are American *consumers,* like yourself. And they're fully *informed* about *better products* and *better values* . . . because of *Advertising.* . .

FEMALE VOICE: I'll take six of *these* . . . king size, please. And let me have two of *those* you have on sale. No, no . . . better give me *these* . . . my husband likes *this flavor* better. Oh, and I need some. . .

SOUND: FADE OUT

ANNCR.: . . . six of *these* and two of *those* . . . and a lot more of *this* and *that.* That's the *sound* of *America* . . . where the "customer is king." *Free* to *choose* from a tremendous *variety* of *advertised* products.

With the help of *Advertising,* you decide *which* product is best for *you. You're* the judge. And *Advertising* is your *guide* to almost any product you *want* or *need.*

The sound of *Advertising* is *also* the sound of *free Americans—earning* more, *buying* more, and living *better.*

WORL goes to the birds for promotional aid

WORL Boston has brought back the carrier pigeon and found him to be a successful promoter. To tell local advertisers, agencies and the press about its new format, WORL enlisted the aid of 100 carrier pigeons and sent out invitations in capsules on the pigeons' legs.

The recipient would signify his acceptance by filling out the enclosed form, insert it back in the capsule and release the pigeon.

In a few days 94 pigeons had returned to their lofts, leaving six unaccounted for.

Vancouver hits jackpot

Three Vancouver, B.C., radio stations, CKWX, CKNW and CKLG, operated big cash and merchandise prize contests during February. CKWX earmarked $52,000 for the promotion with listeners offered $50 if their lucky number was drawn. The station picked 31 numbers a day, paid out on 20% of them. Numbers were distributed in 250,000 booklets, each with six numbers.

CKNW had $43,000 in prizes, with listeners eligible for $49 if number called, $98 if they also had sponsored products, Success Wax, Kraft Miracle Whip, Jello Instant Pudding, and Colgate Super Fab. Numbered booklets were mailed to listeners in the area.

CKLG conducted a radio bingo, sponsored by local retailers. It had a potential payoff of $10,000.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 16 through Feb. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

Austin, Tex.—Texas-Longhorn Bcstg. Corp. uhf ch. 18 (494-500 mc); ERP 18.48 kw vis., 11.088 kw aur.; ant. height above average terrain 578 ft., above ground 449 ft. Estimated construction cost $33,000, first year operating cost $40,000 revenue $60,000. P.O. address 3825 Ruth, Apt. 4, Houston 4. Studio & trans. location near Oak Hill, Tex. Geographic coordinates 30° 13′ 40″ N. Lat., 97° 54′ 30″ W. Long. Trans. RCA, ant. RCA. Legal counsel Alfred Winder, Houston. Principals include **John R. Powley** (50%) and **Robert D. Ballard** (25%). Mr. Powley is employe KTRK-TV Houston and Mr. Ballard is former employe KWBA Bayton, Tex. Ann. Feb. 23.

Existing tv station

ACTION BY FCC

WLUK-TV Green Bay, Wis.—Waived sec. 1.308 of rules and granted application to change trans. location from near Flintville to Green Bay antenna farm near DePere, with ERP 309 kw vis. and 155 kw aur., and ant. height 1,250 ft.; conditioned that no construction be commenced until its application to increase tower and ant. height shall have been dismissed and, further, that existing tower be dismantled within 90 days after commencement of programming from new facilities. Comr. Bartley dissented. Ann. March 1.

New am stations

ACTIONS BY FCC

Victorville, Calif.—Jerry Carr. Granted 1590 kc, 500 w D. P.O. address 1409 Geary St., San Francisco. Estimated construction cost $11,900, first year operating cost $36,000, revenue $40,000. Mr. Carr is majority owner **Joveco Yogurt Dairy** in San Francisco. Ann. Feb. 23.

Mount Olive, N. C.—The Mount Olive Bcstg. Co. Granted 1430 kc., 1 kw. D. P.O. address Box 912, Henderson, N. C. Estimated construction cost $8,000, first year operating cost $35,000, revenue $42,000. Principals are **James H. Mayo,** 51%, **Mrs. Lottie S. Weldon,** 49%. Mr. Mayo is chief engineer of WHNC Henderson, N. C. Mrs. Weldon is in farming. Ann. Feb. 23.

APPLICATIONS

Quincy, Calif.—Pioneer Bcstrs. Inc. 1370 kc, 500 w D. P.O. address Box 53. Estimated construction cost $22,411, first year operating cost $30,000, revenue $45,000. Principals are **Richard G. Anderson, John Harvey Boyd Jr.,** and **Timothy E. Armstrong** (one-third each). Mr. Anderson is undertaker, Mr. Boyd is retailer and Mr. Armstrong is radio announcer. Ann. Feb. 23.

Madawaska, Me., St. Croix Bcstg. Co.—1230 kc, 1 kw D., 250 kN. P.O. address 281 Main St., Calais, Me. Estimated construction cost $14,400, first year operating cost $46,000, revenue $65,000. Principals include **Robert D. Hawley** 40.6%, **John H. Vondell Jr.** 27% and **Wesley J. Wentworth** 27%. Applicants now operate WQDY Calais, Me. Ann. Feb. 23.

London, Ohio—WMAD Inc. 1510 kc, 250 w D. P.O. address 25½ S. Main St. Estimated construction cost $30,719, first year operating cost $34,800, revenue 38,000. Principal owner is **J. T. Winchester,** who is employe of WBNS-TV Columbus, Ohio. Ann. Feb. 27.

Bartlesville, Okla.—Osage Programmers. 1500 kc, 1 kw D. P.O. address Box 1267. Estimated construction cost $14,526, first year operating cost $27,324, revenue $32,400. Principals are **Richard J. Houser** and **Bedwin H. Steely,** equal partners. Both are in U. S. Army Communications Service Group. Ann. Feb. 27.

Alvin, Tex.—Alvin Bcstg. Co. 1120 kc, 250 w D. P.O. address 1403 Adoue St. Estimated construction cost $6,824, first year operating cost $16,499, revenue $53,976. Principals are **John Kraak** (50%) and **B. D. Flora Jr.** and **Mary Ellen Flora** (25% each). Mr. Kraak is in trucking business. Both Messrs. Kraak and Flora have interests in bowling center. Ann. Feb. 27.

Existing am stations

ACTIONS BY FCC

KFAY Fayetteville, Ark. — Granted increased power on 1250 kc, D, from 500 w to 1 kw; engineering condition. Ann. March. 1.

KUBA Yuba City, Calif. — Granted increased daytime power on 1600 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w; engineering condition. Ann. Feb. 23.

WSPB Sarasota, Fla. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition and Sec. 317 condition. Ann. Feb. 23.

WTNT Tallahassee, Fla. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WGPC Albany, Ga.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WIBB Macon, Ga. — Granted increased power on 1280 kc, D, from 1 kw to 5 kw; remote control permitted; engineering conditions. Ann. Feb. 23.

WVLD Valdosta, Ga.—Granted change from SH to unl., continued operation on 1450 kc, 250 w. Also granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

KLER Orofino, Idaho—Granted increased power on 950 kc, D, from 500 w to 1 kw; engineering conditions. Ann. Feb. 23.

WBIW Bedford, Ind.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 1.

WCSR Hillsdale, Mich.—Granted increased power on 1340 kc from 100 w, unl. to 250 w N, 500 w LS; engineering conditions. Ann. Feb. 23.

KDMA Montevideo, Minn. — Granted change from DA-1 to DA-N, continued operation on 1460 kc, 1 kw, unl.; engineering condition. Comr. Bartley abstained from voting. Ann. Feb. 23.

KROC-AM-TV Rochester, Minn.—Granted transfer of control from **Lawrence C. Miller** et al., trustees of estate of **Gregory P. Gentling,** deceased, to **Agnes P., Allen A., Phillip H., Gordon P.,** and **G. David Gentling**; settlement of estate. Ann. Feb. 23.

KWLM Willmar, Minn.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Bartley abstained from voting. Ann. Feb. 23.

WPTR Albany, N. Y.—Is being advised that applications for (1) renewal of license and (2) transfer of control by Schine Chain Theatres Inc., from Shineboro Inc., to Schine Enterprises Inc. (BTC-3439) indicate necessity of a hearing because of indications of unauthorized transfer of such control and antitrust consideration. Ann. Feb. 23.

WGHQ Saugerties, N. Y.—Granted increased power on 920 kc, DA-D from 1 kw to 5 kw a,nd change station location to Kingston; engineering conditions. Ann. March 1.

KFLY Corvallis, Ore.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

WHUN Huntingdon, Pa.—Granted increased power on 1150 kc, D, from 1 kw to 5 kw; remote control permitted; engineering condition. By letter, denied petition by WDEL Wilmington, Del., to designate application for hearing. Ann. March 1.

WKVA Lewistown, Pa.—Granted change on 920 kc, from 1 kw, D, to 500 w N, 1 kw-LS, DA-N; engineering conditions. Ann. Feb. 23.

WAIM Anderson, S. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WGNS Murfreesboro, Tenn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

KVAN Camas, Wash.—Granted application to move station to Vancouver, continued operation on 1480 kc, 1 kw, D; engineering condition. Chrm. Ford and Comr. Bartley dissented. Ann. Feb. 23.

KLOG Kelso, Wash.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

KTHE Thermopolis, Wyo.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

APPLICATIONS

WPRN Butler, Ala.—Cp to change frequency from 1220 kc to 1240 kc, change hours of operation from D to unl. using power of 250 w 1 kw-LS. Ann. Feb. 27.

KRGI Grand Island, Neb.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and make changes in ant. system (resistor). Ann. Feb. 24.

WLEU Erie, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc). Ann. Feb. 23.

KZEY Tyler, Tex.—Cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA pattern. (690 kc). Ann. Feb. 28.

WHVF Wausau, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Feb. 24.

New fm stations

ACTIONS BY FCC

Cullman, Ala.—Cullman Bcstg. Co. Granted

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

97.1 mc, 24.5 kw. Ant. height above average terrain 145 ft. P.O. address Box 620. Estimated construction cost $17,761, first year operating cost $1,000, revenue $1,000. **Hudson C. Miller Jr.**, sole owner, owns WKUL Cullman. Ann. March 1.

Montgomery, Ala.—Advertiser Co. Granted 103.3 mc, 29 kw. Ant. height above average terrain 210 ft. P.O. address 107 S. Lawrence St. Estimated construction cost $45,340, first year operating cost $53,953, revenue $49,153. Group headed by **R. F. Hudson**, 72%, president. Ann. March. 1.

Gulfport, Fla. — World Christian Radio Foundation Inc. Granted 101.5 mc, 75 kw, P.O. address 584 Crystal Dr., Madeira Beach, Fla. Estimated construction cost $85,315, first year operating cost $30,000, revenue $30,000. Applicant is non-profit organization. Ann. March 1.

***Galesburg, Ill.—Knox College.** Granted 88.1 mc, 10 w. Ann. Feb. 23.

South Beloit, Ill. — Beloit Bcstrs. Inc. Granted 103.1 mc, 1 kw. Ant. height above average terrain 130 ft. P.O. address c/o Russ Salter, 914 S. Catherine, LaGrange, Ill. Estimated construction cost $7,950, first year operating cost $1,000. Fm station will duplicate WBEL South Beloit, Ill. Ann. March 1.

Wichita, Kan.—Wichita Beacon Bcstg. Co. 101.3 mc, 17 kw. Ant. height above average terrain 135 ft. P.O. address Box 486. Estimated construction cost $22,280, first year operating cost $4,800, revenue $6,000. Principals are John M. Hall, 33⅓%, Estate of Max and Louis Levand, 33⅓%, and others. Ann. March 1.

Gloucester, Mass.—Simon Geller. Granted 93.5 mc, 200 w. Ant. height above average terrain 180 ft. Ann. Feb. 23.

Grand Rapids, Mich.—Regents of U. of Mich. Granted 104.1 mc, 110 kw. P.O. address 504 S. State St., Ann Arbor, Mich. Estimated construction cost $59,515, first year operating cost $18,000. Non-commercial, educational. Ann. March 1.

Grand Rapids, Mich.—WOOD Bcstg. Inc. Granted 105.7 mc, 250 w. Ant. height above average terrain 820 ft. Permittee is licensee WOOD Grand Rapids. Ann. March 1.

York, Pa.—Susquehanna Bcstg. Co. Granted 103.3 mc, 6.5 kw. P.O. address 53 N. Duke St., York, Pa. Estimated construction cost $12,095, first year operating cost $20,000, revenue $15,000. Principals include **Louis J. Appell** estate, 88.11%, and others. Susquehanna Bcstg. is owner of WSBA-AM-TV York, and 90% owner of WARM Scranton, Pa. and WHLO Akron, Ohio. Ann. March 1.

Knoxville, Tenn.—WKGN Inc. Granted 103.7 mc, 27.5 kw. Ant. height above average terrain 173 ft. P.O. address Box 1750. Estimated construction cost $23,550, first year operating cost $24,000, revenue $30,000. Principals include **Abe D. Waldauer**, 41.18%, **George P. Mooney**, 17.65%, **Don Lynch**, 17.65%, and others. Messrs. Waldauer, Mooney, and Lynch have interests in WKGN Knoxville. Ann. Feb. 23.

Fort Worth, Tex.—KXOL Inc. Granted 99.5 mc, 27 kw. Ant. height above average terrain 144 ft. P.O. address 3004 W. Lancaster. Estimated construction cost $23,540, first year operating cost $24,000, revenue $30,000. KXOL Inc. is licensee of KXOL Fort Worth, Tex. Ann. March 1.

***College Place, Wash.—Walla Walla College.** Granted 88.1 mc, 160 w. Ant. height above average terrain minus 59 ft. Ann. March 1.

APPLICATIONS

Montgomery, Ala.—Broadcast Service of Montgomery Inc. 101.9 mc, 31.4 kw. Ant. height above average terrain 143 ft. P.O. address Box 1008, Hattiesburg. Estimated construction cost $18,500, first year operating cost $20,000, revenue $40,000. Principals are **Charles W. Holt** (70%). **Robert N. Robinson** (20%) and **Connie I. Holt** (10%). They also own WHSY Hattiesburg, Miss. Mr. Charles Holt also owns interest in WHNY McComb, Miss. Ann. Feb. 23.

Chicago Heights, Ill.—South Cook Bcstg. Inc. 103.9 mc, 1 kw. Ant. height above average terrain 99 ft. P.O. address 119 Olympia Place. Estimated construction cost $6,500, first year operating cost $5,000, revenue $10,000. South Cook Bcstg. Inc. owns WCGO Chicago Heights. Ann. Feb. 28.

DeKalb, Ill., DeKalb Radio Studios Inc.—99.1 mc, 3.14 kw. P.O. address 711 N. First St. Ant. height above average terrain 159 ft. Estimated construction cost $10,767, first year operating cost $8,000, revenue $8,000. Company operates WLBK Dekalb and WPAL Appleton, Wis. Ann. Feb. 23.

Des Moines, Iowa—New Directions Bcstg. Corp. 96.5 mc, 1.41 kw. P.O. address 400 Empire Bldg. Ant. height above average terrain 142 ft. Estimated construction cost $15,498, first year operating cost $37,500, revenue $40,000. Stockholders of applicant are **Richard L. Hopkins** 19.3%, **Donald J. Hopkins** 14.4% and 13 others. Richard Hopkins is editorial writer. Donald Hopkins is fighter pilot. Ann. Feb. 23.

Houghton Lake, Mich., Sparks Bcstg. Co.—98.5 mc, 6.73 kw. P.O. address 2201 Woodward Heights Blvd., Ferndale, Mich. Ant. height above average terrain 191 ft. Estimated construction cost less than $500 (using trans. and monitor of WOMC [FM] Detroit). Company operates WEXL Royal Oak, Mich., and WGHR Houghton Lake. Ann. Feb. 23.

Ownership changes

ACTIONS BY FCC

KTCN Berryville, Ark.—Granted assignment of license to **Ozark Radio & Equipment Inc.**; change from partnership to corporation. Ann . March 1.

WORT New Smyrna Beach, Fla.—Granted relinquishment of negative control by **John C. Dent** and **Robert E. Wasdon** through sale of stock to **Edward I .Cutler** and **Leon C. Hall**; consideration $1,000 and agreement to assume one-half of outstanding subscriptions to purchase additional stock when issued by permittee. Ann. March 1.

KWIK Pocatello, Idaho—Granted transfer of control from **Harlan E. Miles** and **William T. Woods** to **John W. Lewis, Marvin M. Mollring** and **Marshall True**; consideration $7,000. Mr. True has interest in WIBV Belleville, Ill. Ann. March 1.

KWKY Des Moines, Iowa—Granted assignment of license to **Tedesco Inc. (Nicholas Tedesco**, president, and **Victor J. Tedesco** have interests in KCUE Red Wing, Minn.; **KFNF Shenandoah, Iowa**, and **WIXK New Richmond, Wis.**); consideration $165,000. Ann. March 1.

WGIR Manchester, N. H.—Granted (1) renewal of license and (2) assignment of license to **Knight Radio Inc. (Norman Knight**, president, owns WHEB Portsmouth, WTSV-AM-FM, Claremont; WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass.) consideration $327,500 and agreement not to compete for period of eight years within radius of 50 miles of Manchester. Comr. Bartley dissented and stated: "I dissent. I cannot find that the public interest is served by the assignee's use of combination discount rates as a competitive tool. I believe the charging of lower rates for additional stations on which advertising is purchased results in a competitive advantage which is unfair to the operator of a single station in such market or markets." Ann. March 1.

KFUR-TV Santa Fe, N. M.—Granted (1) application for cp to replace expired permit, and (2) assignment of cp from **Harrison M. Fuerst** to **Raymond F. Hayes** and **Milford** Kay, (K & H Television Station) consideration $2,700 for out-of-the-pocket expense. Comr. Bartley dissented. Ann. March 1.

WRIB Providence, R. I.—Granted transfer of control from **Frank** and **John Rao** and **Irma Pace** to **Springfield Bcstg. Co. (Paul J. Perreault**, president); consideration $225,000 for 100% interest and agreement not to compete within 25 miles for five years. Ann. Feb. 23.

WKFD Wickford, R. I.—Granted assignment of cp from **Jack C. Salera** to **Mr. Salera** and **Joseph A. DeCubellis**; partnership to reimburse Mr. Salera for expenses incurred by him as individual in construction of station. Ann. March 1.

KFST Fort Stockton, Tex.—Granted transfer of control from **George, Frank** and **Emily Baker** to **Kenneth Z. Bond, Billy H. Hubbs** and **Rex L. Billingsley**; consideration $35,750 for 55% interest; Mr. Hubbs and his father Barney Hubbs (also stockholder), have interests in KIUN Pecos, KVLF Alpine, both Texas. Latter has interest also in KVFC Cortez, Colo. Ann. Feb. 23.

APPLICATIONS

WEMB Erwin, Tenn.—Seeks assignment of license from **Max M. Blakemore** to **V. F. Jackson, H. C. Jackson** and **James E. True Jr.** (one-third each) for $55,000. V. F. Jackson has furniture and oil interests in partnership with H. C. Jackson. Mr. True is program director of WNVA Norton, Va. Ann. Feb. 23.

WSAZ-AM-TV Huntington, W. Va.—Seeks transfer of control of 89% of **WSAZ Inc.** from **Huntington Pub. Co.** to **WJR, The Goodwill Station Inc.** for $5.471 million. WJR is licensee of WJR-AM-FM Detroit and WJRT (TV) Flint, Mich. WJR had earlier purchased 11% of WSAZ Inc. for $673,750. Ann. Feb. 23.

WCVP Murphy, N. C.—Seeks assignment of license from **Cherokee Bcstg. Co. (E. C.** and **Max Blakemore)** to Max Blakemore for $27,500. Assignment is contingent upon FCC approval of sales by Max Blakemore of WEMB Erwin, Tenn. E. C. Blakemore is father of Max Blakemore. Ann. Feb. 23.

KWYO Sheridan, Wyo.—Seeks transfer of control from **Rosalie E. Carroll**, individually and as executrix of estate of **James W. Carroll**, deceased to **Donald E. Tannehill** for $53,049.75. Prior to transfer estate of Mr. Carroll and Mr. Tannehill, each owned 50%. Ann. Feb. 27.

KWCX Willcox, Ariz.—Seeks assignment of cp from **Paul Merrill** to **Cochise Bcstg. Co.** for $32,500. Principal owner will be **Rex E. Allen**, free lance entertainer and music publisher. Ann. Feb. 27.

WRMT Rocky Mount, N. C.—Seeks transfer of control of Olinda Enterprises Inc. through transfer of controlling interest from **Marvin R. Robbins** to **Norman J. Suttles** for $24,000. Prior to transfer, Mr. Robbins owned 56.2%, Mr. Suttles 29.3%. After transfer Mr. Robbins will own 3.5%, Mr. Suttles, 64.5%. Ann. Feb. 24.

WMET-AM-FM Miami Beach, Fla.—Seeks transfer of control of **Community Service Bcstrs. Inc.** from **James R., William J. Williams, Thomas E. Wood Jr., Richard B. Baker** and **L. F. Foster** to **George Norman** and **Cloyd E. Wangsgard** (50% each) for $5,000 and payment of $248,000 in notes payable. Mr. Norman has interests in KSVN Ogden, Utah, and KTWL Golden, Colo. Mr. Wangsgard is CPA. Ann. Feb. 24.

WKBX Kissimmee, Fla.—Seeks assignment of license from **Mid-Florida Bcstg. Inc.** to **Carl T. Langford**, receiver. Station filed bankruptcy claim due to hurricane damage. Ann. Feb. 27.

WAVP Avon Park, Fla.—Seeks assignment of license from **Mid-Florida Bcstg. Inc.** to **Carl T. Langford**, court appointed receiver in bankruptcy preceeding. Ann. Feb. 27.

WNVY Pensacola, Fla.—Seeks assignment of license from **Florida Radio & Bcstg. Corp.**, to **Radio Pensacola Inc.**, present owner of licensee. Ann. Feb. 23.

WSEB Sebring, Fla.—Seeks assignment of license from **Radio Sebring** to **Highlands Bcstg. Corp.** for $40,000. Purchasers are **William K. Diehl** (40%), **Milton J. Hinlein** (40%) and **Andrew V. Denonn** (20%). Mr. Diehl has interest in WISP Kinston, N. C., Mr. Hinlein

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in KDRO Sedalie, Mo. Mr. Denonn is former announcer at WISP. Ann. Feb. 27.

KQIP (FM) Odessa, Tex.—Seeks assignment of cp from **James F. McCubbin** to **Texas Broadcast Industries Inc.** for $16,055. Purchasers include **Mr. McCubbin** (26%) and **Roy Elsner** (48%). Mr. Elsner is former manager KECK Odessa. Ann. Feb. 27.

WORD Spartanburg, S. C.—Seeks assignment of license from **WORD Inc.** to **Henderson Belk** for $175,000. Mr. Belk owns WGUS North Augusta, S. C., and WIST Charlotte, N. C. Ann. Feb. 24.

KYFM (FM) Oklahoma City, Okla.—Seeks assignment of license from **Capitol City Bcstg. Co.** to **Groven Bcstg. Co.** for $27,200. Purchasers are **Bernard Groven** (80%) and **Richard H. Gundle** (20%). Both are employes of WKLO Louisville, Ky. Ann. Feb. 23.

KFHA Tacoma, Wash.—Seeks assignment of license from **Thomas H. Henderson**, receiver of **KFHA Inc.** to **Radio Sales Corp.** for $60,000. Purchasers are **Ralph W. Burden** (50%), **Ralph W. Burden Jr.** (48%) and **Janice M. Burden** (2%). Ralph W. Jr. and wife Janice own 50% of KEEP Twin Falls, Idaho. Mr. Burden Sr. is in real estate. Ann. Feb. 28.

WERL Eagle River, Wis.—Seeks assignment of cp from **Eagle River Bcstg. Co.** to **Eagle River Bcstg. Inc.** for $20,000. Purchasers include **George Palo, Thomas B. Beckwith** and **Martin H. Sahs** (22.22% each). Mr. Palo is employe WJMC Hayward, Wis. Mr. Beckwith is tree farmer. Dr. Sahs is physician. Ann. Feb. 24.

KASL Newcastle, Wyo.—Seeks transfer of control of **Northeast Wyoming Bcstrs. Inc.** through sale of 100% of stock by **Stella S. Parrott** and **William L. Fisher** to **Northern Wyoming Bcstg. Corp.** for $40,000. Purchasers are **Malcolm D. Wyman** (29%); **Jack Rosenthal** (28%); **Edward H. Weinberg** (28%) and **Jeanette Maxwell** (15%). Messrs. Wyman and Rosenthal and Mrs. Maxwell own KBBS Buffalo, Wyo. Mr. Weinberg owns Chicago baby diaper service. Ann. Feb. 23.

WGBB Freeport, N. Y.—Seeks transfer of control of **Long Island's First Station Inc.** from **Huntington-Montauk Bcstg. Inc.** to **Fifth Market Bcstg. Inc.** through merger. Ann. Feb. 27.

WGSM Huntington, N. Y.—Seeks transfer of control of **Huntington-Montauk Bcstg. Inc.** to **Fifth Market Bcstg. Inc.** for $287,885, and assignment of license from **Huntington-Montauk** to **Fifth Market.** Purchasers are **Edward J. Fitzgerald** and **Gertrude C. Fitzgerald,** who presently own minority interest in Huntington-Montauk, Huntington-Montauk also owns WGBB Freeport, N. Y. Ann. Feb. 27.

KARY Prosser, Wash.—Seeks transfer of control of **Prosser-Grandview Bcstrs. Inc.** through purchase of stock by the corporation for $8,500. Ann. Feb. 23.

KTUE Tulia, Tex.—Seeks transfer of control of **KTUE Radio Inc.** from **Marshall Formby, Clint Formby** and **Graddy Tunnell** to **W. A. Amburn** (49%), **Sidney G. Hooper** (49%) and George J. Jennings Jr. (2%) for $65,000. Mr. Amburn owns printing business. Mr. Hooper sells securities and oil properties. Mr. Jennings is lawyer. Ann. Feb. 28.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Richard C. Simonton, (Telemusic Co.) for new class B fm station to operate on 95.1 mc in San Bernardino, Calif. Commissioner King not participating. May 26, 1960 initial decision looked toward this action. Ann. Feb. 23.

■ By decision, commission granted application of Fisher Bcstg. Co. for new tv station to operate on ch. 2 in Portland, Ore., and denied competing application of Tribune Publishing Co. Dec. 31, 1959 initial decision looked toward this action. Ann. Feb. 23.

■ By decision, commission granted application of May Bcstg. Co. for renewal of license of KMA Shenandoah, Iowa. Commissioner Bartley dissented. Nov. 10, 1959 initial decision looked toward this action. Ann. Feb. 23.

■ By order, commission made effective Nov. 8, 1960 initial decision, as amended, and (1) dismissed without prejudice application of Radio American West Indies Inc., for a new tv station to operate on ch. 8 in Christiansted, St. Croix, Virgin Islands, and (2) granted application of Supreme Bcstg. Inc. of Puerto Rico, for same facility. Ann. Feb. 23.

■ By memorandum opinion and order, commission granted petitions by following applicants for reconsideration, severed from consolidated proceeding in Dockets 13711 et al., and granted without hearing applications of Independence Bcstg. Inc. (WHAT), Philadephia, Pa.; WRAW Inc. (WRAW), Reading, Pa.; WBRE Radio Inc. (WBRE), Wilkes-Barre, Pa.; Community Bcstg. Corp. (WALL), Middletown, N. Y., and Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw, and WMID with added engineering condition. Ann. Feb. 23.

■ By memorandum opinion and order, commission granted petition by Greylock Bcstg. Co., severed from consolidated proceeding in Dockets 13711 et al., and granted its application to increase daytime power of WBRK Pittsfield, Mass., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 23.

First trial subscription-tv grant was made by commission to Hartford Phonevision Co., licensee of WHCT (TV) (ch. 18), Hartford, Conn., over which initial air-transmitted pay-tv operation will be conducted. This is first and only application received by commission under conditions laid down in 1959 when it opened door to public pay-tv trials by tv stations.

Participating in Hartford test will be RKO General Inc., sole owner of Hartford Phonevision Co. and local franchise holder for "Phonevision" subscription system to be used in trial; Zenith Radio Corp., developer and patent holder of that system; and Television Entertainment Inc. (Teco), Zenith's patent licensee.

RKO has assumed expense of Hartford test, which it estimates will cost up to $10 million and which it does not expect to recover during three-year period.

WHCT contemplates airing selected subscription programs, without commercials, about 40 hours a week, of which some 17 hours would be unduplicated. Approximately 30 additional hours will be conventional "free" tv fare. It expects first-run films to predominate pay programs, with stage, music, educational and sports as added attractions. The two types of programs will not be transmitted simultaneously. All of WHCT's broadcasting will be in monochrome.

Zenith's "Phonevision" system employs an encoder (which scrambles both picture and sound transmission) and a decoder (descrambler) connected to subscriber's set. Knob of decoder is turned to index number for desired pay program and automatic switch then shifts from free to fee broadcast. Program identification numbers are expected to be furnished subscribers by newspaper publication or program booklet distribution.

A credit-type of decoder is proposed initially. Program usage will be recorded on billing tape inside decoder. Customer is expected to examine the tape (probably monthly), add up charges, and send tape and payment to station.

Subscribers will not be required to purchase decoding or other special equipment. Only charges contemplated, other than for programs, are for installation and rental of decoder. Estimated installation charge is from $7.50 to $10. Maintenance charge, covering maintenance and repairs and depreciation, is expected to be from 75 cents a week to $28 a year.

Per-program charge will range from about 25 cents to $3.50, depending upon cost factors, with majority of programs being in price range of 75 cents to $1.50. Charges would not vary with number of viewers in subscriber's home. If same feature film is run twice in same evening, plans call for one charge per set for both showings.

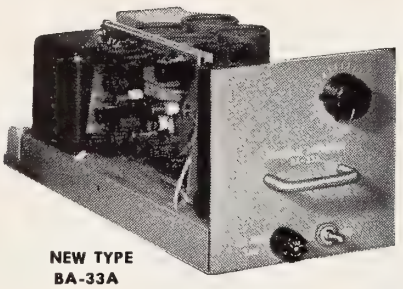
Decoders will be installed only at locations which can receive WHCT's signal satisfactorily. Commencement of operations is planned after 2,000 decoders have been installed, which WHCT expects will require six months, with expectation of 10,000 installations at end of first year.

Commission's report and decision which made this grant after hearing emphasizes its trial nature and subjects it to certain conditions. Authorization is for three-year period prescribed for such trials, subject to termination if WHCT's license should not be renewed during that time. WHCT's trial period will start with its first transmission of pay programs to subscribers.

STAFF INSTRUCTIONS

■ Commission on Feb. 23 directed preparation of document looking toward granting application of Booth Bcstg. Co. to change facilities of WTOD Toledo, Ohio,

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from nondirectional with 1 kw to directional with 5 kw, continued operation on 1560 kc, D Sept. 19, 1960 initial decision looked toward this action.

Commission on Feb. 23 directed preparation of document looking toward accepting 1960 census population figures and granting application of Booth Bcstg. Co. to increase daytime power of WSGW Saginaw, Mich., from 7 kw to 5 kw, continued operation on 790 kc, 1 kw-N, DA-2. May 18, 1960 initial decision looked toward denying application.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting applications for new am stations to operate on 1550 kc of (a) Radio Crawfordsville Inc., with 250 w, DA-N, U, in Crawfordsville, Ind. (b) Sullivan County Bcstrs. Inc., with 250 w, D, in Sullivan, Ind.; (c) Southern Wisconsin Inc., with 1 kw, DA, D, in Lake Geneva, Wis.; (d) Grundy Bcstg. Co., with 250 w, D, in Morris, Ill., and (e) Air Capitol Inc., with 5 kw, DA, D, in Madison, Wis.; (2) denying application of Des Plaines-Arlington Bcstg. Co. for new station on 1550 kc, 5 kw, DA-D, in Des Plaines, Ill., and (3) granting petition by North Shore Bcstg. Inc. to dismiss without prejudice its application for new station on 1550 kc, 5 kw, DA-1, U, in Madison, Wis. Ann. March 1.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Concert Network Inc., for new Class B fm station to operate on 101.5 mc with ERP 20 kw and ant. height 500 ft., in Trenton, N. J., and denying application of WBUD Inc., for same facility with ant. height 132 ft. Ann. Feb. 24.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Radio Millington Inc., for new am station to operate on 1380 kc, 500 w, D, in Millington, Tenn. Ann. Feb. 24.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward denying application of James D. Childress and James E. Reed, (Mountain Empire Radio Co.) for new am station to operate on 1460 kc, 500 w, D, in Clinton, Tenn. Ann. Feb. 23.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications of Clarke Bcstg. Corp. (WGAU), Athens Ga., WAKE, Inc. (WAKE), Atlanta, Ga., and Savannah Valley Bcstg. Co. (WBBQ), Augusta, Ga., to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Ann. Feb. 23.

OTHER ACTIONS

■ By order, commission extended effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever trans. is in operation, pending final decision in rulemaking proceeding which looks toward eliminating that requirement. Accordingly, Sec. 3.690(a) and 3.691(a) of rules were amended to reflect extension date. Ann. March 1.

■ By memorandum opinion and order, commission denied petition by WMFJ Inc. (WMFJ), Daytona Beach, Fla., requesting issuance of order to Coastal Carolina Bcstg. Corp. to show cause why license for WMYB Myrtle Beach, S. C. (1450 kc, 250 w, U), should not be modified to specify daytime operation with 1 kw contingent upon grant of applications of stations WMFJ and WHSC both Hartsville, S. C., WCCP Savannah, Ga., and WQSN Charleston, S. C., each seeking increased daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w N, which are in consolidated hearing in Dockets 13356-9. Ann. March 1.

■ By order, commission appointed Chief Hearing Examiner James D. Cunningham, in lieu of Honorable Horace Stern (no longer available to serve as presiding officer), to preside in further hearings ordered on remand by U. S. Court of Appeals in proceeding on applications of WORZ Inc., and Mid-Florida Television Corp. (WLOF-TV) for new tv stations to operate on ch. 9 in Orlando, Fla. and to issue an initial decision. All parties to proceeding have consented to appointment of a hearing examiner of commission to preside in matter and to issue initial decision. Order shall not take effect until it has been presented to Court of Appeals for Court's information and such action as Court may deem appropriate in light of provisions of its present mandate. Ann. Feb. 24.

■ By order, commission granted petition by Golden Gate Bcstg. Corp. (KSAN), San Francisco, Calif., and amended Issue 6 in am consolidated proceeding in Dockets 13649-13653 to determine whether the rooftop antenna system proposed in KSAN application is in compliance with Sec. 3.188 (d) of the rules, and, if not, whether circumstances exist which would warrant waiver of that section. Ann. Feb. 23.

■ By memorandum opinion and order, commission, on petition by Blue Island Community Bcstg. Inc., severed from six-party consolidated proceeding in Dockets 12604 et al., and retained following four applicants for fm facilities in hearing on issues pertinent to them: Blue Island Community Bcstg. Co., Inc., Blue Island, Ill.; Elmwood Park Bcstg. Corp., Elmwood Park, Ill., for new stations to operate on 105.9 mc; Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (fm) on 105.9 mc in Elmwood Park, and Edward L. Waterman for new station on 105.5 mc in Park Forest, Ill. Ann. Feb. 23.

■ By order, commission dismissed petition by KARA Inc. (KARA), Albuquerque, N. M., for enlargement of issues in am consolidated proceeding in Dockets 13837-13840. KARA is no longer party to proceeding. Ann. Feb. 23.

■ By memorandum opinion and order, commission denied request by KWK Radio Inc., seeking bill of particulars in proceeding on revocation of license of KWK St. Louis, Mo. Commissioner King concurred in part and dissented in part. Ann. Feb. 23.

■ By memorandum opinion and order, commission deleted issues in proceeding on specification of trans. and ant. site by Nathan Frank for WNBE-TV (ch. 12), New Bern, N. C., and substituted issues pertinent to his proposed site on Neuse River; granted in part joint petition by the Dept. of the Navy, Dept. of the Army, and Federal Aviation Agency to enlarge and delete issues; deleted those agencies as parties to proceeding and made Richmond Television Corp. (WRVA-TV, ch. 12), Richmond, Va., party; and dismissed petitions by WRVA-TV and Broadcast Bureau filed Jan. 24 and Jan. 25, respectively. Commissioner Bartley dissented; Commissioner King not participating. Ann. Feb. 23.

■ Commission scheduled following proceedings for oral argument on March 30: American Bcstg.-Paramount Theatres, Inc. (KABC-FM), Los Angeles, Calif.; Caro Bcstg. Co. and Tuscola Bcstg. Co., Caro, Mich.; Herman Handloff, Newark, Del., Alkima Bcstg. Co., and Howard Wasserman, West Chester, Pa.; Stephens County Bcstg. Co. (WNEG), Toccoa, Ga.; and Martin Karig, Johnstown, N. Y.

■ By memorandum opinion and order, commission denied petition by First Presbyterian Church of Seattle (KTW), Seattle, Wash., to dismiss application of Washington State U. for exclusive nighttime operation of KWSC Pullman, Wash., presently shared with KTW. That application is in consolidated hearing with applications for renewal of licenses of KTW and KWSC. Ann. March 1.

■ By order, commission dismissed petition by Mt. Vernon Radio & Television Co. for reconsideration, severance from consolidated proceedings in Dockets 13222 et al., and grant without hearing of its application to increase power of WMIX Mt. Vernon, Ill., on 940 kc, D, from 1 kw to 5 kw, DA. Petitioner should have addressed its request for relief to presiding hearing examiner. Ann. March 1.

■ By memorandum opinion and order, commission dismissed motion by National Television Assoc. Inc., to dismiss application of WHYY Inc., in Wilmington, Del., tv ch. 12 comparative proceeding. Ann. March 1.

■ By memorandum opinion and order, commission granted petition by W. R. Frier for reconsideration and grant without hearing his application to increase daytime power of WBHF Cartersville, Ga., on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditioned to accepting such interference as may be imposed upon it by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw; terminated proceeding. Ann. March 1.

■ By order, commission, on its own motion, postponed oral argument in Moline, Ill., tv ch. 8 comparative proceeding from March 3 to date subsequently to be determined. Ann. March 1.

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Yoakum County Bcstg. Co. Denver City, Tex.; Echols Bcstg. Co Hobbs, N. M.—Designated for consolidated hearing applications for new am stations to operate daytime only on 1580 kc; Yoakum with 250 w and Echols with 1 kw. Ann. Feb. 23.

WROK Rockford, Ill.; WGEM Quincy, Ill.; McLean County Bcstg. Co. Normal, Ill.—Designated for consolidated hearing applications involving operation on 1440 kc—WROK to increase daytime power from 1 kw to 5 kw, DA-D, continued 500 w-N; WGEM to increase daytime power from 1 kw to 5 kw, continued 1 kw-N, DA-2, and McLean for new am station to operate with 1 kw, DA-D made KIRX Kirksville, Mo., party to proceeding. Ann. Feb. 23.

High-Fidelity Bcstrs. Corp. Norristown, Pa.—Designated for hearing application for new am station to operate on 1400 kc, 100 w. U made WOND Pleasantville, N. J., and WEST Easton, Pa., parties with respect to their existing and proposed operations, and WCOJ Coatesville, Pa., party with respect to its existing operation. Ann. Feb. 23.

■ Commission granted requests by KTVB Inc., licensee of KTVB (TV) ch. 7, and Boise Valley Bcstrs. Inc., KBOI-TV, ch. 2, both Boise, Idaho, for temporary waiver of Sec. 4.602(a) of rules to operate tv intercity relay stations at KSL-TV, Salt Lake City, Utah, on 7050-7075 and 7100-7125 mc, respectively (normally reserved for common carrier use), until equipment is available for operation in 12000 mc band; no-interference condition. Ann. Feb. 23.

■ By memorandum opinion and order, Commission denied petition by Roger Williams Bcstg. Co. (WPAW), Pawtucket, R. I., for reconsideration of July 29, 1960 report and order terminating rulemaking proceedings in Docket 13264 which looked toward deleting ch. 6 from New Bedford, Mass.

Nicholasville Bcstg. Co., Jessamine Bcstg. Co. Nicholasville, Ky.—Designated for consolidated hearing applications for new am stations to operate daytime on 1250 kc, 500 w. Ann. March 1.

Cummings Bcstg. Assoc. Palm Springs, Calif.—Designated for hearing application for new am station to operate on 1340 kc, 250 w, unl. Ann. Feb. 23.

Routine roundup

■ By order, commission amended Sec. 1.359 of rules relating to giving of local notice of applications for broadcast facilities and amendments thereof, to exempt tv translator stations from requirements of subsection (c) and adding new subsection to provide that applicant filing any application or amendment thereto for tv broadcast translator station which is subject to this section shall cause to be published notice of such filing at least once during two week period immediately following tendering for filing of such application or major amendment, or, when applicant is specifically advised by commission that public notice is required in particular case pursuant to Sec. 1.355, such notice shall be published at least once during two week period immediately following commission notification, in daily, weekly, or bi-weekly publication having general circulation in community or area to be served; provided, however, that, if there is no publication of general circulation in community or area to be served, applicant shall determine appropriate means of providing required notice to general public, such as posting in local post office or other public place. Amendments are effective immediately. Ann. Feb. 28.

■ By order, commission granted request by Voice of the Orange Empire Inc. Ltd., and deleted engineering condition attached to its July 7, 1960 grant to increase daytime power of KWIZ Santa Ana, Calif., from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1480 kc, with 1 kw-N. Ann. Feb. 23.

■ Commission denied request of South Jersey Radio, Inc. (WOND), Pleasantville,, N. J., for waiver of its policy of not assigning common call letters to stations of same licensee in different service areas. Comr. Cross dissented. South Jersey had requested assignment of call letters WOND-FM in lieu of WOSJ-FM Atlantic City, N. J.

■ On its own motion, commission set aside its January 25th grant of limited license renewal for 15 months for WITT, Wireline Radio Inc., Lewisburg, Pa., because of subsequent evidence of new technical violations and non-correction of previously cited violations.

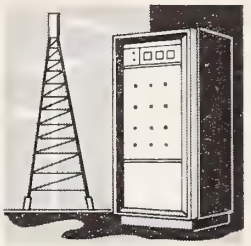
ACTIONS ON MOTIONS

■ Commission on Feb. 23 granted petition

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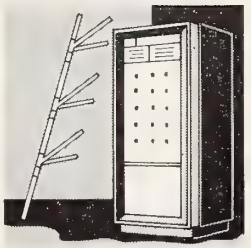
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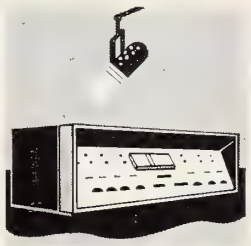
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by Federal Communications Bar Association and extended from Feb. 20 to March 13 and from March 7 to March 28 time to file comments and replies in the matter of amendment of Part 1 of procedural rules concerning payment of consideration to amend, dismiss, or not prosecute broadcast applications in proceedings involving determination pusuant to Sec. 307(b) of the act. Action Feb. 23.

By Commissioner John S. Cross

■ Granted petition by College Radio and extended to Feb. 14 time to respond to Broadcast Bureau's opposition to its petition to delete issue in proceeding on its application and that of Arthur A. Deters for am facilities in Greenfield and Amherst both Massachusetts. Action Feb 21.

■ Granted petition by Broadcast Bureau and extended to March 1 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5), Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to March 7 time to file responses to joint petition for reconsideration by Creek County Bcstg. Co., Tinker Area Bcstg. Co., and Sapulpa Bcstg Corp., in proceeding on their applications, et al., for am facilities in Sapulpa and Midwest City, Okla. Action. Feb. 27.

■ Granted petition by Broadcast Bureau and extended to March 3 time to file responses to petition by North Suburban Radio Inc., Highland Park, Ill., for conditional grant of its am application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Milton Grant and James R. Bonfils, (Laurel Bcstg. Co.), for extension of effective date for compliance with Feb. 13 order requiring production of additional information relative to legal and engineering services performed in connection with their application for new am station in Laurel, Md., which is in consolidated hearing in Dockets 12993-6, until 10 days after ruling by commission on petitions by Laurel and Broadcast Bureau for review of Chief Hearing Examiner's Jan. 24 denial of joint petition by Laurel and Interurban Bcstg. Corp., Laurel, Md., for approval of agreement involving dismissal of Laurel application. Action Feb. 24.

■ Granted motion by Eugene Bcstrs. and continued from Feb. 28 to March 30 date for parties to exchange written exhibits, from March 6 to April 5 date for notification of witnesses for cross-examination and from March 14 to April 13 for hearing in proceeding on Eugene's application and that of W. Gordon Allen for new am stations in Eugene, Ore. Action Feb. 24.

■ Scheduled further argument for March 1 on joint petition by Hennepin Bcstg. Assoc. and Robert E. Smith, applicants for am facilities in Minneapolis, Minn., and River Falls, Wis., for approval of agreement filed pursuant to Sec. 311(c) of the Act in proceeding on their applications. Action Feb. 27.

■ Issued memorandum notice rejecting informal document embodying series of suggestions of procedural changes made to commission on Feb. 10 in behalf of MCA Inc., Taft B. Schreiber, and certain other witnesses under subpoena in proceeding on Study of Radio and Television Network Broadcasting as heretofore announced, public sessions of proceeding will be convened in Los Angeles, Calif., on March 8, and previous orders of commission and presiding officer, released Jan. 27 and Feb. 3, respectively, remain in full force and effect. Action Feb. 27.

■ On own motion, set aside action released Feb. 15 which denied petitions by Arthur A. Deters and College Radio for acceptance of their appearances filed late and dismissed with prejudice their applications for am facilities in Greenfield and Amherst, Mass., accepted College Radio's petition to accept notice of appearance filed late and restored same to hearing status, and affirmed action taken with regard to Deters' application. Action Feb. 27.

■ Scheduled oral argument for March 1 on joint petition of the three applicants in Medford, Ore. tv ch. 10 proceeding, for approval of agreement filed pursuant to Sec. 311(c) of the Act. Action Feb. 27.

■ Scheduled hearings in following am proceedings on dates shown: April 10: Jefferson Bcstg. Inc. (WTMT), Louisville, Ky. April 17: Robert F. Neathery and Radio Company of Texas County, Houston, Mo. April 19: Stuart W. Epperson, North Wilkesboro, N. C., et al. Action Feb. 23.

■ Scheduled consolidated hearing for April 10 before Hearing Examiner Annie Neal Huntting in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., for am facilities in Ellenville, N. Y. Action Feb. 23.

■ Scheduled oral argument for Feb. 24 on joint petition of Hennepin Bcstg. Associates and Robert E. Smith, applicants for am facilities in Minneapolis, Minn., and River Falls, Wis., for approval of agreement for dismissal of Smith's application. Action Feb. 21.

■ Ordered, with consent of both parties to proceeding, that period for filing proposed findings is extended from March 2 to March 6 in reapplications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA Pasadena, Calif. Action Feb. 27.

By Hearing Examiner Basil P. Cooper

■ Closed record in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan., retroactive to Jan. 30, 1961. Action Feb. 23.

■ Scheduled prehearing conference for March 10 in proceeding on application of Edward Walter Piszczek and Jerome Westerfield for fm facilities in Des Plaines, Ill. Action Feb. 24.

■ Granted motion by Radio Georgia and continued further hearing from Feb. 27 to March 10 in proceeding on its application for am facilities in Thomaston, Ga. Action Feb. 24.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued Feb. 27 hearing to date to be determined at prehearing conference to be held on that date in proceeding on am applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, Lafayette Bcstg. Inc. (WASK), Lafayette, and Indiana Bcstg. Corp. (WANE), Fort Wayne, both Indiana. Action Feb. 17.

■ Granted petition by Inter-Cities Bcstg. Co. and continued from Feb. 20 to March 20 time for any rebuttal engineering exhibits to be furnished by Inter-Cities to other parties and to examiner and hearing from March 13 to April 11 in proceeding on Inter-Cities application for am facilities in Livonia, Mich. Action Feb. 17.

■ Upon request by Broadcast Bureau and with consent of all other parties in proceeding on application of Maine Radio & Television Company (WCSH-TV), Portland, Me., extended from Feb. 20 to Feb. 27 time to file response to petition by applicant for leave to amend. Action Feb. 24.

■ Pursuant to agreement reached at Feb. 27 prehearing conference in proceeding on am applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, et al., scheduled hearing for April 12. Action Feb. 27.

■ Upon request by Audiocasting of Texas Inc., and with consent of all other parties, continued Feb. 28 hearing to March 1 in proceeding on its application and that of Horace K. Jackson Sr., for am facilities in Waco and Gatesville both Texas. Action Feb. 27.

By Hearing Examiner Charles J. Frederick

■ Upon request by Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio, scheduled further hearing in Group 4 of consolidated am proceeding for March 3. Action Feb. 21.

■ Granted petition by Willamette-Land Television Inc., and continued from March 2 to May 2 time to exchange exhibits, from March 16 to May 16 for notification of witnesses for cross-examination and March 28 hearing to May 23 in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action Feb. 24.

■ Upon request by Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio, applicant in consolidated am proceeding in Dockets 13090 et al, continued indefinitely March 3 hearing in Group 4 of proceeding. Action Feb. 24.

■ Granted petition by Broadcast Bureau and continued March 2 prehearing conference to March 8 in proceeding on application of United Television Co. of New Hampshire (WMUR-TV), Manchester, N. H. Action Feb. 27.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for March 15 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action Feb. 27.

■ With agreement of all parties, scheduled further prehearing conference for March 6 in proceeding on am applications of Southeastern Bcstg. System Inc. (WMJM), Cordele, and Radio Station WSNT Inc., Sandersville, both Georgia. Action Feb. 27.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for March 10 in proceeding on applications of Santa Fe Bcstg Co. and Valley Bcstrs. for new am stations in Santa Fe

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and Espanola, both New Mexico. Action Feb. 20.

■ Issued order following further prehearing conference in proceeding on fm applications of Blue Island Community Bcstg. Inc., Blue Island, Ill., et al, listed several applicants into Groups I and II, and scheduled among other procedural dates hearing (Group I) re issues, 1, 2, 3, 4 and 6 for April 27, and hearing on comparative issue No. 12 (Group II) for April 18. Action Feb. 21.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for March 10 in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., for am facilities in Ellenville, N. Y. Action Feb. 27.

■ Upon request by Associated Broadcasters Inc., scheduled prehearing conference for March 8 in proceeding on am applications of The Four States Broadcasting Co., Halfway, Md., et al. Action Feb. 24.

By Hearing Examiner David I. Kraushaar

■ Ordered certain corrections to transcript of post-hearing conference, allowing 5 days for objections, in proceeding on applications of Frederick County Bcstrs. and Town Radio, Inc. for am facilities in Winchester, Va., and Shippensburg, Pa. Action Feb. 24.

■ Granted motion by Rodio Radio, Hammonton, N. J., to extent of continuing March 2 hearing to April 3 at same time and place as previously prescribed and continued for 30 days all other dates provided in Feb. 9 order in proceeding on Rodio Radio's application, et al., which is consolidated with Dockets 13711 et al. Action Feb. 21.

■ Granted petition by Broadcast Bureau and extended to Feb. 24 time to file proposed findings in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Feb. 23.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau and continued March 20 hearing to April 5 and rescheduled to March 22 and March 31 dates for exchange of exhibits and notification of witnesses in proceeding on application of WACO Bcstg. Corp. (WACO-FM), Waco, Tex. Action Feb. 21.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of ruling made at Feb. 21 conference granting petition by Gordon Bcstg. of San Francisco, Inc. (KQBY), San Francisco, Calif., for leave to amend its am application by adding new towers and realigning its directional antenna; accepted amendment and returned amended application to processing line. Application is consolidated for hearing with application of Robert L. Lippert for am facilities in Fresno, Calif. Action Feb. 21.

■ Issued statement and order after further prehearing conference and granted request by Dover Bcstg. Co., Inc. (WJER), Dover, Ohio, and joined in by all other applicants in Group VIII, for severance of Group VIII from consolidated proceeding in Dockets 13014 et al, and scheduled hearing for that group for March 17 at which time all applicants in group will file their proposed findings; time for filing replies expires March 27. Action Feb. 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by High Point Television Co., reopened record in Greensboro-High Point, N. C., tv ch. 8 proceeding, incorporated in record Feb. 8, 1961 action of commission insofar as it sets forth data with respect to assignment of license of KTHT Houston, Texas, from Texas Radio Corp. to Winston-Salem Bcstg. Co., and closed record; dismissed as moot request by Southern Bcstrs. Inc., requesting that official notice be taken of action commission had taken with respect to certain renewal applications for broadcast facilities in Seattle, Wash., in connection with which Public Notice 97672 was released by commission on Dec. 8, 1960, and alternative request to reopen record to reflect such information. Action Feb. 23.

■ Granted petition by Broadcast Bureau and extended to March 13 and March 24 time to file proposed findings and replies in proceeding on am application of Brennan Bcstg. Co. (WAPE), Jacksonville, Fla. Action Feb. 21.

■ Granted petition by Abilene Radio & Television Co., San Angelo, Tex., requesting addition of sufficiency-of-funds issue with respect to application of E. C. Gunter, issues 4 and 5 as numbered in Jan. 4 memorandum opinion and order renumbered 5 and 6, respectively, and added following issue: "4. To determine whether the funds available to E. C. Gunter will give reasonable assurance that the proposals set forth in his application will be effectuated,' in San Angelo, Tex., ch. 31 proceeding. Action Feb. 20.

■ On request by applicant, continued March 6 hearing to March 31 in proceeding on application of Cherokee County Radio Station for am station in Centre, Ala. Action Feb. 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 2

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,528	31	132	801
FM	777	67	198	115
TV	486[1]	55	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 2

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 24

KARK-AM-TV Little Rock, Ark—Granted involuntary transfer of control from **T. H. Barton** to **Madeline M., Clark N.,** and **T. K. Barton,** co-executors of estate of **T. H. Barton,** Deceased.

KBER San Antonio, Texas—Granted assignment of cp to **KEPO B/cg Co.**

KRTN Raton, N. M.—Granted assignment of license and cp to **Jay W. Howe,** et al.

KBBS Buffalo, Wyo.—Granted relinquishment of positive control by **Malcolm D. Wyman** through sale of stock to **Edward H. Weinberg.**

KFLW Klamath Falls, Ore.—Granted assignment of cp to **David F. Snow.**

■ Granted licenses for following am stations: WCRM Clare, Mich., and WBBX Portsmouth, N. H.

■ Granted licenses for the following fm stations: WAZZ (FM) Pittsburgh, Pa.; WYAK (FM) Sarasota, Fla.; WPEX-FM Pensacola, Fla.; WMOP-FM Ocala, Fla.

WWMT (FM) New Orleans, La.—Granted license covering change in ERP and ant. height; ERP 13.2 kw.

KIDD Monterey, Calif.—Granted license covering change of trans. location, installation new trans. and changes in ant. and ground system.

WREC Memphis, Tenn.—Granted licenses covering installation of new trans. as auxiliary trans.; and installation of new main trans.

WGAU Athens, Ga.—Granted license covering installation of new trans.

WBSM New Bedford, Mass.—Granted license covering increase in daytime power, installation of new trans., change from DA-1 to DA-2, and change type trans.; remote control permitted.

KDXE North Little Rock, Ark.—Waived Sec. 3.30 of rules and granted mod. of license to extent of permitting establishment of main studio at 4607 Asher Avenue, Little Rock, Ark. KDXE to continue to identify on the air as a North Little Rock station.

WNOO Chattanooga, Tenn.—Granted cp to change ant.-trans. location and make changes in ground system.

WITN (TV) Washington, N. C.—Granted cp to change ERP vis. to 288 kw, aur. to 144 kw, ant. height to 1450 ft., make changes in ant. system and equipment.

WAWA West Allis, Wis.—Granted mod. of cp to change trans. location and main studio location; condition.

KLID Poplar Bluff, Mo.—Granted mod. of cp to change ant. trans. and studio location and change type trans.

KGB-FM San Diego, Calif.—Granted mod. of cp to change ant. height to 620 ft. and changes in ant. system.

WLCX La Crosse, Wis.—Granted mod. of cp to change type trans.

KGB-FM San Diego, Calif.—Granted extension of completion date to June 30.

Actions of Feb. 23

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: Havillah T. V. Assn., chs. 7, 10, and 12, Havillah, Wash. (KREM, Channel 2, KXLY, Channel 4, and KHQ, Channel 6, all Spokane, Wash.); Geo. Kruckenberg, ch. 10, West End of Glade Park to Utah State Line, Colo. (KREX, Channel 5, Grand Junction, Colo.).

KSFR (FM) San Francisco, Calif—Granted cp to replace expired permit for increase in ERP, decrease in ant. height, change type trans. and ant. and changes in ant. system.

Actions of Feb. 21

WARC Milton, Pa.—Granted extension of completion date to July 11; without prejudice to such further action as may appear warranted upon disposition of Case No. 15813 by U. S. Court of Appeals, D. C. Circuit (Lycoming Broadcasting Co. vs. FCC).

WRWJ Selma, Ala.—Granted change of remote control authority.

KXJK Forrest City, Ark.—Granted request for cancellation of license for aux. trans.

WMSA Massena, N. Y.—Granted extension of authority to May 12 to sign-off at 9 p.m.

Actions of Feb. 20

WIMS Michigan City, Ind.—Granted license covering installation of trans. as main trans. night and aux. trans. day (using two main trans).

***KCUI (FM) Pella, Iowa**—Granted mod. of cp to change type ant. and make other ant. changes.

***KANU (FM) Lawrence, Kan.**—Granted mod. of cp to increase ant. height to 660 ft.; increase ERP to 110 kw.

WRVB-FM Madison, Wis.—Remote control permitted.

Continued on page 109

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Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Connecticut opportunity, New Haven suburb, want engineer, to act for principal AM application. Keep job. 20% ownership plus management, must be diversified. Survey and frequencies completed. Box 282E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Salesman-announcer needed at once. Light announcing, heavy sales. Salary plus commission. Send references, personal data to Box 164E, BROADCASTING.

Southern Missouri station in growing market has opportunity for experienced salesman with a proven record. Must be community minded. Good salary plus commission. Give full details, references, and snapshot. Box 299E, BROADCASTING.

Alaska tv and radio station needs effective time salesman to sell radio and tv as well as Muzak, opportunity for advancement and stock ownership to right party . . . Network affiliate (CBS) programming and good music conservative locally owned operation . . . guaranteed minimum and percentage . . . write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced fulltime salesman for FM classical music station. Excellent potential. Booming area. E. W. Meece, KRPM, San Jose, California.

Two salesmen needed for middlewest chain. $300 to $600 a month depending on background, plus bonus and speedy chance for advancement for right men. Write WPEO, Peoria, Illinois.

W-RIP, Chattanooga, Tennessee. Top rated . . . has wonderful opportunity.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Immediate opening in major midwest market for mature morning personality, preferably over 30. Middle-of-road music, knowledge required. Must be family man. If you fit these qualifications, send resume, picture and desired salary to Box 221E, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Negro announcers wanted for major southern market. Must be dependable, experienced rhythm and blues personalities. We check character and credit before employing. If you qualify, send tape, resume, and salary requirements to: Box 309E, BROADCASTING.

Morning man for 100,000 central New York market. Mature voice . . . Experience necessary. Box 318E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Opening anticipated in a California station for stable, experienced announcer. Must be able to write and create production spots. Box 335E, BROADCASTING.

Negro announcer with first class ticket for Mississippi one kw. Box 356E, BROADCASTING.

Great Lakes area 5 kw station needs combo man. Permanent job. Announce own shows, or work news and sports. Some engineering maintenance required, but flexible as we have other engineers. Box 364E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Announcer, runs own board to work pleasant evening shift at high rating, progressive, community minded station. Bill Dahlsten, KAFM, Salina, Kansas.

KBUD, Athens, Texas has immediate opening for experienced announcer-salesman.

Wanted: Experienced announcer. Can also sell. Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

First phone combo-announcer needed April 1st. Training position leading to assistant manager. Personal interview required. KRKC, King City, California.

Help Wanted—(Cont'd)

Announcers

Morning man, young ,experience required. Capable of news work. Send resume, tapes, photo, to Program Director, WDEA, Ellsworth, Maine.

We're growing stronger! Care to join us? We're top-rated and plan to stay that way. Presently 1000 watts, shortly 5000. Need versatile jockey-newsman. If you're it—we need you now. Must be able to produce pleasant sounding music shows, gather and compile news and deliver newscasts. If you're without sound experience let's not waste each others time. But—if you can qualify and want to make fast-growing New London County your home—we'd welcome hearing from you. Send resume and tapes (which will not be returned) to Tom Phalen, PD, WICH—P.O. Box 551, Norwich, Connecticut. Please include in resume present salary and expected salary.

Immediate opening for staff announcer strong on good music. Good salary and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIMA, Lima, Ohio.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, some engineering, general staff duties, salary commensurate with ability. Send tape, photo, and resume to: WJUD, St. Johns, Michigan.

Staff announcer for modern sound FM operation. Send tape and complete resume to Bob Gheza, Program Director, WYFI-FM, Box 536, Va. Beach, Va.

Announcer-engineer immediate opening in Florida must be capable of assuming duties of chief engineer and have good voice $100-$125 week. Contact immediately. Professional Placement. 458 Peachtree Arcade, Atlanta, Ga. JA 5-4841.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Somewhere there's a reliable chief good maintenance — fair announcer, wanted to trade pressure for job security in small Colorado community. Family man who appreciates good hours, good pay and a good boss. Box 325E, BROADCASTING.

First-phone announcer, eastern Pennsylvania daytimer. Immediate opening. Box 334E, BROADCASTING.

Outstanding northeast 50 kw clear channel needs control room operator; large staff; well-equipped studios. Experience in production with live music, air personalities, sports, tape editing and recording helpful. Good pay and company benefits. Send recent photo and resume of training and experience. Replies confidential. Box 347E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community . . . fastest growing city in Kansas. Good staff . . . good conditions . . . good pay. Bill Dahlsten, KAFM, Salina, Kansas.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Help Wanted—(Cont'd)

Technical

WFLM (FM) Ft. Lauderdale needs chief engineer-operator. Group operations with fringe benefits and security. Contact us at 305 S. Andrews Avenue. Phone JA 4-6541.

First class engineer wanted at a growing station. Contact Chief Engineer, WMAK, Nashville, Tenn.

Opening for engineer, first phone, experienced in AM-FM operation. Please list full particulars in first letter: experience, education, and salary requirements. Contact J. M. Foley, Chief Engineer, WSVA-Radio, Harrisonburg, Virginia.

Announcer-engineer immediate opening in Florida must be capable of assuming duties of chief engineer and have good voice $100-$125 week. Contact immediately. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga. JA 5-4841.

Engineer, experienced transmitter and equipment maintenance. Additional earnings through announcing. Call Schilling, mornings, Michigan City, Indiana, TR 4-5245.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

North Carolina station has immediate opening for qualified news director, with emphasis on local news. Send resume, tape and photograph. Box 306E, BROADCASTING.

Newsman: Opportunity for job you've always wanted, in major market. Top rated Chicago station has immediate opening for top newsman. Require experienced, aggressive, imaginative man, with all around ability in gathering, writing and transmitting news. We emphasize original, on-the-street reporting. Send tape, resume, photo to Box 371E, BROADCASTING.

Program and news director. Top midwest property. 5,000 watts. Some board work. First phone desired, but not necessary. Tremendous potential in new broadcast property recently purchased. Farm station experience desired, but not absolutely necessary. Adult music. Send tape, photo, resume to Box 374E, BROADCASTING.

Experienced Girl Friday for general manager. Secretarial and copy writing background. 5,000 watt. Newly purchased midwest property. 2 million. Excellent property with tremendous potential. Send photo, resume to Box 375E, BROADCASTING.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark, WMFJ, Daytona Beach, Florida-Clinton 2-6491.

RADIO

Situations Wanted—Management

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Increased billings over 50%. Brought station from #5 to #1 (Pulse) in ten months in competitive medium market. Young. Hard working. Excellent references. Top salesman. Effective programming. Ten years experience. Available immediately. Box 258E, BROADCASTING.

Will invest small sum in small station . . . in return want manager's job. South, southwest or far west. Personal interview required. Box 261E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Family man 34 years old, desires manager or commercial manager position. Experienced all phases including managerial. College graduate. First phone. Good radio background. 13 years experience. Box 278E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

Automation operation. Man-wife team. Complete experience management, sales, traffic, copy, air. Young, energetic. Box 300E. BROADCASTING.

I've had it. Western boy who can't stand this east coast living wants to get back to the other side of the Rockies—where the golf-courses-are-not-crowded-all-day. If you are looking for a darn good manager—twelve years radio, including ownership—write to Box 314E, BROADCASTING. Okay on second spot in major market. I work hard and I'll cost you four figures a month—but not big ones. I'm working now, but not living. Can I do both in your market. Box 314E, BROADCASTING.

Owners . . . I want back in radio . . . I'm experienced first phone engineer . . . Good announcer-salesman . . . management experience. Prefer small market daytimer, warm climate. Excellent references, 35, single. Box 333E, BROADCASTING.

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references available six to eight weeks. Box 344E, BROADCASTING.

Attention small market owners! Tired of major market rat race—adult family man with highest industry references wants to settle in small market. 15 years solid business experience—sales—announcing—office management—1st phone w/maintenance too! Ready to work for you! Prefer midwest but all replies considered. Box 350E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

20 years experience available now. 15 years successful radio manager. 3 years tv sales manager all with same organization until sold. After 3 years hiatus ready to return to media. Let's negotiate toward profitable association for both. Box 353E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

General manager for small or medium market available immediately, all offers considered. Eleven years experience in same market. Substantial sales and promotion background. Conscientious, industrious with top references. Box 367E, BROADCASTING.

Experienced team desires promotion. Senior member has experience managing, announcing, sales, first ticket. Junior member news director, sales and announcing. Currently employed at radio-tv. Prefer southwest. Write Box 373E, BROADCASTING.

Salesmanager to manage your station. Completely capable, reliable, family man. Employer will give regretful, but enthusiastic referral. Present income, area $14,000. Desire earn in excess—write fully please. Box 376E. BROADCASTING.

Sales

Account executive job wanted. Mid-thirties, sober, family. Experience? Decade. Top resume. Box 295E, BROADCASTING.

Announcers

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

College graduate seeking experience. Veteran, single-23. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BROADCASTING.

Old pro—Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you, and your market is among the first 50, you may have the job I'm looking for. May I hear from you? Box 225E, BROADCASTING.

Top-rated experienced dj-announcer desires radio and tv combo in major market, preferably south. Box 242E, BROADCASTING.

Girl personality-D.J. 3 years experience. Own board-news-production. Presently employed. Prefer east coast metropolitan area. Write Box 249E, BROADCASTING.

Announcer with limited experience, but good training including continuity writing and production spots, wants to work in small station in Oklahoma, Kansas, or adjoining states. Salary secondary to opportunity. Write Box 298E, BROADCASTING.

Outstanding air personality. Thorough experience . . . Top ratings . . . Top references. Major markets only. Box 310E, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Announcer-newsman—Wide background. 10-years experience. Now employed. Seek better opportunity. 2-degrees. Box 312E, BROADCASTING.

Want to be number one? Two creative, experienced, young men would like to relocate in another medium market. Prefer dual-P.D. position with fast paced top forty operation. Desire competition. We can eliminate your competition. Tapes, etc. Available at once. Box 313E, BROADCASTING.

STAFF ANNOUNCER WANTED

Straight staff work. Must have deep, rich voice compatible with radio station that plays "The world's most beautiful music." Please, no personality-boys, screamers, joksters. Just interested in old fashion type announcer. Should be familiar with adult, quality music. Position open now. If interested, please air mail—special audition tape and resume to: **Boyd W. Lawlor, General Manager, Radio Station WAIT, Chicago 1, Illinois.**

Situations Wanted—(Con'd)

Announcers

News announcer-writer, authoritative, 6 years radio-tv experience. Vet, 26; creative, ambitious, mature. DJ, prefer prestige sound, adult programming. Seek major market. Excellent references. Tape, resume, photo; salary second to opportunity. Box 316E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Rated #1 top 40 dj in metro market wants to relocate. Young, intelligent, ambitious. Tight production and experienced. Desires New England. Contact Box 321E, BROADCASTING.

Attention swingers. Need a-really good young personality? Try me. Box 326E, BROADCASTING.

Young announcer with enthusiastic approach. Not screamer. Good ad lib. Prefers top 40 operation. Tight production. Box 336E, BROADCASTING.

Recent graduate of announcers school desires position. Good for teenage appeal. Fast board. Box 337E, BROADCASTING.

Well-seasoned sports play-by-play and salesman looking for an opening that will lead to management. Over ten years of varied radio and tv experience. Write Box 339E, BROADCASTING.

Interested in good adult radio? Desire a quality "sound image" from your personalities? Then let me send you a tape! I'm determined to find a station manager who shares in my sincere conviction that radio can have much more to offer than "top-40 tunes," "time and temp," and "borax commercials!" Finest references and background. Twelve years experience from announcer to program director, indies to network. Now with 5 kw mid-west "pioneer" station in city of 200,000. Box 341E, BROADCASTING.

Adult musicaster available soon. Experience: Program director, music librarian, chief announcer. Box 263E, BROADCASTING.

Recent university B.A. in radio-tv. Like job at tv or radio station. Can imitate many voices and dialects. Background in classical and show music-write copy for comedy, music, news shows—play piano and sing. Will travel anywhere. Box 348E, BROADCASTING.

Sports announcer looking for basketball, baseball, football, play-by-play. Box 351E, BROADCASTING.

DJ-young, ambitious, bright sound, want top 40. Prefer station within 100 miles New York. Box 357E, BROADCASTING.

Announcer anyone? Light but good experience, smooth dj, strong news, much potential. Desire music, news. INDI. Vet, tape, travel. Box 358E, BROADCASTING.

Good music and newsman, currently working in major east coast metropolitan market, wants affiliation with intelligent imaginative outlet: $125.00. Box 363E, BROADCASTING.

Disc jockey (negro). Pleasant voice, all around, experience, selling ability, good market, evening or night spot, will travel. Box 365E, BROADCASTING.

Experienced announcer will relocate. Tight production, first phone. Young, family man. Box 368E, BROADCASTING.

Experienced announcer—all phases of staff work. Married, college, 30's. Midwest or south. Box 370E, BROADCASTING.

Experienced personality. Combo! Desires modern radio with potential. Location? USA. Box 378E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Announcer, dj, experienced, fast board, good ad lib, wants to settle, not a drifter. Long Island, PR. 5-0605.

Situations Wanted—(Con'd)

Announcers

Personality dj, idea man, with concentrated news experience, 2 years in radio, has first phone, college degree in radio-tv (production), desires opportunity with future in modern radio operation or chain. WH 6-7428, 1402 Savoy, Dallas, Texas.

Announcer, first phone, 2½ years experience, best references, call Charles Ch 6-0508, Box 213, Bainbridge, Georgia.

Attention southwest: 6 years radio, 1 year tv, 27, married, able and willing. Bob Daniels, 1214 Thomas Dr., Champaign, Illinois.

Twins . . . single . . . 26 . . . experienced. Night or day. Cooperative, ambitious. Same station not too important. Gene and Don Freeze, KDLA Radio, Box 46, Deridder, Louisiana, phone 7600.

Announcer, left out in cold by economy move. 3 years experience radio and tv. Prefer metro market. Contact Eddie King, 35 N. McClean, phone BR. 4-4562 or BR. 5-5977, Memphis, Tenn.

Experienced—50,000 watt radio-on camera television. News director, versatile DJ, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Dick Landfield, 5053 N. Troy, Chicago, Illinois.

Announcer — copywriter — top personality DJ. 10 years experience all boards; operations. Snappy copy. Minimum $85.00. Married: will locate anywhere. Call; write Charlie Lord, 4815 Beach Boulevard, Orlando, Florida, CRestwood 7-6348.

Announcer-dj-1st phone, 2½ years experience, mature voice, vet, 26, married, best references. Call Frank Mallard, MA 7-8727, 618 Washington St., Quincy, Florida.

Experienced dj, talented, versatile. Stan Martin, 570 Grand St., New York City, CA 8-8676.

Technical

First phone, employed, old ham, maintenance, 12-8 a.m. transmitter watch only! Permanent, inquiries answered. Box 899D, BROADCASTING.

Radio chief engineer-announcer desires permanent position. Upper midwest only. Experienced. $110 a week. Box 262E, BROADCASTING.

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

First phone, announcing, and sales. Experienced. Ray Estes, Box 942, Gadsden, Alabama. Telephone Liberty 6-3021.

3½ years chief with S.E., 1 kw. Personnel cut-back causes necessity for placement. Available March 15. Anthony Ostopoff, Box 326, Edenton, N. C. Phone—Edenton 3204.

Production—Programming, Others

Need experience? Integrity? Stability? I offer just that in all non-technical phases of radio. Presently station manager, small market. Other experience includes: News writing and delivery, program director, advertising selling (14 years), copywriting, play-by-play, phone mc, dj. Excellent voice, tape on request, along with personal info, reference about me, wife, seven-year-old. Age 36. Whatever the deal, write Box 257E, BROADCASTING.

Program or station operation—announcer, 25, married, draft exempt, 7 years experience in Virginia. Presently program-production-news announcer. Desire program direction or station operation than straight announcing. Box 296E, BROADCASTING.

Situations Wanted—(Con'd)

Production—Programming, Others

Newsman—Experienced. Now employed in east. Write, gather, edit and air. 2-degrees. 10 years in radio. Box 307E, BROADCASTING.

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

News announcer-writer, authoriatative, 6 years radio-tv experience. Vet, 26; creative, ambitious, mature. DJ, prefer prestige sound, adult programming. Seek major market. Excellent references. Tape, resume, photo; salary second to opportunity. Box 316E, BROADCASTING.

Journalism graduate seeking public relations/promotion job. Radio-television, photojournalism background. College degree, married and hard worker. Box 317E, BROADCASTING.

Young man desires break in newswriting field. Exceptional journalism/publicity experience in college. Has no obligations; resume available. Box 323E, BROADCASTING.

Program director and expert production man currently employed in major market and producing number one sound. Nine years experience in all phases of radio broadcasting. Knows top tunes format and how to program it right. Salary open, will be available April 15. Box 324E, BROADCASTING.

Attention station managers—a large-market. Survey-proven program director with ten years of all-phases of radio experience desires position in preferably Connecticut, Massachusetts, Rhode Island. Married, family man. Box 328E, BROADCASTING.

Experienced midwest newsman desires position within 200 miles of twin cities. Box 331E, BROADCASTING.

Important markets—need quality modern programming? Talented young million-market profesional will produce. Box 346E, BROADCASTING.

Program director with ten years solid diversified experience. Must see advancement potential. Box 349E, BROADCASTING.

Wishing to relocate—Have five years experience in every phase of station operation. Sharp on production! No screamer. Program directing my specialty! Best of references. Live audition preferred. Wire, call, or write Al Smith, WWIS, Black River Falls, Wisconsin—Phone 4645!

Help! Fire! I'm burning to be with station that desires something different. Production? Programming? Writing? Selling-you bet! Loyalty, of course. 12 years in it and love it. Phone extinguisher to FE 8-2820. Pontiac, Michigan.

TELEVISION

Help Wanted—Sales

Local sales manager wanted at once for aggressive vhf tv operation. No desk man! If you are a hard worker, can handle salesmen, and really want to make good money, send resume today to Box 259E, BROADCASTING. All replies confidential.

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest statesoffers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Announcers

Audio booth announcer wanted. Opportunity for some on-camera. Contact Don Stone, KTIV, Sioux City, Iowa.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Nebraska, combination engineer-switcher, some production experience. $1.80. Box 345E, BROADCASTING.

Production—Programming, Others

Female writer needed immediately for tv in midwest. Heavy on local accounts, send sample copy, pics, references, resume and availability. Outstanding opportunity for right person. Box 281E, BROADCASTING.

TV news reporter—all-arond man with energy and promise. Possibility of regular air work on major mid-western station. Send films. Box 303E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervision. Man will head department of midwest competitive market station. On-the-air experience not necessary. This man is not concerned with hours worked and is not an arm chair director. If you are the hustler we need, rush your story to Box 315E, BROADCASTING.

TV copywriter, female. Must have tv or radio experience. Quality rather than volume. Midwest three-station market. Box 320E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Producer-director. 3 station mid-western market-want director with new ideas to produce as well as direct. Box 329E, BROADCASTING.

Wanted immediately, director for photography-film department. Will direct three man film department and supervise photography five man news staff. Will also handle commercial photography. Must be thoroughly experienced all phases. Rush full details including salary to Tom Matthews, WNEM-TV, Saginaw, Michigan.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Services and/or investment. Tv sales manager with substantial (13 years) experience in competitive markets offers services, would like to invest. Willing to base compensation on performance. Background will stand searching examination. Box 192E, BROADCASTING.

Sales promotion director desires position with major market tv and/or radio station. Twelve years total experience. Promotion, merchandising, sales, production and advertising. Idea man, college graduate, will relocate, now in mid-east major. Box 342E, BROADCASTING.

Assistant manager-sales manager-program director. Thoroughly experienced and successful in management, sales and programming. 37; college graduate. Radio—12 years; television—past 7 years in 1½ million market. Can produce increased sales and quality image. Have done it; am doing it. Box 343E, BROADCASTING.

Announcers

Thoroughly experienced announcer. 2 years television—15 years radio. Now in large competitive market. Seeks job offering challenge and future. Box 226E, BROADCASTING.

Thoroughly seasoned tv announcer seeks major market position. Box 372E, BROADCASTING.

See radio ad—Dick Landfield.

Production—Programming, Others

Experienced director-switcher-announcer available in the inter-mountain west or northwest. Eleven years radio and tv. Feature tight, clean production. Write Box 338E. BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family. B.A. Prefer midwest. Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

PT 6 Magnecord—$225.00. 120 ft. ⅞ in. coax.—$100.00. Electric mimeograph machine—$100.00. CB 11 turntable & RCA arm—$100.00. Fairchild 530 turntable and arm—$175.00. Electric typewriter—$180.00. Grid dip meter—$45.00. All perfect. Write for list. Box 253E, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill

FOR SALE

Equipment

Two Raytheon MTR 50 marginal link receivers (2000 mc). Both receivers complete and in operating condition. Some spare tubes available. Can be used as an auxiliary receiver with your 2000 mc equipment or you can purchase new 2000 mc transmitter's and these receivers for less than cost of complete new microwave. Reply Box 302E, BROADCASTING.

1000 watt used FM transmitter. Eastern section. $1000, first come first served. Box 361E, BROADCASTING.

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. KATI, Casper, Wyoming.

Gates AM RF amplifier, 18 months use, excellent condition $150. KOZE, Lewiston, Idaho.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

Three used RCA TK-20 Iconoscope film cameras consisting of camera on pedestal, camera control, edgelight projector, D.C. supply for camera filaments and variacs for control of edgelight and blacklight. Recently removed from service. Contains CBS modifications including cascode preamp. Price $600.00 for the lot or $250.00 each, F.O.B. Chicago. Contact Al Pierce, WBBM-TV.

Moving to new studios, nearly enough to equip a new CP. Federal 3 kw FM transmitter, on air, available June 1st. 1 Gates CB-7 turntable w/gray arm, less cabinet. Mohawk message repeater, used once. Also midgetape recorder. Crown tape recorder, Viking 95, 3-Magnecorders. Presto 3 channel mixer amplifier, and power supply. VHF 2 way radio, base station and 2 mobile units, presently licensed on 152.93 MC. Large speaker and cabinet, Hi Fi, auditorium or lobby. Composite recording console, 14 inputs, 30 watts. Rek-O-Kut turntable w/12" arm (Rondine). Garrard 12" turntable w/ GE arm. EDL model 42 field intesity meter 200 KCS to 20 MCS. Model 50 multilith duplicator. List with details, WBOF, Box 536, Va. Beach, Va.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

TV equipment including power supplies, pulse generators, microwave, field switcher, master monitor. Write for complete list. G. L. Anderson, WJW-TV, 1630 Euclid Avenue, Cleveland 15, Ohio.

RCA BTA 250M 250-watt transmitter, complete with 1240 crystals. Less than 7 years old. Now in operation. Available not later than May 1st. $750 FOB. WLAG, LaGrange, Georgia.

For sale: Mobile studio thirty foot trailer. Designed and used successfully by WLNA for the past two years. Large glass areas in studio with wall to wall carpeting, large console table complete with turntables, outside speakers, platform atop trailer for outdoor events. Also car to pull trailer available. Excellent promotion, and it pays for itself. Write pictures, price, etc. WLNA, Peekskill, N. Y.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketchum, WOI, Ames, Iowa.

Complete new FM station equipment, 1000 B transmitter, etc. Save 25%. Write BB&L, Box 229, Amarillo, Texas.

Complete, brand new, uncrated, for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

FOR SALE

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Complete equipment for 500 watt radio station like new. Contact Luther Moore, Booneville, Mississippi.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Highly successful radio owner-manager multi-market operator, sold last month, seeking new connection, buy radio station with good potential, or negative control with management, or management contract on right set-up. Highest character, experience and financial references. Send details. I'll visit you. Box 197E, BROADCASTING.

Equipment

Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Self supporting tower 250-300 feet. A-1 condition and reasonable. On east coast. Box 304E, BROADCASTING.

Wanted—1 kw FM transmitter and other FM accessories. Write, Box 369E, BROADCASTING.

Pay cash everything for 500-watter. Transmitter, monitors, speech, tape, 200-foot towers, etc. Airmail Box 950, Auburn, California.

Wanted, good used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Raytheon model RA-1000 transmitter in good operative condition. State price in first letter. KWOA, Worthington, Minn.

Wanted: Dependable used 500 watt or 1 kw transmitter. WCSR, Hillsdale, Michigan.

Multiplex receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

INSTRUCTIONS

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Anybody knowing the whereabouts of Jim Vanderschaaf (stage name Vann) please contact the writer addressed to Box No. 2127, Lansing, Michigan.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Match Co., Hannibal, Missouri.

For more profits, you can sell four 5-minute programs on our ten year, tested and proven, classified-of-the-air. For complete information on this money maker, send ten dollar check or money order to S. C. Thompson, Box 209, Arkansas City, Kansas.

Imperative we locate Brant B. Jackson. Anyone knowing his whereabouts call Torrington, Connecticut Collect HUnter 9-4191, Extension 24 or 76.

RADIO

Help Wanted—Announcers

SECRET!!

is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send tapes and resumes unless you have authoritative delivery, knowledge of radio news and are a workhorse. Radio announcers we can get, radio newsmen are what we want. Sorry, material will not be returned.

Box 354E, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WANTED
QUALITY RADIO-TV ANNOUNCER

Major New England radio-TV station invites applications from high caliber announcers, well seasoned in both medias. Excellent voice and photogenic qualities are required. Write:

Box 355E, BROADCASTING

Production—Programming, Others

UNUSUAL OPPORTUNITY

Experienced sales promotion man wanted for leading radio transcription company in New York. Strong local radio sales promotion experience required. Must be able to write effective sales promotion and marketing copy. Position offers excellent pay and growth potential for the right man. Send detailed resume of experience to:

Box 301E, BROADCASTING.

RADIO

Situations Wanted—Management

10 YEARS PROGRAMMING— SALES MANAGER

Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Sisson, 1110 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

Announcers

"MOVING UP"

Good paying position w/GOOD music (Big bands, etc.) station as music director and/or D.J. for married man with two children. Have seven years experience in all phases of radio, some tv news, and can supply proof of #1 rated, all night good music show. Tape, complete resume, and top references. Hear my story in person.

Box 360E, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

PROGRAM DIRECTOR

Now employed as P.D. at #1 station in a 2 million market. Presently earning well into 5 figures but will accept pay commensurate with market size. Young, aggressive, family man with plenty of modern radio experience. I offer: Fine production ability—creative sales and promotional ideas—new programming concepts—sound leadership—ratings—loyalty. Write giving full particulars of operation and approximate day.

Box 327E, BROADCASTING

TELEVISION

Help Wanted—Management

SALES PROMOTION MANAGER

• • • needed in leading major midwest market TV station. Send complete resume (picture if possible). Replies held in strictest confidence.

Box 366E, BROADCASTING

Sales

EXPERIENCED TV SALESMAN

Desired at once. Top market station with dominant ratings. Active list plus substantial prospect list. Salary plus commission level requires top caliber application only. Send photo and complete resume to Ben McLaughlin, General Sales Manager, KETV, 27th & Douglas, Omaha, Nebraska .

Help Wanted—(Cont'd)

Announcers

IMMEDIATE OPENING

For experienced on-camera commercial announcer, strong on news. Upper Midwest locale in attractive, friendly, progressive capital city. Send tape, photo, detailed resume with references. SOF if possible.

Box 322E, BROADCASTING

Technical

TV BROADCAST ENGINEERS

Opportunities for technicians having basic knowledge of TV theory with some operational experience. Write Corinthian Broadcasting Corp., 302 South Frankford, Tulsa, Oklahoma.

FOR SALE

Equipment

REK-O-KUT DISC CUTTER

2 year old. $250.00, standard library. 75% never used. $300.00. Thermofax duplicator, new, make offer. Ampex recorder PR-10, make offer.

Box 362E, BROADCASTING

HI-SPEED
TAPE DUPLICATING!

The largest independent tape duplicating center in Northern Cal., Ore., Wash., & Ha. is ready to serve you quickly and inexpensively. Complete tape and disc facilities also available.

udio recorders
1338 GRAND AVENUE • OAKLAND 12, CALIFORNIA

rates on request

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS — FOR SALE

IN COLORADO

250 Watt Full Time

$75,000 29% Down

Box 161E, BROADCASTING

SOUTHERN CALIFORNIA

Radio station for sale. No. 1 in county. Grossed $85,000 in 1960. 25% over 1959; expenses $60,000. 1 KW now, can go to 5 KW. Own some land, building. 7 on staff. $135,000, 29% down. Excellent money-maker for owner-manager. Present owners unable to devote enough time to operation. Send proof financial ability.

Box 252E, BROADCASTING

Calif	single	fulltime	$150M	terms
Va	single	daytimer	80M	25dn
Iowa	single	fulltime	82M	cash
Texas	single	250w	28M	8dn
Pa	small	daytimer	100M	15dn
Calif	medium	fulltime	82M	30dn
NW	metro	regional	155M	terms
Fla	metro	daytimer	165M	20dn
Va	metro	regional	215M	29%
Midwest	metro	daytimer	200M	terms
Midwest	capitol	daytimer	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

SOUTHWEST. Top market. Old, established facility. Currently doing $16,000-$17,000 a month. Profitable. Asking $300,000 with 29% down.

DEEP SOUTH. Top market. High rating. Full time. Averages $13,000 a month. Real estate.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

HASKELL BLOOMBERG

Station Broker, Lowell, Mass.

Massachusetts—$100,000.00; $300,000.00. New Hampshire—$200,000.00. Maine—$110,000.00. Pennsylvania—$100,000.00. All UHF—$50,000.00. Wyoming—$100,000.00; $150,000.00. Colorado—$275,000.00. Mississippi—$150,000.00; $250,000.00. Arizona—$75,000.00. California—$175,000.00. Arkansas—$80,000.00. Idaho—$65,000.00. Alabama—$150,000.00; $200,000.00. Florida—$200,000.00. PLEASE WRITE complete identification and cash available.

GUNZENDORFER

ARIZONA. 250 watt fulltimer. Asking $15,000 down. Total price *$80,000*.

CALIFORNIA. 1 kw daytimer. Asking *$150,000* with $43,500 down. Easy payout.

NEVADA. Daytimer. Asking *$100,000* with $29,000 down. Attractive terms.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

MISCELLANEOUS

ATTENTION TV STATION & SALESMANAGERS

So you can't sell real estate dealers on using TV. Don't tell that to "The House Detective," This pioneer TV real estate program is now in it's 9th year and is running presently in markets like Atlanta, Richmond, Norfolk, Indianapolis among others. We do the whole job for you—sell, write, produce, announce—with no "time brokerage" and no guarantee. We produce revenue from "fringe-time" from a category that has been non-productive for most TV stations—real estate. We are now in a position to add a limited number of additional markets. For more information, call, write, or wire Cy Newman, H.D. Productions, Inc., PO Box 3107, Bon Air, Virginia. Phone Bridge 2-0200.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 102

WEHH Elmira Heights-Horseheads, N.Y.—Remote control permitted.

License renewals

Following stations were granted renewal of license: WIP-AM-FM Philadelphia, Pa.; WSBB New Smyrna Beach, Fla.; KXGN-AM-TV Glendive, Mont.; WERC Erie, Pa.; WYSE Lakeland, Fla.; WLAS Jacksonville, N. C. Comr. Lee dissented. WLTC Gastonia, N. C., Comr. Lee dissented. KMPC Los Angeles, Calif.; WYMB Manning, S. C.; WMAF Madison, Fla.; WNDR Syracuse, N. Y.; WBLR Batesburg, S. C.; WMCK McKeesport, Pa.; WMAP Monroe, N. C.; WMBG Richmond, Va.; WHNC-AM-FM Henderson, N. C.; WCOS-AM-FM Columbia, S. C.; WGTM Wilson, N. C.; WNER Live Oak, Fla.; WUSJ Lockport, N. Y.; WLOH Princeton, W. Va.; WCVI Connellsville, Pa.; *KRRC Portland, Ore.; *WHUS (FM) Storrs, Conn.; *WMUA (FM) Amherst, Mass.; *WRTI-FM Philadelphia, Pa.; KZUN Opportunity, Wash.

Rulemaking petitions

FILED

Pan American Bcstg. Corp. New York, New York (2-17-61)—Requests amendment of rules to assign uhf ch. 37+ to New York, N. Y., by making following proposed changes:

	Add	Delete
New York, N. Y.	37+	—
Paterson, N. J.	47+	37+
New Brunswick, N. J.	80	47+
Camden, N. J.	*78+	*80
Bridgeton, N. J.	81+	64—

Florida Educational Television Commission Tallahassee, Fla. (2-17-61)—Requests amendment of Part III, to provide for changes in, and additions to, Table of Assignments in the following respects:

1. That following changes in uhf assignment be made and channels designated by an asterisk be reserved for educational use:

Location	Delete	Add
Bradenton	28—	*28—
Ocala	15+	*15+
Marianna	17+	*17+
Palatka	17	*17
Leesburg	26—	*26—
Lake City	33+	*33+
Boca Raton	none	*25
New Smyrna Beach	none	*18
Cocoa	none	*14
Madison	none	*21+
Fort Pierce	none	*31+
Fort Myers	none	*16+
Orlando	18	63
Lakeland	16+	55
Lake Wales	14	42
Fort Lauderdale	39	43

2. Following proposed group of new uhf educational reservations are to be activated to serve following existing or proposed junior colleges and proposed new state university:

Ch. 18, New Smyrna Beach (Serving Daytona Beach Junior College, Volusia County Junior College, Stetson University and Bethune-Cookman College)

Ch. 28, Bradenton (Site of Manatee Junior College)

Ch. 15, Ocala (Site of Central Florida Junior College and Hampton Junior College)

Ch. 17, Marianna (Site of Chipola Junior College)

Ch. 17, Palatka (Site of St. John's River Junior College)

Ch. 26, Leesburg (Possible site of proposed junior college)

Ch. 33, Lake City (Possible site of proposed junior college)

Ch. 25, Boca Raton (Site of proposed new state university)

Ch. 14, Cocoa (Site of Brevard Junior College and Carver Junior College)

Ch. 21, Madison (Site of North Florida Junior College and Suwannee River Junior College)

Ch. 31, Fort Pierce (Site of Indian River Junior College and Lincoln Junior College)

Ch. 16, Fort Myers (Site of proposed Southwest Florida Junior College)

National Educational Television & Radio Center Washington, D. C. (2-21-61)—Requests reassignment of uhf ch. 20 from Coshocton, Ohio, to Athens, Ohio, and reservation of that channel for noncommercial use, buy making following proposed changes:

	Present	Proposed
Athens, Ohio	62—	*20, 62—
Coshocton, Ohio	20	71—

These Farmers Have Found A Way To "Keep 'Em Down On The Farm"

Dairymen Have Found That Sound Business Principles, Including Good Salesmanship, Pay Off

These Farmers Talk About How To Sell

Drop in at the Sheraton Towers Hotel in Chicago March 22-23. You'll find yourself in the midst of one of America's most unusual annual meetings. From 300 to 400 dairy farmers will have turned the milking chores over to their wives, sons, daughters, and hired hands so that they can get together for two days to talk about how to strengthen their dairy foods *selling* program.

Dairy farming, like most other segments of agriculture, has changed a great deal in the past quarter century. Today's dairy farm is a highly capitalized business enterprise, and the families who operate these businesses, in every state in the union, are very much interested in all phases of business.

When dairymen send their representatives to the 21st annual meeting of the American Dairy Association this month, they are instructing these delegates to help develop more effective ways to tell the dairy foods story to consumers. The business of the American Dairy Association is to serve as the Voice of the Dairy Farmers in the Market Places of America.

Some People Scoffed At The Idea of Selling

When some of the far-sighted dairy farmer leaders proposed a quarter century ago that dairy farmers should provide money to develop a special non-brand dairy foods selling program, there were more people who ridiculed the idea than who praised it. Even today there are still a few people who tell farmers that it is the farmer's job merely to produce food and not to worry about selling it.

But dairy farmers didn't buy this philosophy, and the proof is in the steady growth of the American Dairy Association program through the past 21 years. Starting out with $271,000 in 1940, the Association operates in 1961 with a budget in excess of six million dollars—every penny of which comes directly from dairy farmers who believe firmly in the idea that producing a good product is only the start toward business success, with salesmanship being as important as production itself. Dairy farmers have generally recognized that producing milk for a living carries with it the obligation to build and to maintain markets for that milk.

The dairy farmers have developed this appreciation for the tools of selling is all the more interesting in view of the ages-old public acceptance for milk as "nature's most nearly perfect food." It might have been easy to decide to coast on past glory!

Dairy Farmers Are Big News In Food Selling

The growth of the American Dairy Association into one of the nation's major food research and promotion organizations has been rapid, especially when one considers that almost one million dairy farm families have had to be contacted and told the reasons why their support of the research and selling program would be a good investment.

The Association's program consists of several elements, including nutrition and product improvement research grants made to universities and colleges to determine more accurately and specifically the role of milk and milk products in the diets of human beings. Marketing research, much of it done through such organizations as Alfred Politz, Market Research Corporation of American and National Analysts, has helped the dairy farmers to learn more about their market and consumer attitudes.

The lion's share of the annual budget goes into consumer advertising. Not all media are used at the same time since dairy farmers have the same budget limitation problems as other advertisers, but media selections are made after careful study of what message should be delivered to what audience.

The Dairy Product Market Has Been Influenced

Along with advertising there has been an effective merchandising program, used by brand dairies and retail food outlets. All the effort that dairy farmers have been making to speak for their products in the market places of America have helped to hold and to strengthen consumer appreciation for and use of dairy products.

Although several dairy products have suffered some reverses in the competitive food market, today dairy farmers and the processors and distributors of dairy products are providing from 20 to 25 percent of the total food nutrients consumed by American families—at a cost, incidentally, of considerably less than 20 cents out of each food dollar!

At their American Dairy Association annual meeting in Chicago this month the dairy farmers will be considering such subjects as "effects of changing population mix on future dairy products sales," "new ideas in communications research," "rating services for advertising effectiveness." The talk in the corridors may at times get around to technology on the dairy farm, but the major business of the two days will be not production of milk but marketing of milk and milk products. Dairy farmers have learned to produce efficiently, and they are gaining in their knowledge of how to sell what they produce more effectively.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Rollo William Hunter, vp & radio-tv director, EWR&R, N. Y.

Emoting was only the means to an end, not the end

Did the movies, the stage and television lose a great or even a near-great artist 21 years ago when Rollo W. Hunter closed his career as an actor? Did Mr. Hunter regretfully but manfully swallow his disappointment when he wrote finis to a four-year period of acting in soap operas on KDYL Salt Lake City which began at age 15?

Not at all, says the man who today is vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York. "As for my acting, that was just a way to make a little money while I was in school. Frankly, I was never much of an actor, anyway."

The same disarming candor is one of the things that make his agency colleagues appreciate Mr. Hunter today. They point out that in a business which is "go-go-go" Mr. Hunter invariably maintains his equilibrium in the face of crises or near crises and performs his duties quietly and efficiently. One agencyman observed:

"When everything seems to be blowing up, Rollo is likely to come up with some droll remark that breaks the tension. He never takes himself overseriously, and that's why he commands the respect of so many of us."

Convert ▪ His foray into radio as a teen-age performer sold him on the broadcast field, and throughout college he toiled in some phase of the industry. His associates say his success can be attributed simply to a capacity for hard work and to a thorough grounding in radio-tv programming and advertising acquired over a period of more than 20 years.

Mr. Hunter is a tall, alert-looking man of 40, trim of build ("I never exercise") and pleasantly informal in manner. But he can be forceful and eloquent on topics he considers significant. He is, for example, particularly irritated by the attitude of some broadcasters who regard agencymen, he feels, as "crass idiots" in programming.

"There is no reason why an agency cannot participate in control of programs," Mr. Hunter asserts. "Many radio-tv directors worked at stations and networks. And by the same token, many agencymen have moved over to networks in responsible programming positions. An agency with control of a television program often can come up with as good—if not a better—program than the networks. So the condescending attitude of many of the network and producer executives is something I cannot understand."

Mr. Hunter's own background in radio-tv production and programming began at the station level with various outlets on the west coast and progressed to the network plateau with ABC-TV in Hollywood. He doesn't consider his experience atypical for an agencyman.

Rollo William Hunter always has been interested in writing—even as a youngster growing up in Salt Lake City. He was born there on June 22, 1920, and attended local schools and three colleges—the U. of Utah, the U. of California at Berkeley and the U. of Southern California, from which he was graduated in 1941 with a B.A. degree in journalism.

By the time he had his degree, Mr. Hunter had gained experience as an announcer and as a production department employe of various stations, including KYDL and KUTA Salt Lake City and KFI-KECA Los Angeles. He was in the transcription and sound effects department of KFI-KECA when he was called for duty by the Naval Reserve in October 1941.

Mr. Hunter rose from petty officer to lieutenant (junior grade) in four years. He served in the Amphibious Force in the Mediterranean theatre and participated in landings at Casablanca, Bizerte, Sicily and Salerno.

Upon release from the Navy in 1945, he joined KECA (now KABC), which had become the ABC owned-and-operated station in Los Angeles. His initial assignment was writer-producer and he progressed to production manager, program manager, assistant program manager of the ABC Western Division and production manager of the division by the time he left in the spring of 1951. For the next year and a half he was copy chief and a tv-radio producer for John I. Edwards & Assoc., Los Angeles.

He joined the Los Angeles office of Erwin, Wasey & Co. in October 1952 as tv-radio copywriter and producer. He was named radio-tv production manager of that office in 1955 and was transferred to the agency's New York office in 1956 as director of radio-tv. In October 1957 after Erwin, Wasey & Co. merged with Ruthrauff & Ryan, he was named a vice president and a member of the plans board.

Accounts ▪ Mr. Hunter is one of three vice-presidents and radio-tv directors at EWR&R (the others are Robert L. Redd in Los Angeles and George B. Anderson in Chicago). He is most heavily involved with Dutch Masters Cigar Co., which is sponsoring Ernie Kovacs' *Take a Good Look* on ABC-TV; Campana Sales, which buys participations on various NBC-TV and ABC-TV daytime programs; Devoe & Raynolds (paints), which is active in spots, and Thermo-Fax Sales Corp., which buys participations in local tv programs.

Mr. Hunter is not "anti-ratings" *per se*, but notes: "It is important to buy a program for an advertiser that gets the *proper* audience. Sometimes you get waste circulation with a program that gets high ratings."

He lives in mid-Manhattan with his wife, the former Mary Mewhirter of Yorkville, Ill., whom he married in 1955. They expect their first child in May. (By a former marriage, Mr. Hunter is the father of two children—Kathryn, 13 and Kevin, 11.) Mrs. Hunter is a copywriter at J. Walter Thompson.

Mr. Hunter has continued his interest in writing by contributing non-fiction articles to *Saturday Evening Post, Bluebook* and other magazines.



EWR&R's Hunter
Hard work and a thorough grounding in radio-tv

Learning the ABC

ANY way you look at it, the 1961-62 network television season promises to be the most competitive yet. We hope that's good.

It has been quite a while since anybody seriously challenged anybody else's assertion that network television had become a three-way race. But in case there's a skeptic around harboring secret doubts, he might be reminded of what happened in Cincinnati 10 days ago. Taft Broadcasting pulled up 12-year-old roots to switch the affiliation of WKRC-TV from CBS to ABC, at the same time also pledging to ABC the primary allegiance of its Birmingham and Lexington stations, WBRC-TV and WKYT (TV).

It is true, of course, that WCPO-TV and CBS got together at the same time to solve their common problems in Cincinnati, and that behind the entire Cincinnati shuffle there is talk and back-talk about who did what to whom, and why. But that is beside the point of this discussion. Whatever the motivations, the move of the three Taft stations to ABC—which already had the affiliation of a fourth—has to be counted among the most significant testimonials that ABC's rising competitive stature has received in a long time.

There are still some markets that ABC needs to get into, or where it otherwise has a disadvantage in facilities, and at least partly for that reason CBS and NBC are still far out in front in billings. But in terms of competition for audience the race is clearly three-way, and close.

That's essentially the kind of competition we were talking about when we said we hoped it would work for the good. We have expressed reservations in the past about the extent to which popular programs seem to reproduce themselves until what is new and fresh and vital is largely obscured by the blur of sameness created by all the rest. We would like to think that as competition grows even more intense the focus of the rivalry would shift—that instead of trying to do the same things better, all three networks would spend a little more energy on being different. It just might pay off in billings as well as "image."

Changing order

THE New Frontier penetrated the FCC last week, with the assumption of the FCC chairmanship by bright young Frontiersman Newton N. Minow.

The gavel was handed the 35-year-old Chicago Democrat by Frederick W. Ford who reverts to the status of commissioner as one of that agency's three Republican members.

Mr. Ford served with distinction for almost a year. Unlike his two immediate predecessors, he didn't rock the regulatory boat and thus won the acclaim of Congress and of the press which had made a fetish of pillorying the FCC. He has been scrupulous in his dealings with broadcasters and other pleaders before the FCC.

There will be no radical overnight changes under Chairman Minow. For one thing, he is in general accord with the philosophies of his immediate predecessor, Mr. Ford. For another, the FCC regulatory processes established by congressional and court decrees over the years thwart summary or expeditious action.

Mr. Minow has a mandate from President Kennedy to elevate the level of programming. He also has an avid personal interest in the development of educational broadcasting. And he has expounded his views before the Senate Commerce Committee at his confirmation hearing on such controversial and complex matters as allocations, program rating services, network controls and spectrum management.

These problems to some degree have been in the laps of each of the seven chairmen of the FCC since the end of World War II and the coincident emergence of television.

The troubles are not generated by the ideas but in their execution. It is one thing to attempt to elevate program standards by what has been described as "moral suasion." It is quite another to seek to accomplish the result by decree or government fiat, because that would be censorship.

In etv, Mr. Minow has indicated interest in a study to allow non-commercial stations to accept advertising to help pay the overhead. That would be an unconscionable breach of faith because educational channels are allocated on a non-competitive basis. Moreover it would be tantamount to the government going into the business of broadcasting because many of the educational institutions are subsidized.

All responsible elements in broadcasting—in the profession as well as in government—want to see Chairman Minow succeed in his determination to improve conditions. Mr. Minow will find that there isn't a "mess" to be cleaned up but rather a task of coordination and management to be evolved with licensees prepared to cooperate on reasonable and lawful grounds

Mr Minow, despite his youth, comes to the FCC with an excellent reputation as a lawyer and an administrator.

It is to be hoped that he will meticulously avoid any interference with free enterprise in broadcasting in both the programming and business aspects.

Pay ball

OFF AND ON for years baseball club owners have spoken yearningly of future riches to be gained from subscription television. We wonder if they realize what a good thing they already have in free television and radio.

As reported elsewhere in this issue, major league baseball will take more than $17 million from the sale of broadcast rights in the 1961 season. That works out to an average of better than $10,000 a game that baseball is getting from free broadcasting. Many games won't draw that big a paying gate.

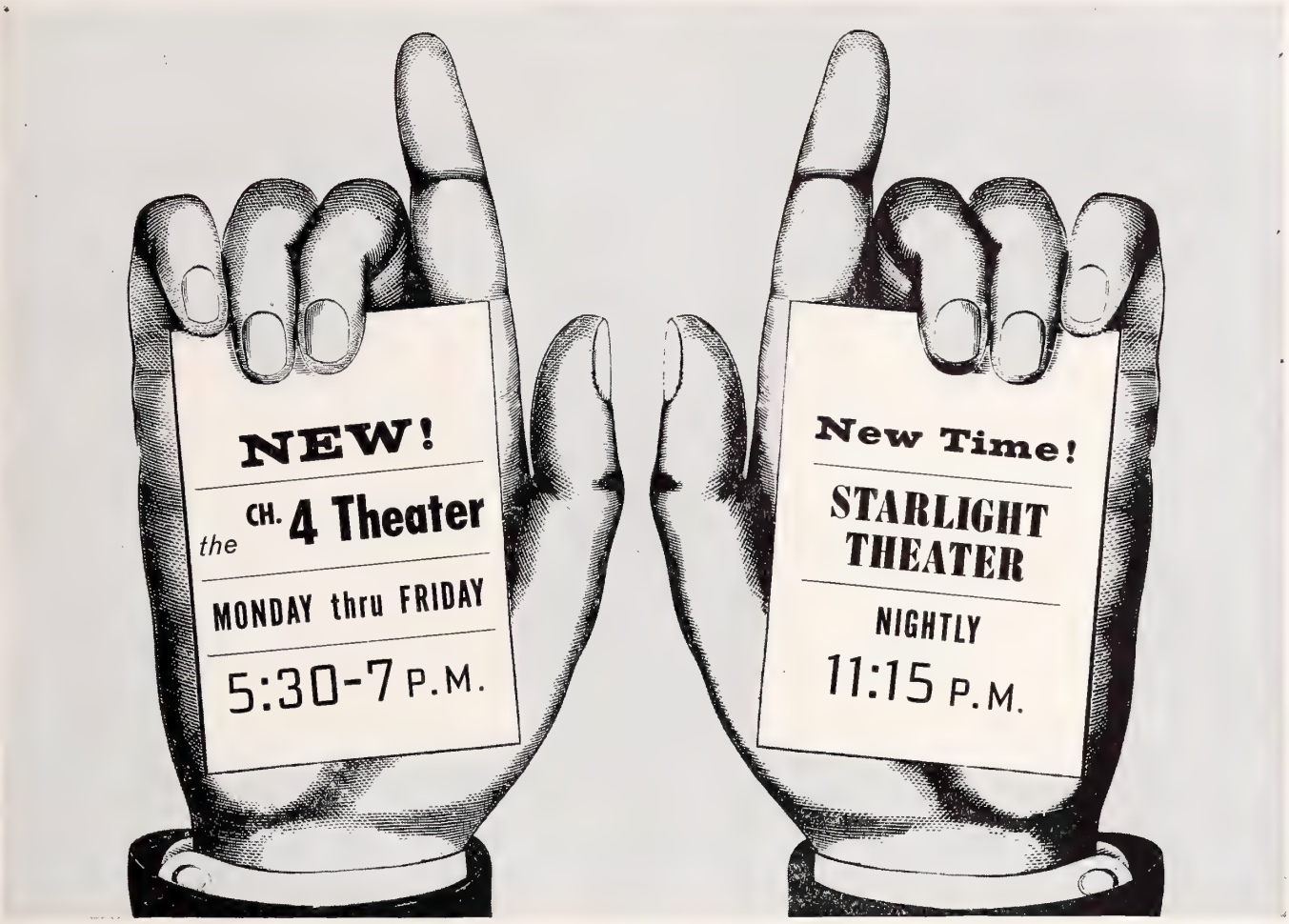
Baseball is taking in from television and radio at least twice the money it is paying to all the players in the major leagues. The total big league player payroll is estimated at slightly more than $8 million.

There are a good many broadcasters who would like to be in the happy position of having somebody else meet their payroll.



Drawn for BROADCASTING by Sid Hix

"I can't possibly pitch tomorrow. I've got a shaving commercial coming up!"



two more reasons why your TV dollars count for more on CH. 4 . . . Buffalo!

New programming and scheduling of our full-length feature films means *new opportunities* for advertisers in the rich, vital Western New York Market.

Western New Yorkers like their film-fare at home and we're giving them more to like than ever before. The new early feature films on the "CH. 4 Theater" opens a whole new audience to meet and sell in this *six-billion-dollar-plus* retail market.

And the new time for "Starlight Theater" brings this favorite film feature on earlier to attract even more viewers to Buffalo's most popular late-evening film show.

Both programs carry the finest product Hollywood has made available to WBEN-TV. Here's your big chance to do a big job in this important metropolitan area.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo



"RCA Color TV Tape... Equal of Color Live!"

—says William B. McGrath, V.P. and Managing Director, WHDH-AM, FM, TV, Boston

"Here at WHDH-TV we are enjoying great success with our RCA Color Television Tape operation. Taped programs, commercials and special events sparkle in color. We find color *tape* the equal of color *live*—and with the convenience and ease that only RCA TV Tape can give.

"RCA Color TV Tape Recorders have completed our RCA color facilities. We do all our local programs in color. By adding the client convenience of television tape to the new dimension of color, we have an unbeatable combination for success."

RCA Color TV Tape Recorders are proving themselves in installations like WHDH because they are designed for color. Picture quality is virtually built in, thanks to multiple monitoring checks. You can check through the entire system for the very best picture. Precision head-wheel interchangeability for color, too, means you can play back tape on any machine, regardless of where it was made.

More and more broadcasters are specifying RCA TV Tape for color operation because it is part of a completely matched line of color equipment available from one single source—including color TV tape recorders, studio color cameras, 3-V film cameras and projectors, color monitors, switching and special effects. They find service before and after the sale of the kind that only RCA with its broad background in color television can perform.

Find out how you can get live color quality with tape convenience. See your RCA Representative. Or write to RCA, Dept. S-22, Building 15-1, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Ad agencies upset over Screen Actors Guild interpretation of 'wild spot' 27

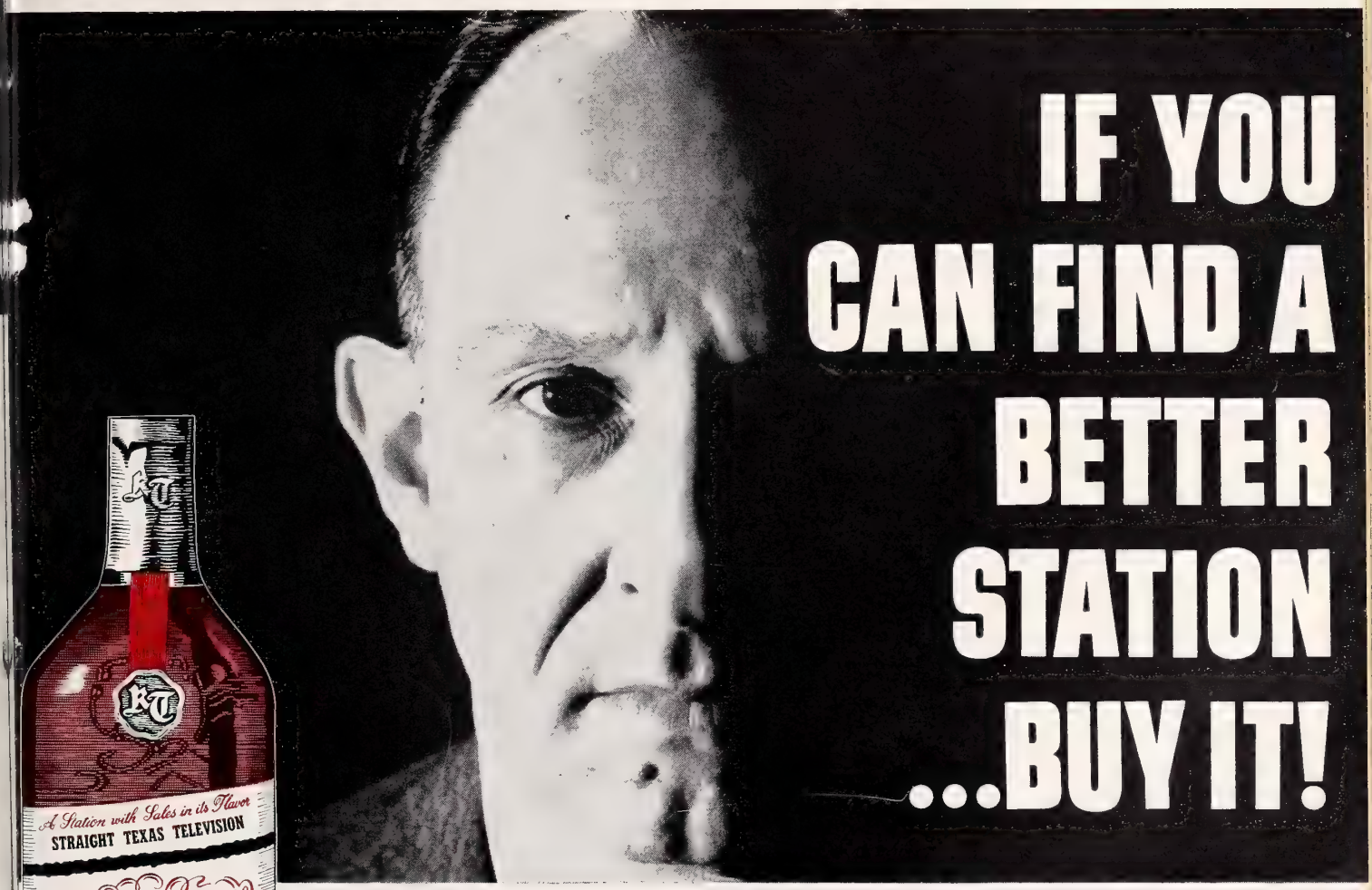
Network fall sponsorship schedules being rapidly formed 27

New media giant grows with 'Washington Post' purchase of 'Newsweek' 44

MCA's Schreiber loses voice again at FCC L.A. program hearing 62

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MARCH 13, 1961



COURTESY OF ANCIENT AGE

Out of Texas, the great television country, comes the greatest of them all, mellow, warm-hearted, aged to perfection eight full years... KPRC-TV, Houston. We challenge you to find a better station.

Kprc Tv, houston

EDWARD PETRY & CO.
National Representatives

NEW TIMES + NEW FEATURES + NEW FACES = MORE VIEWERS

Sioux City has a new and multiple personality at 5:45 and 10:00 P.M.—new times, new faces and its most exciting and comprehensive news coverage in the Sioux City area.

5:45 FEATURE NEWS

A new program on KVTV that amplifies and expands on the top area news story of the day.

5:50 MARKET BRIEFS

Warren Kester reports in brief stock transactions at the Sioux City Stockyards and predicts tomorrow's trading.



Warren Kester

5:55 SPORTS AT FIVE

Les Davis gives a comprehensive report of sporting events that have and will happen in Siouxland.



Les Davis

6:00 NEWS ROUNDUP

Charles Powell reports the news of the day with special emphasis on the local scene.



Charles Powell

6:10 WEATHER

Gene Edward, KVTV's new weather man, predicts accurate weather conditions for Siouxland and the nation.



Gene Edward

6:15 DOUGLAS EDWARDS WITH THE NEWS

A fast-paced evening news report on the CBS Television Network for the latest in world and national developments.



Douglas Edwards

This exciting line-up means more viewers — more customers for KVTV sponsors. Your Katz man can get you in the picture.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC



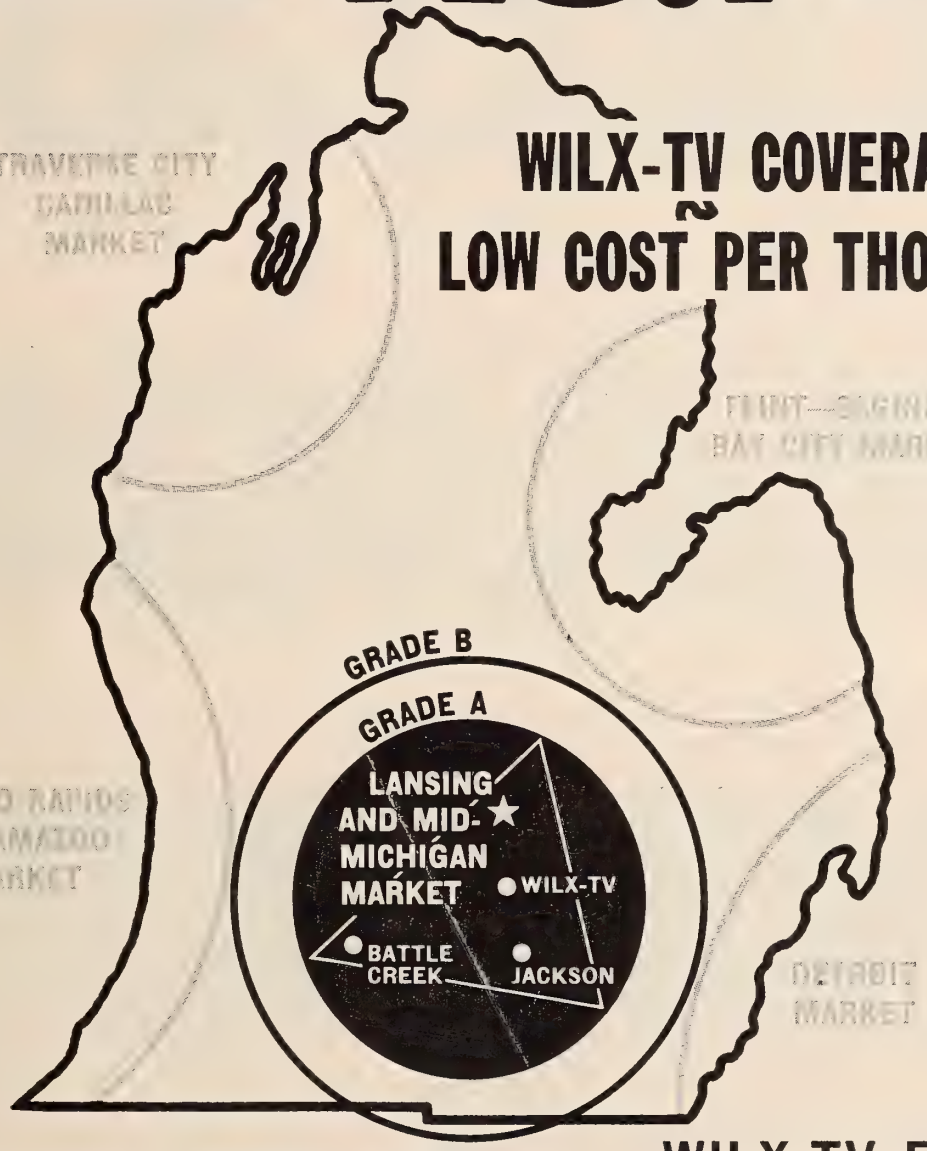
PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia

THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE !!

LANSING AND MID-MICHIGAN No.1 OUTSIDE DETROIT!

WILX-TV COVERAGE LOW COST PER THOUSAND



With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State!

WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing - Mid-Michigan Market at *lowest cost* per thousand TV Homes.

REPRESENTED BY

VENARD, RINTOUL & McCONNELL, INC.

WILX-TV FACTS

- STUDIOS IN LANSING JACKSON BATTLE CREEK
- FULL TIME N B C
- TOWER HT. 1008'
- POWER 316,000 WATTS

THE GOLDEN TRIANGLE STATION

WILX TV CHANNEL 10

Associated with **WILS** / Lansing / **WPON**-Pontiac

WGAL-TV serves the public interest



DAVID L. LAWRENCE
Governor of Pennsylvania



FRANKLIN V. SUMMERS
Director of Operations for the Pennsylvania Turnpike Commisssion



MRS. RUTH GRIGG HORTING
State Secretary of Public Welfare, Pennsylvania



DR. ERIC A. WALKER
President of Pennsylvania State University



S. K. STEVENS
Member of State Historical and Museum Commission, Harrisburg

Some personalities from the Channel 8 area



DR. CHARLES WILBAR
Secretary of Health, Pennsylvania



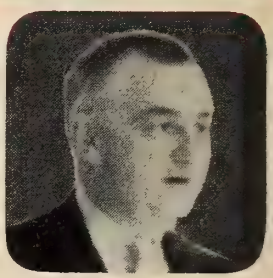
JOSEPH A. ABEY
President of Rotary International, Reading



DR. ROLAND A. LOEB
President of Pennsylvania Division of the American Cancer Society



COL. LEROY E. FRAZIER
New Commander of Indiantown Gap Military Reservation



WILLIAM R. DAVLIN
Secretary of Pennsylvania Department of Commerce

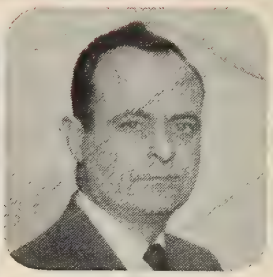
who have appeared on WGAL-TV Regional News



MAURICE GODDARD
Secretary of Forest and Waters, Pennsylvania



COL. FRANK McCARTNEY
Pennsylvania State Police Commissioner



KARL MASON
Director of Pennsylvania Bureau of Environmental Health



J. COLLINS McSPARRAN
State Master of Pennsylvania State Grange



DR. CHARLES BOEHM
Pennsylvania Superintendent of Public Instruction

Programs during the past few months



JOHN MORGAN DAVIS (left)
Lt. Governor of Pennsylvania

WILLIAM F. McINTYRE (right)
President of Pennsylvania United Fund



ELIZABETH GARBER
Secretary for the National League of Women Voters, Elizabethtown

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Reports to White House

In departure from past practice, President Kennedy has ordered chairmen of independent regulatory agencies to submit monthly reports directly to him on their commissions. First such report from FCC Chairman Newton N. Minow went to White House last week. President reportedly asked that such matters as policy considerations, legislation, internal problems and organization be included. Adjudicatory matters are not to be discussed in reports, it is understood.

Order to file reports was sent to agencies by Frank G. Dutton, special assistant to President for government relations. Chairman Minow acknowledged first one has gone to White House and expressed approval of new practice. White House reportedly feels that regular, first-hand briefing of President will enable him to help FCC in areas where he feels assistance is needed. House Commerce Committee Chairman Oren Harris (D-Ark.) said that when he first heard about new FCC-White House liaison "I was quite concerned." However, he added, as long as information submitted is of type said to have been requested it probably will not result in usurping of congressional power of agencies.

Non-broadcast vtr

New Videotape recording unit for non-broadcast use and designed exclusively for closed circuit educational, industrial and military tv use, shortly will be announced by Ampex, pioneer in vtr field. Equipment, incorporating radical innovations, will sell for about half-price of standard broadcast units (roughly in $20,000 area) but is not geared to meet FCC's exacting specifications for on-air use.

Demonstration of new unit is scheduled this week. Unofficial word is that while new product isn't designed to meet specifications for on-air use, it nevertheless produces quality results because it is adapted for closed circuit. Ampex revolutionized tv recording field with introduction of Ampex Videotape recording in 1956.

Full sponsorship?

Regional beer advertiser P. Ballantine & Sons, in what may be unprecedented arrangement, ready to foot bill every other week for entire 180-station networking of *Sing Along With Mitch* next season on NBC-TV, if it works out that way. Ballantine and William Esty hope to sell off Ballantine's alternate-week full sponsorship to other regionals in markets where beer advertiser does not distribute, but is willing to pick up full national tab if sell-offs fail to come off. Ballantine is in 28 markets in eastern U. S. from Maine to Florida, and currently is responsible for only that part of Miller lineup in its sponsorship of show this season.

Collins plan

There's no doubt LeRoy Collins is determined to be a "do something" president of NAB. Last week he proposed to all three television networks that they agree to a "double Doerfer Plan," each doing two prime hours of cultural-information programming per week. He proposed that NAB would act as clearing house for plan and would attempt to get affiliate agreements on clearance.

Under plan adopted last year at suggestion of John Doerfer, then chairman of FCC, networks agreed to schedule one prime hour per week of information programming, with stations filling time with own shows every fourth week. Collins' Plan envisaged two hours weekly week after week from each network—in nonconflicting periods. Reportedly he had thought of breaking news of his plan Wednesday (March 15) in address to Radio & Television Executives Society luncheon in New York. There's some doubt he can get network and station approval in time for his RTES appearance. In meetings with network officials last week Gov. Collins hinted he talked about programming with new FCC Chairman Newton N. Minow and Attorney General Robert Kennedy.

CBS News eyed

Reports ricocheting through New York and Washington last week speculated that more big changes were impending in CBS News operations, this time probably in Washington set-up, but top-level word out of CBS News was that no "upheaval" was in work, although admittedly new Dick Salant-Blair Clark management team is "looking at everything with a new eye." Mr. Salant, new president, and Mr. Clark, new general manager and vp, were expected to "talk with some people" during visit to Washington this past weekend. In addition, Mr. Clark is slated to extend that new-eyed look to overseas news operations during several days' visit abroad starting shortly.

Along with this new look goes a new policy—not to announce future additions to corps of CBS News correspondents. This doesn't mean there won't be any new hiring, because management expects to strengthen by hiring as well as other means. But President Salant feels what goes on in his shop should be reflected in programming rather than press releases, and in general does not plan to make any to-do when newsmen are hired or reassigned. His reasoning: "The New York Times *doesn't announce it when it hires correspondents. Why should we?" In case anybody's wondering, he says he hasn't yet hired anybody under this new quiet policy.*

Factoring for tv?

New wrinkle now being applied to bartering tv time that brings barter practices fairly close to so-called "factoring" of commercial houses. Some barter companies now pay off film commitments of tv stations and receive time on those outlets in exchange. Participating stations feel it advantageous to thus get rid of film debts and big chunks of unsold time at one swoop, while barter houses stand to gain because volume of time allotted to them includes enough "extra" to yield them more money than they put out to pay off film companies.

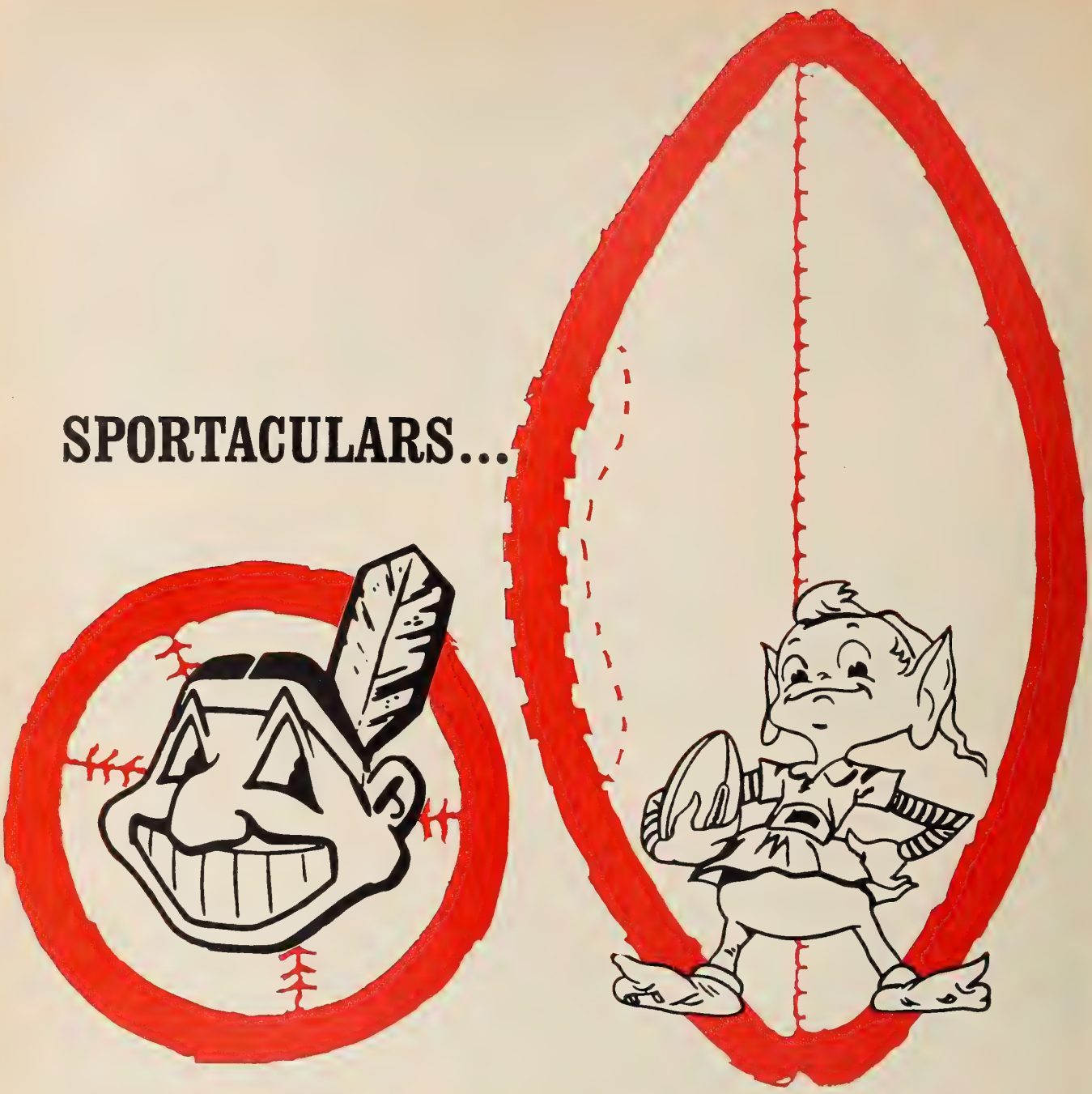
Minow to meet boss

Planned meeting between President and FCC Chairman Newton N. Minow has been postponed at request of latter. Mr. Minow has met with several of President's personal staff since assuming chairmanship 10 days ago but has let it be known that he wants more time to learn job before meeting with top man. President Kennedy has sent word that he would like to meet with his new chairman and conference probably will take place within next couple of weeks. Chairman Minow also has turned down more than 100 speaking engagements for same reason and probably will make first major speech during NAB convention.

Since he assumed FCC chairmanship on March 2, Newton N. Minow has been working 16-hour day, seven days per week. And he plans to maintain schedule for next two months. His family (wife and three small children) will not move to Washington until June and he hopes to spend every other weekend with them in Glencoe, Chicago suburb.

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SPORTACULARS...



...for Northeastern Ohio TV Homes: *Cleveland Indians games... Cleveland Browns games...all top CBS sports shows...two daily sportscasts*...this is action sports programming that builds *active* buying audiences! And it's typical of the top-notch entertainment that WJW-TV schedules, day in, day out...to provide opportunities for advertisers to score big sales victories in Cleveland and Northeastern Ohio, the nation's 7th largest market.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

WEEK IN BRIEF

Advertising agencies are up in arms over a Screen Actors Guild interpretation holding that some "wild spot" tv commercials are actually "local program commercials" and thus command much higher residual rates. See . . .

HOW WILD CAN WILD SPOT GET? . . . 27

Network fall sponsorship schedules are being rapidly locked into place as advertisers and the networks get together on times and vehicles. The weekends are mostly sold, other periods firming. See . . .

FALL PROGRAMMING TAKING SHAPE . . . 27

Washington Post Co. enters rare ranks of communications titans with purchase of "Newsweek" magazine, including 46% of KOGO-AM-TV and KSD-FM San Diego, to be added to its WTOP-AM-FM-TV Washington, WJXT (TV) Jacksonville. See . . .

THE NEWEST MEDIA GIANT . . . 44

The FCC's second try at getting MCA's Taft B. Schreiber to talk in its resumed program hearing in Los Angeles is again bootless as witness sits mute. Hearing suspends as criminal action is considered. See . . .

ACT II HAS SAME ENDING . . . 62

Newton Minow names Kenneth A. Cox, who as special counsel to the Senate Commerce Committee has been one of the FCC's most effective gadflies, to head Broadcast Bureau. Paglin to be general counsel. See . . .

COX TO BROADCAST BUREAU . . . 58

The noisy House Oversight Subcommittee has gone respectable under a new name, the Special Regulatory Agencies Subcommittee, to hear the same chairman, Rep. Oren Harris, tells it. See . . .

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RCA, which appears to be winning its gamble on color television, pulls another ace out of the hole—a new color tube it claims makes pictures 50% brigher and gives more sharpness and contrast. See . . .

RCA REVEALS NEW COLOR TUBE . . . 78

A million dollars to each state from Uncle Sam—for educational tv—looks like a possibility during 87th Congress as Senate committee approves a subsidy that was blocked by House in past. See . . .

SENATE UNIT OKAYS ETV FUNDS . . . 72

National advertisers spent $1.3 billion in television in 1960, of which $682.3 million was in network, $616.7 in spot, both sizable increases, TvB figures show. P&G was biggest spender in both. See . . .

NATIONAL TV $1.3 BILLION . . . 34

How can a long-distance mover get to its best potential customers ahead of his competitors. Joe Castor tells how North American Van Lines decided on fm to reach a select group with a giveaway angle. See . . .

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BROADCASTING

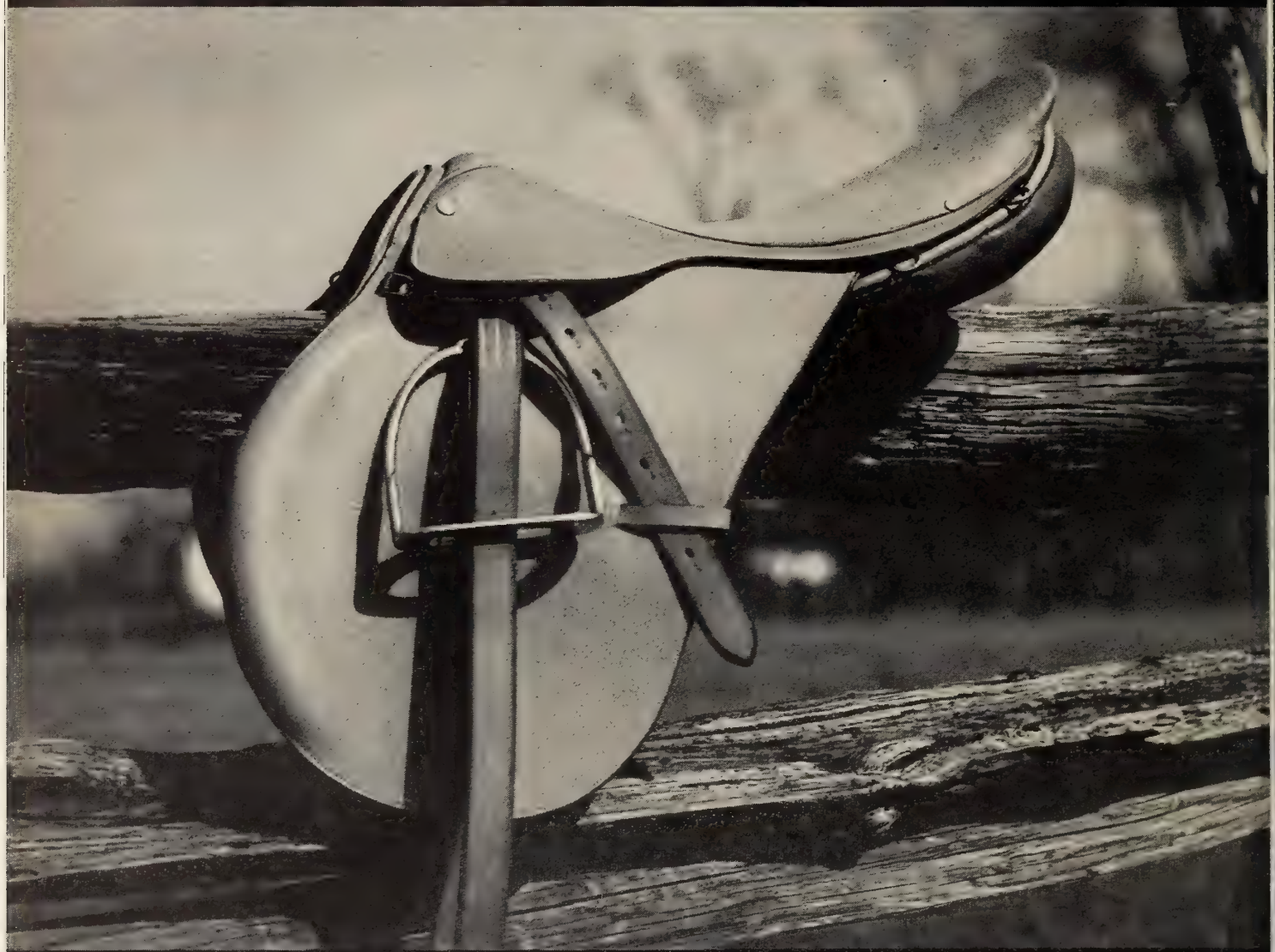
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE, CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

TriCities favored for ch. 8 in N. C.

TriCities Broadcasting Co., was favored over three competitors for ch. 8 in Greensboro-High Point, N. C., in initial decision issued Friday (March 10) by FCC Hearing Examiner Elizabeth Smith.

Examiner, however, stipulated that Ralph C. Price, 25% owner of TriCities, and family dispose of voting rights to stock they hold (various trusts) in Jefferson Standard Life Insurance Co. (also applicant for ch. 8 through its broadcasting subsidiary).

Other TriCities principals, all with 25%, include Robert H. Nutt, Hargrove Bowles Jr. and James G. MacLamroch. Applicant was favored on integration of ownership and management, diversification and local residence factors. "Another highly significant factor is that a grant to this applicant will bring an entirely new and competitive entity in the field of mass communication in the Greensboro-High Point-Winston-Salem area," Examiner Smith said.

Mr. Price is former president of Jefferson Standard and he and family own 6.795% of insurance company stock, most held in trust. Messrs. Price and MacLamroch each owns ⅓ of WKIX Raleigh, N. C.

Disposal by Mr. Price of voting interest in Jefferson Standard stock was required because insurance company also owns 17% of WFMY-TV Greensboro, N. C., which it plans to dispose of if it wins ch. 8. Other ch. 8 applicants are High Point Tv Co. and Southern Broadcasters Inc., which both have newspaper or broadcast properties.

Sullivan, Paar feud over performance fees

Another "tv personality feud" was simmering over weekend as NBC-TV's Jack Paar and CBS-TV's Ed Sullivan exchanged series of sharply-worded communiques in dispute started when Mr. Sullivan served notice on name performers that they would receive only $320 for appearance on *Ed Sullivan Show* if they accepted $320 scale payment for performing on *Paar Show*.

Mr. Sullivan suggested Friday (March 10) that they debate issues on *Paar* program without studio audience. That afternoon Mr. Paar invited Mr. Sullivan to appear but stressed it would have to be before studio audience. Mr. Sullivan thereupon requested that on "basis of good sportsmanship," debate be carried "without sound effects."

Dispute began Thursday (March 9) when it became known that Mr. Sullivan had notified leading talent agents that personalities who performed on *Paar* would receive same pay for booking on *Sullivan*, where performers have received as much as $7,500.

Trailblazer

KHJ-TV Los Angeles, which pioneered west coast baseball colorcasting with Angels' spring training contest Saturday (March 11), goes step further with announcement it will also colorcast some Angel games at night. Games will be video-taped and rebroadcast later same night (midnight) on KHJ-TV. Station joins WGN-TV Chicago and WLWT (TV) Cincinnati in exclusive baseball colorcasting society.

NBC News adds bureaus in Rio, Buenos Aires

NBC will expand its Latin American news coverage by April 1, with opening of two new NBC news bureaus—one in Rio de Janeiro, the other in Buenos Aires.

NBC Chairman Robert W. Sarnoff in February had noted NBC News' objective of opening up new Latin American facilities (BROADCASTING, Feb. 17). New bureaus will combine with established one in Havana to give network three fully-staffed news bureaus in Latin America. Development followed just completed two-week, on-scene survey of area by Robert E. Kintner, NBC president.

Rio bureau will be headed by Wilson and Lee Hall, husband-and-wife team of correspondents, who will move over from Havana.

Richard Valeriani, formerly with AP in Havana, will head NBC's Havana bureau. Kenneth Bernstein, night news editor with NBC News in New York, will head bureau in Buenos Aires.

B&J, Gordon merger

Bozell & Jacobs Inc., Chicago, will merge with Phil Gordon Agency, Chicago, on March 13. Gordon President Dan Smith and Executive Vice President Philip W. Abrams join B&J as vice presidents and planning board members.

FCC counsel agrees with Stern on ch. 7

Absolute disqualification of three of four applicants for Miami ch. 7 was urged by FCC general counsel's office in oral argument on court-remanded *ex parte* case before FCC *en banc* Friday (March 10). Counsel thus agreed with special examiner's findings.

Three, including winning applicant Biscayne Tv Corp. (WCKT [TV]), defended their actions as proper for climate of times and argued disqualification is neither required or warranted.

Special Hearing Examiner Horace Stern has recommended that 1956 grant to Biscayne be voided and that Biscayne, South Florida Tv Corp. and East Coast Tv Corp. be disqualified because of alleged improper contacts with commissioners (BROADCASTING, Sept. 19, 1960). Case was before Judge Stern on remand following disclosures before House Legislative Oversight Subcommittee. Judge Stern found that fourth applicant, Sunbeam Tv Corp., was only aspirant for ch. 7 eligible for further consideration.

Dalton, Post set tv for instant meals

Edward Dalton Division of Mead Johnson Co., and Post Cereals Division of General Foods have begun introduction of new instant meal preparations which may create demand similar to national acceptance in past year of ready-to-drink products for weight reduction.

General Foods is using tv in selected markets to test new "Post Instant Brim . . . the breakfast in a glass. Agency for Brim is Young & Rubicam, N. Y. Mead Johnson spokesman said Friday that it's "appropriate to assume we will use television" to advertise "complete nutritious meal" called Nutrament. Agency for Nutrament is Kenyon & Eckhardt, N. Y.

Edgar Bill dies at 71

Edgar L. Bill, 71, former owner of WMBD Peoria, and creator of National Barn Dance on WLS Chicago, died Thursday night in Tucson, Ariz. Mr. Bill, who headed WLS from 1924 until he purchased WMBD in 1931, was prominently identified with farm radio. Surviving him are his wife, Dorothy, and sons Howard, owner of WBIZ Eau Claire, Wis., and Robert, account executive with Lambert & Feasley, New York.

more AT DEADLINE page 10

WEEK'S HEADLINERS

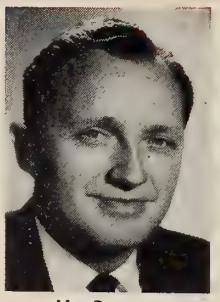

Mr. Quinn

Don Quinn, formerly vp in charge of NTA Spot Sales, named to newly-created post of national sales manager of RKO General stations. Mr. Quinn will work on development of spot business for RKO General stations in association with sales managers of these outlets. He will maintain close liaison with national spot radio-tv advertisers and their agencies. Before joining NTA, Mr. Quinn was partner in station representative firm, McGavren-Quinn (now Daren F. McGavren Co.).


Mr. O'Connor

Arthur O'Connor, sales manager for radio, Devney/O'Connell, N. Y., station rep, appointed vp in charge of firm's radio division. Mr. O'Connor, who began his association with company in 1956 as account executive, became radio sales manager in 1959. Prior to that, he had been, for two years, radio-tv account supervisor at Foote, Cone & Belding, N. Y., and with McCann-Erickson's radio-tv production department, also for two years.

Kenneth A. Cox, partner in Seattle law firm of Little, Palmer, Scott & Slemmons, named chief of FCC Broadcast Bureau (see story page 58). Mr. Cox was approved unanimously in special FCC meeting Thursday (March 9) and will assume new post on or about April 10th. He has served as special counsel to Senate Commerce Committee on several communications matters in the past. He will replace present Bureau Chief **Harold Cowgill.**


Mr. Ruegg


Mr. Dundes


Mr. Webster


Mr. Sutton

Fred Ruegg, vp and general manager of CBS-owned KNX Los Angeles, named vp in charge of station administration, part of CBS Radio alignment that takes effect March 27, as announced last week by President Arthur Hull Hayes (see page 56). Mr. Ruegg succeeds **Jules Dundes** who returns—at his specific request, it was reported—as vp and general manager of KCBS San Francisco where he had served management tour in 1955-56. **Maurie E. Webster,** vp and general manager of KCBS, becomes vp and general manager of CBS Radio Spot Sales. Incumbent in that post, **Milton F. Allison,** will be assigned new sales responsibilities in that organization. **Robert P. Sutton,** program manager of KNX, succeeds Mr. Ruegg as vp and general manager of that station.

Norman Strouse, president of J. Walter Thompson Co., New York, becomes chief executive officer following retirement of **Stanley Resor. Dan Seymour,** vp and director of radio-tv department, promoted to senior vp. See story page 32.


Mr. Fox

Matthew Fox, president and director of Television Industries Inc., N. Y., resigns in order to devote his full time to Tolvision of America Inc., subscription tv company. **Basil Estreich,** senior vp of Television Industries, elected president and chief executive officer, and **Walter S. Mack,** formerly president of Pepsi-Cola and presently director of Television Industries, elected to company's executive committee. Television Industries holds tv rights to various feature films and tv series. Tolvision is company organized by Mr. Fox to present pay tv programs. It has not announced any immediate plans.


Mr. Douglass

James C. Douglass, administrative vp, member of executive committee and director of Ted Bates & Co., has formed international consultant company with offices in New York and Geneva, Switzerland. Mr. Douglass will act as consultant to American business enterprises interested in international expansion into foreign markets but have little knowledge of foreign operations. Mr. Douglass will leave Bates at end of April to devote full time to his new firm. In addition to his domestic duties at Bates, Mr. Douglass has been in charge of agency's international operations, and is director of Hobson, Bates & Partners Ltd., London, England, and director of Spitzer, Mills & Bates Ltd., Toronto and Montreal. Mr. Douglass was formerly executive of Colgate-Palmolive Co., and vp and director of radio and tv for Erwin Wasey & Co.

For other personnel changes of the week see FATES & FORTUNES

Secretary Rusk to brief 300 radio-tv newsmen

Some 300 radio-tv commentators and news and public affairs directors from 50 states have been invited by Secretary of State Dean Rusk to attend foreign policy briefing in Washington April 3-4. President Kennedy, Secretary Rusk and other policy shapers will participate.

Purpose is to provide newsmen with information on current international affairs and U. S. policy and to help government learn media's coverage needs.

Similar briefing will be held for some 300 print media representatives.

Collins to address RTES

LeRoy Collins, president of National Assn. of Broadcasters, will make his first appearance before a broadcast advertising group on March 15, when he speaks at Radio & Television Executives Society's newsmaker luncheon in New York.



More use UPI news and radio wires
More use UPI facsimile newspictures
More use UP Movietone newsfilm

'Net' Weight

On balance, the effectiveness of a network comes down to a matter of programs. Measured this way, the CBS Television Network presents more of the season's most popular programs *than the other two networks combined* (23 out of 40) and more top-rated *new* program series *than the other two combined* (4 out of 6).* The same network also broadcasts the season's most popular new program ("The Andy Griffith Show"); television's most popular single program for the past three years ("Gunsmoke"); and the program with the longest record of popularity ("The Ed Sullivan Show"). In fact, in 135 Nielsen reports issued since July 1955 this network has averaged 22 of the 40 top-rated programs. This corner on program popularity helps explain why the CBS Television Network continues to carry more weight with viewers than any other network and more weight with advertisers than any other advertising medium.





*Average, 9 Nat'l Nielsen reports.

BALANCED PROGRAMMING



MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 13—Deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

March 14-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*March 16—**Southern California Broadcasters Assn.,** luncheon. Speaker: Bob Whitehead, Guild, Bascom & Bonfigli. Michael's Restaurant, Hollywood.

March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

*March 17 — **Indiana Broadcasters Assn.,** monthly meeting. Columbia Club, Indianapolis, 10 a.m.

*March 17-18—**Arkansas AP Broadcasters Assn.,** Little Rock.

March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion. Little Rock.

March 17-18—**Professional Advertising Club of Topeka workshop and clinic. Washburn U., Topeka, Kan.**

*March 18-19—**APP Assn. of Florida,** Duval Hotel, Tallahassee.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

April 4-7—**Audio Engineering Society, West Coast** spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—**Fourth Public Service Programming** Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24-28—**U. of Florida** third annual

JUST OUT!

NEW 1961 AYER DIRECTORY

WITH COMPLETE RESULTS OF 1960 CENSUS

Inclusion of final U.S. Census tabulation makes this the most important edition of the Ayer Directory in ten years

118,000 changes • 1560 fact-filled pages • 500 new publications • 70 new, specially prepared maps

A reference library bound into one compact, easy-to-use volume! The N. W. Ayer Directory is recognized as the most authoritative single source of information on the newspapers and magazines of the United States and its territories, Canada, Bermuda, Panama and the Philippine Islands. 93rd annual edition—your one-volume authority for . . .

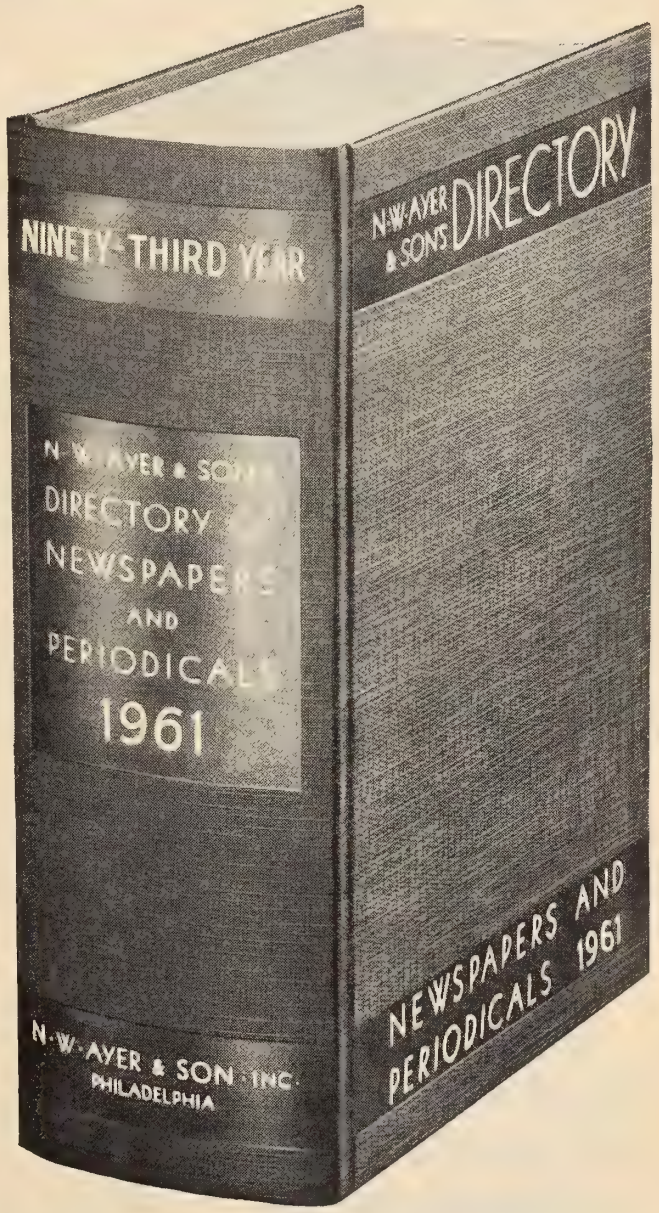
More than 21,500 publications—names, addresses, subscription prices, circulation figures, sizes and other vital information. The most complete directory of its kind in the United States and Canada. Facts and figures on about 500 new publications not included in the 1960 Edition.

Invaluable market facts on the U. S., Canada—statistical profile of North America. Data includes industries and agricultural products of every listed city and town, with banking information, motor vehicle registration, number of telephones and other valuable facts about larger market areas. Also, under each listing, such important information as available transportation facilities, distance from nearest larger community. And specially keyed airline and rail maps are provided for every state and province.

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Order your '61 Ayer Directory now! Still only $30, postpaid within the U.S.A. Order from N. W. Ayer & Son, Inc., Dept. B, West Washington Square, Philadelphia 6, Pa.

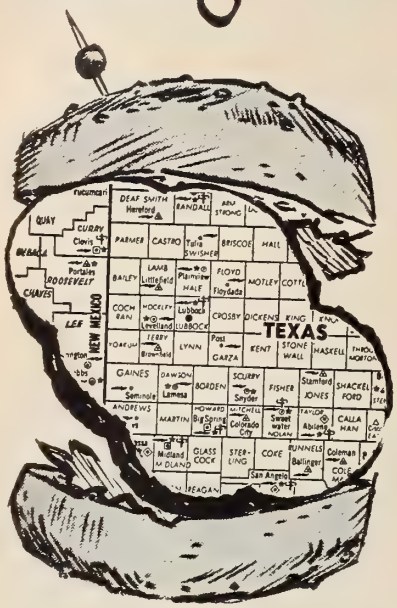
A word of appreciation to those who ordered the 1960 Edition. Our sincere regrets to those whose orders came in too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1961 copy of the Ayer Directory as early as possible.



ENTHUSIASTIC USERS

Advertisers	Libraries
Advertising Agencies	Government Agencies
Bankers	Public Relations Counselors
Brokers	Schools
Business Firms	Colleges and Universities
Publishers	Market Analysts

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.



west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

*April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—**American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

*May 5-7—**National Assn. of FM Broadcasters,** Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

*May 12—**Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

*May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — **Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

*May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

*June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

*June 3—**Florida AP Broadcasters Assn.,** Daytona Beach.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 10—**Florida UPI Broadcasters Assn.,** annual meeting. Pensacola.

*June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12-15—**World Conference on Missionary Radio,** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 19-21—**American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

*June 20-22—**Catholic Broadcasters Assn.,** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 25-29—**National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

*June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

*July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

*July 10-12—**National Assn. of Television & Radio Farm Directors** convention, Shoreham Hotel, Washington, D. C.

*July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace. San Francisco.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

NEWS from the far corners of the world



..filmed with **AURICON** 16mm Filmagnetic Cameras and **SOUNDCRAFT** Magna-Stripe raw stock!



News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock.

Magna-Stripe, Soundcraft's exclusive method of putting magnetic stripes on film, is unaffected by photo developing processes.

Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape **—with no signal loss in transfer from the original to the final print!**

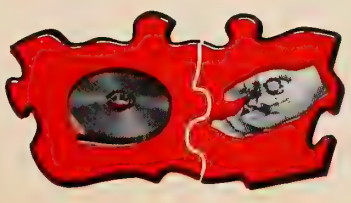
If it's news you're after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock—for high-fidelity results in single-system filming!

AURICON EQUIPMENT
IS SOLD WITH A 30 DAY MONEY-BACK GUARANTEE
AND A ONE YEAR SERVICE WARRANTY

Write for complete information about Soundcraft Magna-Stripe raw stock:

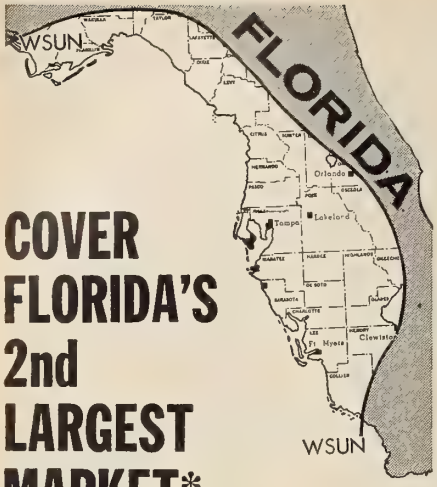
REEVES **SOUNDCRAFT** CORP.
Great Pasture Road, Danbury, Conn.
LOS ANGELES: 342 N. LA BREA AVENUE

"THEY GO TOGETHER"



Write for complete information about Auricon Filmagnetic Cameras:

BACH AURICON Inc. BACH Auricon
6998 Romaine St., Hollywood 38, Calif.
SOUND-ON-FILM EQUIPMENT SINCE 1931



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

The fm story (continued)

EDITOR: Your analysis of the status of fm ("A dramatic spurt in fm development," PERSPECTIVE '61, Feb. 20) was very helpful indeed; I should appreciate your mailing 10 reprints to me here for distribution to clients and account supervisors. . . . —*G. Wrights Briggs Jr., Radio/Tv Director, BBDO, Boston.*

EDITOR: Your magazine fills a need for information in the world of radio and tv stations and the advertising agencies which use them. . . .

We would like 20 reprints of the section on fm. . . . —*Sydney Abrams, General Manager, KMCS-FM Seattle.*

EDITOR: May we congratulate you on the excellent coverage of fm, Please send us 100 reprints. . . . .—*Everett B. Cobb, Owner, KNEV-FM, Reno, Nev.*

EDITOR: . . . We are interested in 800 reprints fm story. . . . —*Joseph C. Windler, WFIL-FM Philadelphia.*

EDITOR: Please send me 20 reprints. . . . May I commend you on the excellent job you did on *the* perfection medium? Keep up the good work to help make fm the economic success that it is destined to be. . . .—*George R. Kravis, Kravis Radio Enterprises, Tulsa, Okla.*

EDITOR: . . . We found the rundown on fm's current status very informative and are making good use of it. Thank you for using our FMBS material in this section. With everyone working together as they are, I'm sure the unknowns in fm broadcasting will soon disappear.—*John T. Hartigan, Secretary, Fm Broadcasting System, Inc., Chicago.*

Refreshing

EDITOR: . . . I was impressed with the accuracy of the story ("Should networks control shows?" PROGRAMMING Feb. 20), especially in view of the fact that I was not speaking from a prepared text . . . It is refreshing indeed, to read a report on such a meeting and have it reasonably accurate.—*George A. Bolas, Vice President, Tatham-Laird Inc., Chicago.*

Important audience

EDITOR: On behalf of the board of the Advertising Council, I would like to . . . thank you for your generosity in running the council's two-page annual advertisement in BROADCASTING. . . . The audience your magazine reaches is one which we feel is particularly important.

A reprint of the advertisement will be sent to some 5,000 top executives in business, advertising and media. . . . —*Theodore S. Repplier, President, The Advertising Council, Washington.*

Impressed

EDITOR: I have always been impressed with the thorough coverage that BROADCASTING gives to the television, radio and advertising industries. . . . As you might imagine, I'm a consistent reader of your book. . . . I find it keeps me well informed in all areas of our profession.—*William F. Siegel, Director of Advertising, Schick Inc., New York.*

Booster

EDITOR: I have always taken to heart your editorials about radio and tv people becoming increasingly involved in chamber of commerce activities, etc.

I have been selected to head a new committee, "Member Relations Committee," in which the finest men of the town are members. I received permission to form a subcommittee to prepare a tv and visual film strip and keep radio stations supplied with booster spots. My subcommittee will include Emroy Williamson of WDEF-TV, who will prepare the film strip and tv announcements, and Bill Valentine of WDOD, who will keep after the radio stations. —*Walter H. Stamper, Commercial Manager, WAPO Chattanooga.*

Hidden commercialism?

EDITOR: We were approached recently and asked to run an on-the-air promotion for a transistor radio set. Free sets would be given us for prizes. When we asked about sponsorship the answer was "no."

This type of promotion is not acceptable at WCAP. We know other stations accepted the offer. Is this not in direct conflict with FCC rules as to hidden commercialism?—*Ike Cohen, General Manager, WCAP Lowell, Mass.*

[NAB counsel is of the belief that if the company promoting the radio sets is not identified as the advertiser, such on-the-air promotion would appear to be hidden commercialism, in violation of Sec. 317 of the Communications Act.]

European in name only

EDITOR: . . . A reference in your magazine (INTERNATIONAL, Dec. 5, 1960) to the European Broadcasting Union (not Association) is headed "Europeans open session."

As six of the major American networks and broadcasting associations are among our associate members, I would like to bring you more into the picture about this union. Its work is world wide and is far from being restricted



in Joplin, Missouri

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

KODE-TV

A SHOPPER TOPPER STATION

CHANNEL 12

IN JOPLIN:
D. T. Knight — MAyfair 3-7260
IN NEW YORK:
Lee Gaynor — OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

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What they see on WJAC-TV



THEY BUY!



If you want to "dress up" your sales figures in the Johnstown-Altoona market, you couldn't make a better buy than WJAC-TV! Both ARB and Nielsen show that more people watch WJAC-TV than any other station. And advertisers' sales figures show that these people who watch WJAC-TV also come forth and buy the products they see advertised. Make a change for the better for yourself in the Johnstown-Altoona market---showcase your products on the station purchasing people watch, WJAC-TV!

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SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

to European broadcasting affairs, and the Americans present at our Madrid general assembly were there with full rights as representing associate members and not merely as observers. . . . —*C. Gillieron, Director, European Broadcasting Union, Geneva.*

Right city, wrong state

EDITOR: BROADCASTING (BROADCAST ADVERTISING, Feb. 20) shows a picture of Dr. Jonathan Karas of Karas & Associates, performing a television commercial. Should not the address be Durham, New Hampshire, rather than North Carolina, as stated in the article,—*D. A. Rock, General Manager, WSMN Nashua, N. H.*

[The writer now knows that all Durhams are not in North Carolina.]

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 13-17, 20-22 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 13-17, 20-22 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 13-17, 20-22 (10:30-11 a.m.) **Play Your Hunch,** part.

March 13-17, 20-22 (11-11:30 a.m.) **The Price Is Right,** part.

March 13-17, 20-22 (12:30-12:55 p.m.) **It Could Be You,** part.

March 13-17, 20-22 (2-2:30 p.m.) **The Jan Murray Show,** part.

March 13-17 (12-12:30 p.m.) **Truth or Consequences,** part.

March 13-17 (3-3:30 p.m.) **Young Dr. Malone,** part.

March 13-17 (3:30-4 p.m.) **From These Roots,** part.

March 13-16, 20-22 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 15, 22 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 15, 22 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 16 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 17 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through William Esty.

March 18 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 18 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 18 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 19 (6-6:30 p.m.) **Meet the Press,** co-op.

March 19 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 19 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

March 21 (10-11 p.m.) **Our Man in Hong Kong,** sust.

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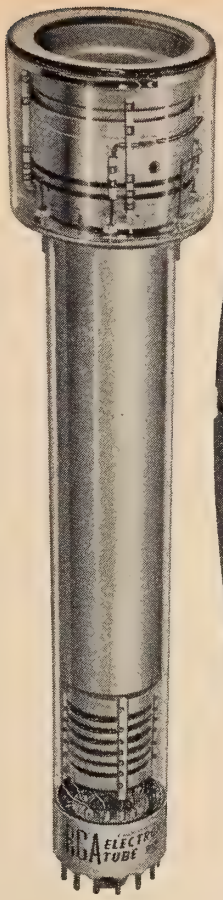
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*Reg. U.S. Patent Office

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NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON



prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MONDAY MEMO from JOSEPH A. CASTOR, president, Castor & Assoc., L. A.

How to get to the customer before he gets to the market

Retailers have a most exacting yardstick for measuring advertising effectiveness—sales!

When yours is a client whose outlets have the modern franchise relationship to the parent corporation, then the local agent really is in business for himself; and he has a retailer's attitude toward the results of his advertising expenditures. He is not interested in statistics and post mortems. He does not need creative testing to determine if an advertising campaign is of value to him.

A retailer knows a certain amount of institutional advertising is beneficial and necessary but, after a dollar point in his budget, he is not sophisticated about cost per thousand, audience in depth, share of the consumer mind, and other Madison Avenue smoke screens. Advertising industry jargon gets its coldest reaction at the point of sale, and the "tap-dancing" is recognized for what it is—a camouflage for failure to deliver.

Finding Movers ▪ The challenge of advertising for a retailer is even greater in the long-distance moving field. For no salesman can talk anyone into moving; the job is to locate the family already planning to move, to find this potential customer before the competition does.

Since a source of qualified leads is clearly needed, any number of the standard lead-developing advertising techniques should provide the answer. But the moving industry is federally regulated and the Interstate Commerce Commission specifically prohibits moving organizations from offering inducements directly to the moving family. How, then, to zero in on a potential mover and not incur ICC censure? This, along with the question of which medium best reaches the income group that most uses the services of long distance movers, had to be answered before a campaign could be developed to meet the exacting advertising needs of North American Van Lines.

The Case for Fm ▪ We decided fm would be our medium because audience surveys describe the fm audience in terms closely paralleling my client's own surveys, which indicate that their best potential customers are in the upper middle and upper income groups —married, ages 25 to 44 and in professional, executive, engineering, sales and management positions.

With these facts and another key piece of information—namely, that there is a time lag between the date a family decides to move and the time this fact becomes known commercially —we developed a plan to produce specific results. We offered a free record album of fine music to those friends, neighbors or relatives (not the mover himself) who would supply the North American Van Lines agent with the name of a family contemplating a move.

Since we were to communicate with middle and upper income groups, it was suggested that a free gift in the value range of a long-play album might receive little or no response. But here our long experience with network prize and give-away shows satisfied us that people, regardless of income, enjoy a bargain and a free gift.

The possibility also was suggested that people in these groups might refuse to respond to an offer that would bring salesmen calling on and annoying friends or relatives contemplating a move. But we relied on North American Van Lines itself to carry us over this obstacle, confident that the NAVL image and prestige would remove any fears or doubts about the way the information would be handled by NAVL agents.

The Proof ▪ Our premises and assumptions proved correct. We first made the free album offer in two markets, using an equal number of am-fm and pure fm stations. Initial response indicated we were on target. Evaluation showed that the pure fm leads had the highest conversion factor and we have used pure fm exclusively since.

Our most recent effort, using 15 pure fm stations in Los Angeles, San Francisco and San Diego, brought nearly 1,500 names of families with moving plans. NAVL agents have converted approximately 15% of these leads to orders for service and an additional 5% are unresolved.

The buys at these 15 stations are made on a basis that provides self-policing of the client dollar in terms of results. The station is given the copy and a budget to work out. But the schedule is left to the station on the premise that it knows its audience best. This puts the station fully on the North American Van Lines' sales team. If the response is good, the budget continues and is often increased.

If the results are disappointing, the station is the first to know and suggest remedies. Result: the closest working cooperation between station and agency.

Double Duty ▪ A secondary benefit of this campaign is the constant repetition of the NAVL trade name. In most advertising for the moving industry, identity to the proper audience is the primary aim. We have been able to deliver a tangible sales tool in the form of leads and the all-important brand image to the audience with the highest customer potential, all for the same advertising dollar.

In the past, visits to NAVL agents to evaluate the effectiveness of my work were quite different from current talks. We now discuss specific leads, circumstances and factors of jobs booked and reasons and errors relating to the ones that are missed.

We are currently working on refinement of the procedures to obtain the maximum conversion of these fm leads. Here the agency must truly become expert in every aspect of the sales procedure and here specialization produces the only results that seriously merit the attention of the client—sales.



Joe Castor, a native of Aguilar, Colo., is a graduate of Regis College in Denver and served overseas as a Marine captain in World War II. He formed Castor & Assoc. after managing KSFT Trinidad, Colo., and selling time for KMYR Denver. He has specialized in public relations for such clients as Blue Cross and Blue Shield, Kuppenheimer Clothes, Montgomery Ward, Master Lock and Minnesota Mining & Mfg. Co. For NAVL he also handles advertising in the 11 western states.





CAPITAL TYPES #8

CLOCK WATCHER

Fascinated by slow movement: cows grazing, goldfish and English drawing room comedies. Conscientiously reads labels on cereal boxes. Accident prone; once had ceiling fall on him. Quick only in turning to WTOP Radio, the station *important to people* in the Greater Washington area.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

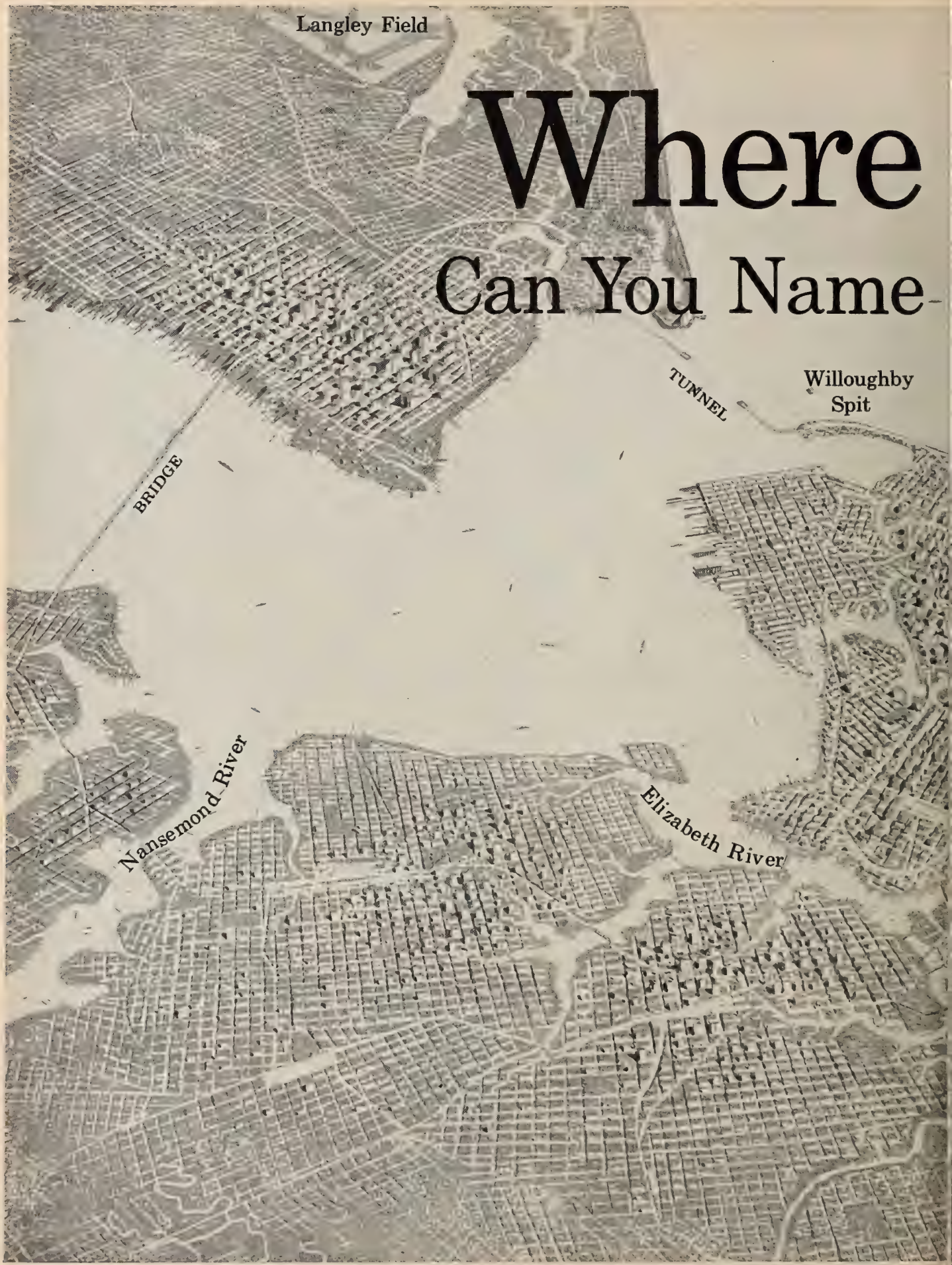
Operated by

THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO *Washington, D. C.*

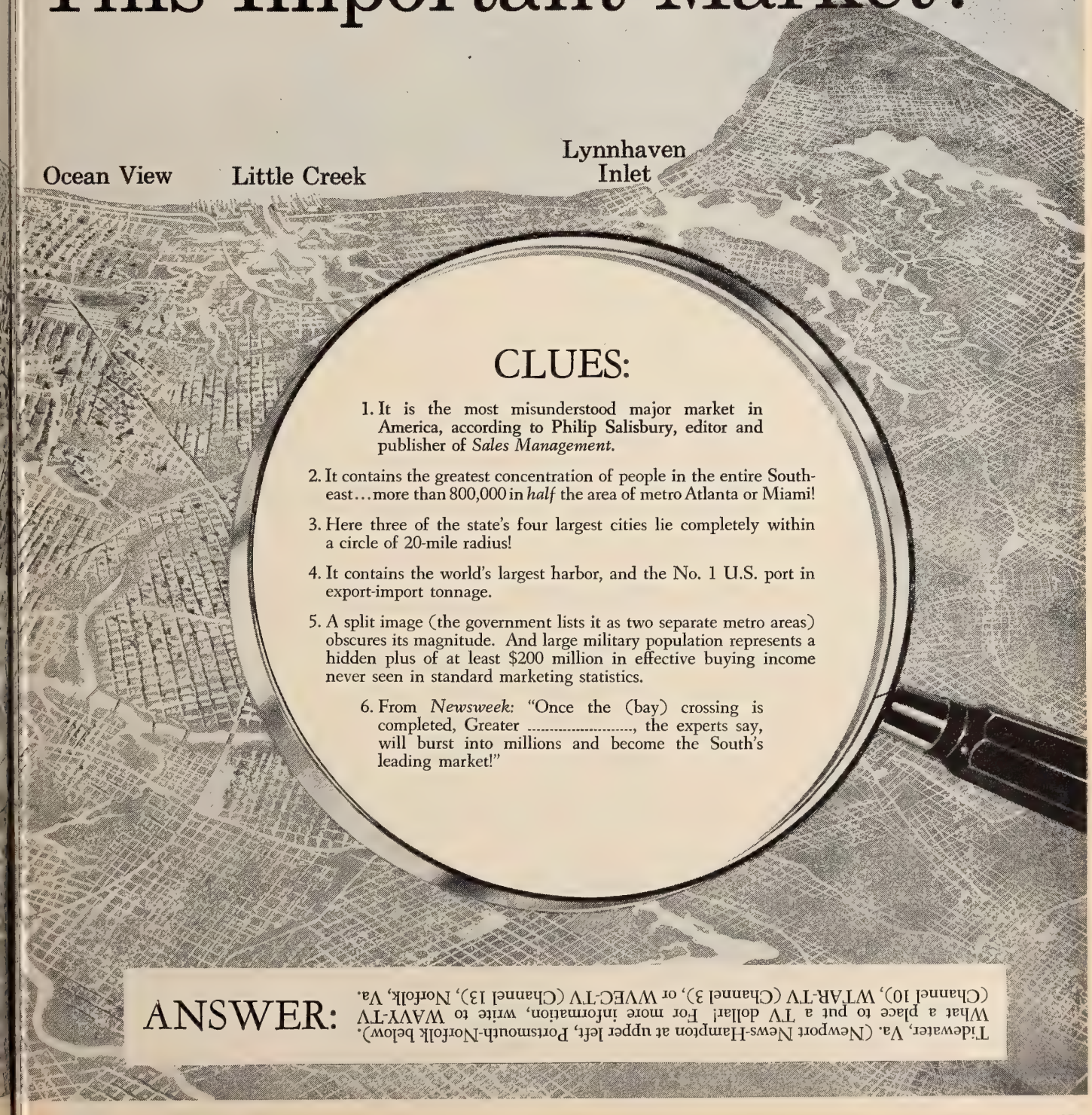
WTOP-TV *Channel 9, Washington, D. C.*

WJXT *Channel 4, Jacksonville, Florida*


Langley Field
Where
Can You Name
TUNNEL
Willoughby
Spit
BRIDGE
Nansemond River
Elizabeth River

Are You?

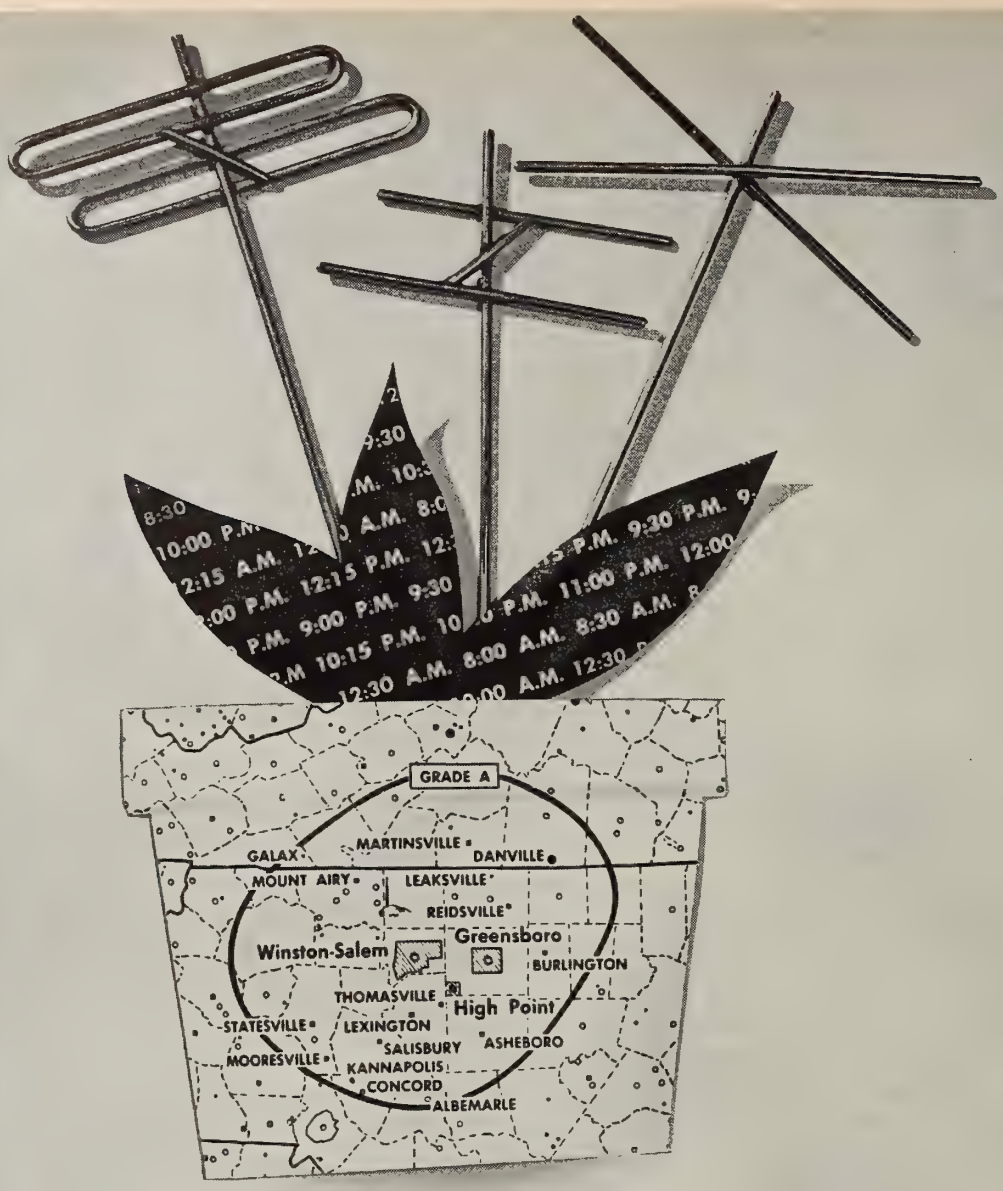
This Important Market?



CLUES:

1. It is the most misunderstood major market in America, according to Philip Salisbury, editor and publisher of *Sales Management.*
2. It contains the greatest concentration of people in the entire Southeast... more than 800,000 in *half* the area of metro Atlanta or Miami!
3. Here three of the state's four largest cities lie completely within a circle of 20-mile radius!
4. It contains the world's largest harbor, and the No. 1 U.S. port in export-import tonnage.
5. A split image (the government lists it as two separate metro areas) obscures its magnitude. And large military population represents a hidden plus of at least $200 million in effective buying income never seen in standard marketing statistics.
6. From *Newsweek:* "Once the (bay) crossing is completed, Greater ....., the experts say, will burst into millions and become the South's leading market!"

ANSWER: Tidewater, Va. (Newport News-Hampton at upper left, Portsmouth-Norfolk below). What a place to put a TV dollar! For more information, write to WAVY-TV (Channel 10), WTAR-TV (Channel 3), or WVEC-TV (Channel 13), Norfolk, Va.



Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 13, 1961 Vol. 60 No. 11

HOW WILD CAN WILD SPOT GET?

■ If SAG gets its way, residual payment costs will skyrocket

■ Agencies say they are buying an announcement, not a program

A new question arose last week to plague broadcasters, spot advertisers and agencies—and potentially hundreds of thousands of advertising dollars were hanging on the answer.

The question: Is a "wild spot" television commercial always a "wild spot" —or is it sometimes a "local program commercial"?

If many commercials that have been construed as wild spot are from now on held to be local program commercials—as the Screen Actors Guild wants them construed—the cost in added residual payments to performers could skyrocket to a point where, in the opinion of some agencies, whole patterns of spot buying might change and stations might take a new look at their clearance of some of their network programs.

What is the answer? There is a sharp difference of opinion, depending on whether the Screen Actors Guild or advertising agencies are replying. There can be a highly substantial but indeterminable amount of money in extra residual payments to performers in filmed commercials if SAG backs up its determination to enforce its interpretation of what constitutes a wild spot and a local program commercial. And it also can mean that such magazine-concept network programs as *Today* and the *Jack Paar Show,* which permit "cut-aways" for local advertisers, and perhaps even co-op network tv programs will face stern re-appraisal by advertisers and their agencies.

The background to this developing situation, uncovered by BROADCASTING last week, is this: Last fall, SAG notified an advertising agency that, on behalf of one of its clients buying into the *Paar* program, approximately $26,000 was owed to performers retroactively in residual payments. The union contended that the agency had been paying on the basis of the wild spot residual rate, while actually the film commercial should have been paid on the basis of a local program use (which often is higher). After considerable discussion, the union agreed to hold the matter in abeyance and the agency has not paid. (Incidentally, this agency no longer orders *Paar* for its client).

Agencies in Turmoil ▪ A check by BROADCASTING of various leading advertising agencies revealed they were dismayed—and many were extremely annoyed—by SAG's interpretation. SAG admittedly has not moved in against agencies generally unless a performer has complained, but various agency officials disavowed SAG's interpretation and were unanimous in the opinion that clarification should be sought.

"I certainly wouldn't want to be sandbagged with a whopping bill from SAG after I had paid on a wild spot basis and found out the union said I should pay for a program use," one agency man commented. "Wouldn't I look silly and what would my client [the sponsor] think?"

The union's position is that the SAG contract for several years has specified that a commercial is a wild spot if it is broadcast by "non-interconnected single stations" and (a) is used independent of any program or (b) is used on local participating programs. The only other possibility, SAG noted, is if for some reason the network sold a show to a station in a given city and local commercials thereon were treated

Continued on page 30

Fall programming begins to take shape

WEEKENDS MOSTLY SOLD; MONDAY-THURSDAY HALF FIRM; FRIDAY OPEN

Network-bound advertisers are getting down to the fine art of negotiation for the fall season.

Compared with a month ago (BROADCASTING, Feb. 6) when buying by General Foods and Procter & Gamble sparked initial purchasing for the 1961-62 season, most program designations are complete.

Additional advertisers are being signed and "critical" time periods ironed out in the process.

Agencies last week already could point to a prime-time schedule that indicates advertiser order or option on a flock of shows, including new programming and renewals for next season (see pages 28 and 29 for latest details on program titles and advertisers sponsoring them).

The rush of orders comes well in advance, with BROADCASTING's summary appearing nearly seven months ahead of the start of the 1961-62 season:

The networks are most sold on the weekends. Advertisers have filled twice as many time periods on Saturday and Sunday nights than remain unsold.

Of the weeknights, Monday appears to have more time sold than unsold while Tuesday, Wednesday and Thursday run about equal in time committed to that available. Friday, mostly because of NBC-TV's unsettled program plans, is the least sold.

Advertiser Options ▪ What keeps the schedule from filling faster at this time: Advertiser options which exist for many hour-long shows but do not appear in the table because they cannot be confirmed.

The advertiser option also blurs the exact status of some carry-over programming from the current season. On CBS-TV, for example, there are a few shows where advertisers which appear in the table are the same now continuing in the programs. Each of these advertisers has an option to renew but one that need not be exercised for some time as yet. Where it is apparent from available sources that these advertisers will renew, they have been entered.

The feature film period on NBC-TV (Saturday, 9-11 p.m.) is marked "available" in the table, even though that time block already is "substantially sold" for the start of the next season. The options are yet to be confirmed and thus cannot be reported.

For network schedules see pages 28-29

A DETAILED LOOK AT FALL TV SCHEDULES

The blank spaces in this table testify to progress made by the networks in programming and selling next fall's prime-time schedule more than nine months in advance of the 1961-62 season.

The table shows next fall's night-time programs as they've been penciled in, who packages them, the time of night they are scheduled and the advertisers (with their agencies) which will sponsor them. "Available" denotes either an unsold period, or as is the case in many of the hour-long shows, a reluctance to disclose "bits and pieces" of a show contracted for.

Agencies are in parentheses ( ); production firms in brackets [ ]; New shows are in boldface.

In using this chart, there are two things to bear in mind: (1) the schedules are not firm, with shows continuing to change until almost the eve of the fall season, but (2) the changes will be fewer and not as severe from this point on.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**The Hunters** Available [20th Century]	*Dennis the Menace* Kellogg (Burnett) Best Foods (GB&B) [Screen Gems]	**Walt Disney** RCA (JWT) Eastman Kodak (JWT) [Disney]
8:00		*Ed Sullivan* Colgate-Palmolive (Bates) Half available [CBS]	
8:30	*Lawman* Whitehall (Bates) R. J. Reynolds (Esty) [Warner]		**Snow Whites** P&G (B&B) [Nat Hiken]
9:00	**Bus Stop** Brown & Williamson (Bates) alt. ½ Available [20th Century]	*GE Theatre* General Electric (BBDO) [Revue]	*Bonanza* Chevrolet (Campbell-Ewald) [NBC]
9:30		*Jack Benny* State Farm Mutual (NL&B) Lever (SSC&B) [Gomalco]	
10:00	**Asphalt Jungle** Available [MGM]	*Candid Camera* Bristol-Myers (Y&R) Lever (JWT) [Banner-Funt]	**DuPont Theatre** DuPont (BBDO) [NBC]
10:30		*What's My Line* Sunbeam (Perrin-Paus) Kellogg (Burnett) [CBS-Goodson-Todman]	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**The Force** Available [Warner]	**Alvin** General Foods (B&B) [Format Films]	*Wagon Train* R. J. Reynolds (Esty) National Biscuit (M-E) Ford (JWT) Revlon (?) [Howard Christie]
8:00		*Father Knows Best* (repeats) Available [Screen Gems]	
8:30	**Top Cat** Bristol-Myers (Y&R) Kellogg (Burnett) [Screen Gems]	**Beach Front** Available [CBS]	OPEN Lever (O-B&M) American Tobacco (SSC&B)
9:00	*Hawaiian Eye* P. Lorillard (L&N) Available [Warner]		*Perry Como* Kraft (JWT) [Roncom]
9:30		**Mother is a Freshman** General Foods (Y&R) [Four Star]	
10:00	*Naked City* Brown & Williamson (Bates) alt. ½ Available [Screen Gems]	*U. S. Steel & Armstrong* U. S. Steel (BBDO) Armstrong (BBDO) [Theatre Guild] [Talent Assoc.]	10-10:30 OPEN | 10:30-11 **Brinkley's Journal** or 10-11 *Dinah Shore & AT&T Specials* (See Friday)
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* Coca-Cola (M-E) Half available [Stage 5 Prod.]	**Gunslinger (?)** [CBS]	*The Outlaws* Union Carbide (Esty) ⅔ available [NBC]
8:00	*Donna Reed* Ralston-Purina (?) 7-Up [Screen Gems]		
8:30	*Real McCoys* P&G (Compton) [Irving Pincus]	**Fasten Your Seat Belt (Bob Commings)** Brown & Williamson (Bates) Kellogg (Burnett) [Laura Mack]	*Groucho* Available [Filmcraft Prod.]
9:00	*My Three Sons* Chevrolet (C-E) [Fedderson]	**The Defenders (?)** Prudential Insurance (?) (Reach, McClinton) [CBS]	*This Is Your Life* American Home (?) [Ralph Edwards]
9:30	OPEN P&G (Unassigned)		*Ernie Ford* Ford (JWT) [Bob Finkel Prod.]
10:00	*Untouchables* Available [Desilu]	*CBS Reports/ Face the Nation* [CBS]	*Mitch Miller* R. J. Reynolds (Esty) Ballantine (Esty) [Wm. Hobin]
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* American Tobacco (BBDO) Thirds available [Warner]	*To Tell the Truth* American Home (Bates) [CBS]	*The Americans* Union Carbide (Esty) ⅔ available [NBC]
8:00		*Pete and Gladys* Goodyear (Y&R) Carnation (EWR&R) [CBS]	
8:30	*Rifleman* P&G (B&B) [Four Star]	**Robert Young** Scott Paper (JWT) Toni (North) [Rodney Young]	*Price is Right* P. Lorillard (L&N) Lever (BBDO) [Goodson-Todman]
9:00	*Surfside Six* Brown & Williamson (Bates) Alt. ½ Available [Warner]	*Danny Thomas* General Foods (B&B) [Marterto]	**87th Precinct** [Hubbell Robinson-NBC] (or) **Dr. Kildaire** [MGM]
9:30		*Andy Griffith* General Goods (B&B) [Griffith Corp.]	
10:00	*Adventures in Paradise* Available [20th Century]	*Hennesey* General Foods (Y&R) P. Lorillard (L&N) [McGuire-Cooper]	*Thriller* American Tobacco (SSC&B) Thirds available [Hubbell Robinson Prod.]
10:30		*I've Got a Secret* Bristol-Myers (DCS&S) R. J. Reynolds (Esty) [Goodson-Todman]	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bugs Bunny* General Foods (B&B) Two-thirds available [Warner]	**Dodge City** (Gunsmoke Reruns) Local sale [Norman [Macdonnell Prod.]	*Laramie* Available Union Carbide (Esty) ⅔ available [Revue-NBC]
8:00	*Bachelor Father* American Tobacco (Gumbinner) Half available [Harry Ackerman Prod.]	**Dick van Dyke** P&G (B&B) [Marterto]	
8:30	**Calvin and the Colonel** Lever (JWT) American Home (Bates) [Gomalco]	*Dobie Gillis* Pillsbury (Burnett) Philip Morris (Burnett) [20th Century]	*Alfred Hitchcock* Lincoln-Mercury (K&E) [MCA]
9:00	**Las Vegas** Brown & Williamson (Bates) alt. ½ Available [Warner]	*Tom Ewell* Quaker Oats (JWT) P&G (Burnett) [Four Star]	**Dick Powell** Available [Four Star]
9:30		*Red Skelton* S. C. Johnson (FC&B) [Cecil Barker Prod.]	
10:00	*Alcoa Hour* Alcoa (F&S&R) [Revue] (or) *Bell & Howell Specials* Bell & Howell (M-E) [ABC]	*Garry Moore* Available [Red Wing Prod.]	**Cain's 100** Available P. Lorillard (L&N) ⅔ available [MGM]
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Room for one More** Available [Warner]	*Rawhide* Available [Four Star]	**Big Tent (?)** Available [NBC]
8:00	**The Hathaways** Ralston-Purina (GB&B) R. J. Reynolds (Esty) [Screen Gems]		
8:30	*Flintstones* Miles (Wade) R. J. Reynolds (Esty) [Screen Gems]	*Twilight Zone* Available [Rod Serling-Wm. Self Prods.]	**Concentration** Available [NBC]
9:00	*77 Sunset Strip* Available [Warner]	*Route 66* Marlboro (Burnett) Sterling Drug (D-F-S) Chevrolet (C-E) [Screen Gems]	OPEN
9:30			OPEN
10:00	**The Corrupters** P. Lorillard (L&N) Available [Warner]	Hour Show (TBA)	*Dinah Shore* alt. with *Telephone Hour* (?) (See Wednesday listing)
10:30		Available	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Roaring 20's* Ralston-Purina (GB&B) Available [Warner]	*Perry Mason* Participating Sponsors [Paisano Prod.-CBS]	*Tales of Wells Fargo* American Tobacco (SSC&B) Thirds available [Overland]
8:00			
8:30	*Leave it to Beaver* Ralston-Purina (GB&B) Third available [Gomalco Prod.]	*Checkmate* Brown & Williamson (Bates) Lever (OB&M) Kimberly Clark (FC&B) [Revue-Jack Benny]	*Tall Man* R. J. Reynolds (Esty) Half available [Overland Prod.]
9:00	*Lawrence Welk* J. B. Williams (Parkson) Half available [Telekew]		**Feature Films** Some available Participating sponsors [20th Century Fox]
9:30		*Have Gun, Will Travel* Lever (JWT) Whitehall (Bates) [CBS]	
10:00	*Fights* Gillette (Maxon) Half available [Sports Programs Inc.]	*Gunsmoke* Johnson's Wax (FC&B) Remington Rand (Y&R) L&M (D-F-S) [Norman [Macdonnell Prod.]	
10:30			

as "local participating spots." SAG said this possibility is rare. All other uses of a commercial, SAG insists, shall be considered program uses.

The crux of the issue seems to be this: the union claims agencies are buying a program; agencies insist they are buying an announcement not connected to a program.

The Cut-Away ▪ The *Paar* and *Today* programs and several others permit so-called "cut-aways"—time for the sale of commercials on behalf of a national spot or local advertiser in a local market or a group of markets. These are inserted when the network program cuts away. The union acknowledges that such cut-away commercials fulfill the test of being carried on a non-interconnected station but contends they fail to meet the requirement of being a commercial used independent of the program and of being in a local participating program. (Normal station breaks are considered wild spots by SAG).

Though the *Jack Paar Show* and *Today* offer the largest number of local cut-aways, with approximately 12 and 8 respectively each day, other network programs follow similar practices on a more limited basis. Currently, sales authorities report, NBC-TV offers cut-aways once a week on *The Americans, Acapulco, Michael Shayne, Detective, Happy, One Happy Family* and *Shirley Temple Storybook*. CBS-TV offers cut-aways on *The Aquanauts* and ABC-TV on *American Bandstand*. Indications are that networks plan to open up other network programs in the fall.

A crucial significance of this interpretation is that residual costs could be raised astronomically for advertisers using cut-aways in a substantial number of markets, particularly if the use is in large cities. For example, the advertising agency that had used Paar offered these payment statistics on a hypothetical campaign: It would cost only $1,646.60 under wild spot requirements for a 13-week cycle for a one-minute film commercial with four on-camera performers and a voice-over announcer on *Paar* cut-aways in 21 markets, including the basic 12 markets listed in the new SAG contract. It would cost $6,363.50 for the same use of the commercial on the same stations if it is considered a "program use."

A group of agencies questioned by BROADCASTING last week were inclined to dispute SAG's interpretation. Their belief was that the language of the contract was not sufficiently clear on this subject.

Agency Interpretation ▪ Some agency executives were reticent to reveal how they treated cut-away commercials, but others acknowledged that in their reports to the union, they treated them as wild spots and paid on that basis.

Their position is that *Paar* is exactly the same as a "late movie" program. They insist the cut-away buys are bought from a local station and the commercials have "no identification" with *Paar* or similar programs. They noted there are no "lead-ins," which are characteristic of program commercials.

SAG last week was thinking of monitoring local commercials on magazine-concept programs. They acknowledge that policing of cut-aways is difficult and they generally have acted only if a performer has complained. They insist this is not a new interpretation of the clause.

A union official pointed out that SAG has relied on "the integrity" of agencies in reporting the use of commercials. He was quick to add that in instances—and he thought there were some—when an agency listed a commercial as a wild spot when actually (in SAG's view) it was a "program commercial," the agency was not intending to cheat but was acting according to its own interpretation.

Many agencies agreed that this situation is in "a gray area" and subject to varying interpretations. Some voiced the opinion that a committee of the American Assn. of Advertising Agencies might want to review the matter and perhaps consult with the union to devise an "equitable" solution.

Co-Op Problem ▪ Some agency men felt SAG's interpretation raises another question. They pointed out certain network cooperative tv programs are fed to stations for sales to local advertisers. Would these be treated as wild spot or local program?

A SAG official said that if the co-op program is sold by the network to a local station and the outlet offered the program as a local participating program, the commercials on it would be treated as wild spot. Otherwise they would fall within the framework of local program commercials.

After a long discussion with BROADCASTING, the SAG official said: "Maybe this area requires clarification. We think the contract is clear and explicit. But perhaps we ought to send out a memorandum making the situation crystal clear."

NBC-TV officials were reluctant to comment on the situation. They pointed out that it appeared to be a "matter of contract interpretation" between the union and agencies.

"If we have to pay these extreme charges," one agencyman muttered, "we'll just pull out of these shows and go into late movies. But I'm sure this whole matter can be straightened out."

ABC-TV to lengthen prime station breaks

ABC-TV authorities reported unofficially last week they're set to go with their plan to give affiliates an extra 10 seconds of evening station-break time to sell to national spot and local advertisers, starting with the new fall season.

Instead of having 30-second breaks, ABC-TV affiliates will get 40-second breaks between all prime-time programs (but station breaks within hour-long programs will not be thus expanded). In return for the extra selling time, the affiliates will be expected not to use it to create triple-spot positions, but rather to limit the 40-second total to a maximum of two advertisers (usually two 20-second commercials, although the time might also

How to turn tornado loss into potential profit

Client-agency-media cooperation can produce commericials as timely as news. Allstate Insurance Cos., Leo Burnett Co. and NBC-TV proved it last week upon the last whiff of the tornado that caused $7 million damage to 3,000 buildings in Chicago on March 4.

As Allstate teams of damage appraisers swarmed into the disaster area, a film crew from Joel Willard Productions, Chicago, documented testimonials from Allstate customers who were pleased about the immediate compensation for their losses. Burnett copywriter Rudy Perz worked around the clock Monday and Tuesday editing the films and preparing script for the two-minute commercial that was produced Tuesday on video tape at the commercial vtr center of WNBQ (TV) Chicago. Late Tuesday the finished product was fed to network centers in New York and Los Angeles for insertion in Allstate's NBC-TV program, *Thriller*, that night. Burnett hoped also to substitute the tornado commercial for Allstate on CBS-TV's *What's My Line* yesterday (Sunday).

Others involved in the fast production effort included Gordon Minter, vice president in charge of commercial production, and Pete Weber, commercial service manager on the Allstate account, both Burnett, and Bill Huffman, manager of video recording sales, WNBQ.



The programming standards of a television station are exposed every minute of every hour of every day. All you need do is *look* to see that WPIX-11, New York's Prestige Independent, has the "network look" . . . network-proved and network caliber programs night after night. Programs like M Squad, Air Power, the Honeymooners, Mike Hammer, You Are There. When you, the advertiser, painstakingly produce TV commercials, you have a right to expect they will be presented in programs that do justice to your product *and* your company. WPIX-11 is the only New York Independent Television Station qualified to display the Seal of Good Practice.

where are your 60 second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

be split into a 30 and a 10).

The plan brought something short of gushing enthusiasm from agencies whose programs will be lopped by 10 seconds to "create" the extra time being allotted to stations. Whether they like to think about it or not, they and other agencies face the possibility of similar requests from the other networks: some NBC-TV affiliates, for example, are known to be eyeing the ABC-TV gambit with the thought of pressing for similar rights.

But the opposition is not always unanimous within an agency. An informal canvass of some of the leading ones last week produced evidence of mixed reactions. A top executive at one of ABC's big customers, for instance, put it this way: "Our program department doesn't like it because it's cutting that much off our air time. But our media department loves it because it's creating new positions for national spot business."

A television official at another leading ABC client expressed the views of a number of others when he said: "Nobody likes the idea, except maybe locally." He also was braced for similar moves by NBC and CBS: "What one network gets away with, the others usually want, too."

Two executives at a single agency offered varying reactions. One, alluding to charges that some stations "clip" network time to cadge a few extra seconds for local selling, speculated that "if stations cheat with 30 seconds, they really will cheat with 40." The other, professing mixed feelings, thought the 40-second move "means just that much more commercial stuff in between," but felt that the "clipping" threat need not be too dangerous "if it can be adequately policed."

Thompson: top markets grew most from 1950-60

Of 28 million added to the U. S. population between 1950 and 1960, 25 million were in the top 199 markets. This select group is styled *The Cream of Your Market* by J. Walter Thompson Co., which profiled the big concentration of sales prospects in a booklet by that name.

The agency has made available new census data, skimmed from last year's 179-million count, under the *Cream* title. The 20-page booklet is a preview of J. Walter Thompson's annual, comprehensive *Population and its Distribution, the United States Markets,* now being tabulated for publication this summer by McGraw-Hill.

The Cream of Your Market shows that population shifts during 1940-50 were even more pronounced in the 10 years just passed. Ranking of states by total population, decade growth and rate of growth show that the West was the fastest growing region, more than double the national rate; that Florida had the fastest state rate in the country. The total U. S. gain between 1950 and 1960 was 18.5% over the 1940-50 decade, and nearly equal to that for the 20 years preceding (1930-50).

J. Walter Thompson's list of 199 cream markets dramatizes individual market differences from state and national patterns. The markets are listed and mapped with county information, total population, decade percentage increase, estimated total households, retail trade establishments and sales.

The markets are broken down into A, B, and C groups, respectively those with more than 1 million population, 250,000 to 1 million and 50,000 to 250,000. The top 199 in these classes account for 69% of the country's sales or $138 billion worth.

Strouse takes over JWT; names Seymour

As a result of the retirement of Stanley Resor as board chairman of J. Walter Thompson, Norman Strouse, president, last week announced the election of seven senior vice presidents, including Dan Seymour, vice president and director of the radio-tv department and member of the executive committee.

The official announcement, at Mr. Resor's own suggestion, made no mention of his retirement but a spokesman added later: "Mr. Resor has retired." Mr. Strouse, who remains as president, will function as chief executive officer of J. Walter Thompson. It was reported the new management team reflects the promotion largely of staffers closely allied with Mr. Strouse, while those close to Mr. Resor generally have been given less important positions. Samuel Meek and Henry C. Flower Jr., who had been vice chairmen of the agency, have been relieved of these titles but will continue as directors and members of the trusteee group of the company employes' profit-sharing trust, which owns the majority of the voting stock.

Newly-elected senior vice presidents of the agency, in addition to Mr. Seymour, are: Howard Kohl, secretary of the company; Edward G. Wilson, treasurer; Wallace Elton, chairman of the New York office operations committee; William D. Laurie Jr., manager of the Detroit office; Arthur Farlow, vice chairman of the Chicago office operations committee; Kennett Hinks, member of the executive committee. George Reeves, manager of the Chicago office, continues as executive vice president.



Mr. Strouse



Mr. Seymour

New firm cites trend to music in radio-tv spots

With a conviction that the use of "more and more music in radio and tv commercials is the coming thing," Modern Sound Inc., 312 W. 58 St., New York, formally opened its doors to business last week. The new firm is dedicated to bringing popular music and jazz recording concepts to the production of commercials. Headed by Sonny Lester and Leonard Levy, both former recording executives with some 20 years in the business, Modern Sound hopes to integrate the latest popular music trends with the selling pitch. The company feels that popular music, as reflected by growing album and single record sales, has a proven sales appeal.

According to Mr. Levy, who is vice president, the firm has top recording arrangers and performers to offer to advertising agencies. Mr. Levy feels that name talent will give the commercials greater visual and audio attractiveness.

He also claims that Modern Sound is more attuned to different sounds and gimmicks than are most advertising agency producers. His firm, he explains, will try to capture in modified form and produce in its commercials the sounds of rock 'n' roll. The theory behind this is that young adults are buying the big thumping sound.

Young Housewife ▪ Mr. Levy cites the young housewife as an example. "She was brought up with rock 'n' roll—it's not offensive to her. She recognizes the music, associates with it and when she hears it used in a commercial, the advertiser's message is bound to have greater impact because it has her attention."

Popular music's influence on the commercial production field will soon be so complete, Mr. Levy says, that it will be difficult to differentiate between the "fellow in the pop record business and the one in the jingle business." Already, he points out, orchestra leader and arranger Raymond Scott has his own jingle house and Music Makers Inc., a top commercial producer, has formed its own popular record company.

Modern Sound is closely associated with McCann-Erickson Inc., and it has already produced commercials for Buick, Westinghouse, Standard Oil and Chesterfield cigarettes.



If you want a big audience at low cost per home, concentrate your broadcast schedules on Charlotte's WSOC stations. WSOC Radio, now 5,000 watts at 930 kc, reaches over one million people. WSOC-TV, serving America's 25th largest tv market, is one of the nation's great area stations. Use them individually or together–Charlotte's WSOC stations are your best buys in the Carolinas.

WSOC RADIO—5,000 watts at 930 kilocycles
Represented by Peters, Griffin, Woodward, Inc.

WSOC-TV—Channel 9. NBC and ABC. Represented by H-R

WSOC
RADIO & TV–CHARLOTTE

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

National tv ads gross $1.3 billion

RECORD $862.3 MILLION NETWORK, $616.7 MILLION SPOT IN '60

Gross time billings of national tv advertisers in 1960 reached an all-time high of nearly $1.3 billion. Network gross accounted for more than half, or over $682.3 million, and national spot for $616.7 million.

The year's compilation was released by Television Bureau of Advertising, along with a full report for the fourth quarter spot tv billings. The network figures already have been published (BROADCASTING, March 6).

Spot tv's increase in billings amounted to 6.3% over 1959, and network was up even more—8.8%. The spot billings would have represented a rise of 7.9% if the basis used for estimating procedures had been the same in both years. (Effective with the second quarter of last year, billing estimate procedures were modified by N. C. Rorabaugh Co., which compiles the spot figures for TvB. The Leading National Advertisers-Broadcast Advertisers Reports compile the network gross billing).

Big Chips ▪ Procter & Gamble, which is the network advertiser billing kingpin, also was supreme in spot leadership. In the fourth quarter alone, P&G accounted for $11.9 million in the TvB-Rorabaugh compilation. Less than half that amount was spent in national spot tv by second-place General Foods Corp. ($4.7 million). Total spot tv billing in the fourth quarter: $163,060,000.

Advertisers appearing in the top 100 spot tv list for the first time during the quarter: Corning Glass Works ($435,-300); Ideal Toy Corp. ($445,900) and J. Nelson Prewitt Inc. ($405,500).

The spot tv report shows dollar expenditures at the one-time gross rate (for time only) by national and regional spot advertisers. Network figures also are at the one-time rate. Prime night spot placement in the quarter accounted for over $52.2 million, and the largest share of the day part (other categories are daytime, early evening and late night). For the full year, 1960, nighttime gross billings of the networks exceeded $471.4 million, while day billings came to over $210.8 million.

The food and grocery products category in spot totaled more than $46.6 million in the fourth quarter, while advertisers of drug products were responsible for a $15 million gross, and cosmetic-toiletries advertisers for $13.8 millions.

Detailed summary by advertiser and by product category of spot tv gross billings for the fourth quarter follows:

TOP SPOT TV ADVERTISERS
FOURTH QUARTER 1960
Source: TvB-Rorabaugh

1.	Procter & Gamble	$11,990,500
2.	General Foods	4,765,700
3.	Lever Bros.	3,779,300
4.	Colgate-Palmolive	3,003,600
5.	Miles Laboratories	2,918,700
6.	Bristol-Myers	2,632,000
7.	Standard Brands	2,534,700
8.	Brown & Williamson	2,340,000
9.	Warner-Lambert	2,282,200
10.	Continental Baking	2,219,000
11.	American Home Products	2,134,100
12.	Pillsbury	1,913,700
13.	Hunt Foods & Industries	1,801,900
14.	William Wrigley Jr.	1,778,000
15.	International Latex	1,710,700
16.	American Chicle	1,705,800
17.	Lestoil Products	1,622,900
18.	American Tobacco	1,523,300
19.	Kellogg	1,479,000
20.	Ford Motor Co. (Dealers)	1,464,200
21.	J. A. Folger	1,383,900
22.	Richardson-Merrill	1,307,800
23.	P. Lorrilard	1,286,200
24.	Corn Products	1,220,700
25.	Gillette	1,184,700
26.	Philip Morris	1,176,000
27.	Quaker Oats	1,175,700
28.	Nestle Co.	1,168,200
29.	Coca-Cola Co. (Bottlers)	1,112,000
30.	North American Philips	1,099,800
31.	Food Manufacturers	1,056,800
32.	Minute Maid	1,056,100
33.	Avon Products	1,025,600
34.	General Motors (Dealers)	1,017,100
35.	United Merchants & Mfrs.	942,100
36.	Anheuser-Busch	931,000
37.	Carnation	858,600
38.	General Toy	858,200
39.	Consolidated Cigar	817,100
40.	Wander	792,500
41.	Mobil Oil	781,900
42.	Pepsi Cola (Bottlers)	776,900
43.	Shell Oil	748,800
44.	Maybelline	748,700
45.	S. C. Johnson & Son	742,800
46.	Sun Oil	738,700
47.	National Cranberry Ass'n.	729,000
48.	Parker Pen.	713,400
49.	R. J. Reynolds Tobacco	$683,700
50.	E. & J. Gallo Winery	680,600
51.	U. S. Borax & Chemical	676,400
52.	Carling Brewing	674,100
53.	Helena Rubenstein	649,300
54.	Humble Oil & Refining	639,100
55.	Hills Bros. Coffee	613,800
56.	Chock-Full-O' Nuts	599,200
57.	Miller Brewing	590,900
58.	Andrew Jergens	584,300
59.	Max Factor	564,000
60.	Aerosol Corp. of America	561,100
61.	General Motors	551,700
62.	Sterling Drug	544,600
63.	Falstaff Brewing	543,000
64.	Plough Inc.	542,500
65.	Jos. Schlitz Brewing	541,700
66.	Welch Grape Juice	531,500
67.	Pabst Brewing	518,700
68.	General Electric	505,500
69.	Lanvin Parfums	502,000
70.	Louis Marx & Co.	484,000
71.	American Motors (Dealers)	472,400
72.	American Bakeries	467,700
73.	Norwich Pharmacal	456,200
74.	Ideal Toy	445,900
75.	Atlantic Refining	436,800
76.	Corning Glass Works	435,300
77.	Mars Inc.	429,300
78.	Carter Products	427,000
79.	Campbell Soup	425,000
80.	Standard Oil Co. (Indiana)	424,100
81.	Piel Bros.	424,100
82.	Hertz Corp.	421,200
83.	United Vinters	419,900
84.	Theo. Hamm Brewing	410,900
85.	Great Atlantic & Pacific Tea	409,900
86.	General Mills	409,300
87.	Peter Paul	407,600
88.	Sardeau Inc.	406,800
89.	J. Nelson Prewitt	405,500
90.	Scott Paper	405,000
91.	Chesebrough-Ponds	400,400
92.	Heublein Inc.	400,100
93.	Pharma-Craft	396,000
94.	Pepperidge Farm	390,400
95.	Atlantis Sales	375,900
96.	Simoniz	370,200
97.	American Motors	363,400
98.	Golden Press	363,000
99.	Holsum Baking	363,000
100.	National Dairy Products	358,500

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION
4th QUARTER 1960

AGRICULTURE	$ 311,000
Feeds, meals	160,000
Miscellaneous	151,000
ALE, BEER & WINE	11,727,000
Beer & ale	9,889,000
Wine	1,838,000
AMUSEMENTS, ENTERTAINMENT	425,000
AUTOMOTIVE	5,139,000
Anti-freeze	79,000
Batteries	12,000
Cars	4,144,000
Tires & tubes	181,000
Trucks & trailers	46,000
Misc. accessories & supplies	677,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	404,000
Fixtures, plumbing, supplies	89,000
Materials	104,000
Paints	81,000
Power tools	52,000
Miscellaneous	78,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,533,000
Clothing	2,642,000
Footwear	**329,000**
Hosiery	460,000
Miscellaneous	102,000
CONFECTIONS & SOFT DRINKS	$ 9,968,000
Confections	6,850,000
Soft drinks	3,118,000
CONSUMER SERVICES	5,300,000
Dry cleaning & laundries	14,000
Financial	729,000
Insurance	1,023,000
Medical & Dental	52,000
Moving, hauling, storage	75,000
Public utilities	2,307,000
Religious, political, unions	1,002,000
Schools & colleges	47,000
Miscellaneous services	51,000
COSMETICS & TOILETRIES	13,849,000
Cosmetics	3,241,000
Deodorants	506,000
Depilatories	29,000
Hair tonics & shampoos	1,453,000
Hand & face creams, lotions	1,163,000
Home permanents & coloring	1,139,000
Perfumes, toilet waters, etc.	1,215,000

abc

FRIEND OF OLLIE'S IN UTAH



KCPX TV No. 1 again!

8 of the TOP 10
13 of the TOP 20
26 of the TOP 40

NIELSEN TELEVISION AUDIENCES
AVERAGE WEEKS JAN. 9 THROUGH
FEB. 5, 1961 SHOWS:

Top	KCPX	Channel A	Channel B
10	8	1	1
20	13	5	2
30	19	7	4
40	26	10	4
52*	33	13	6

* 50-51-52 are a three-way tie

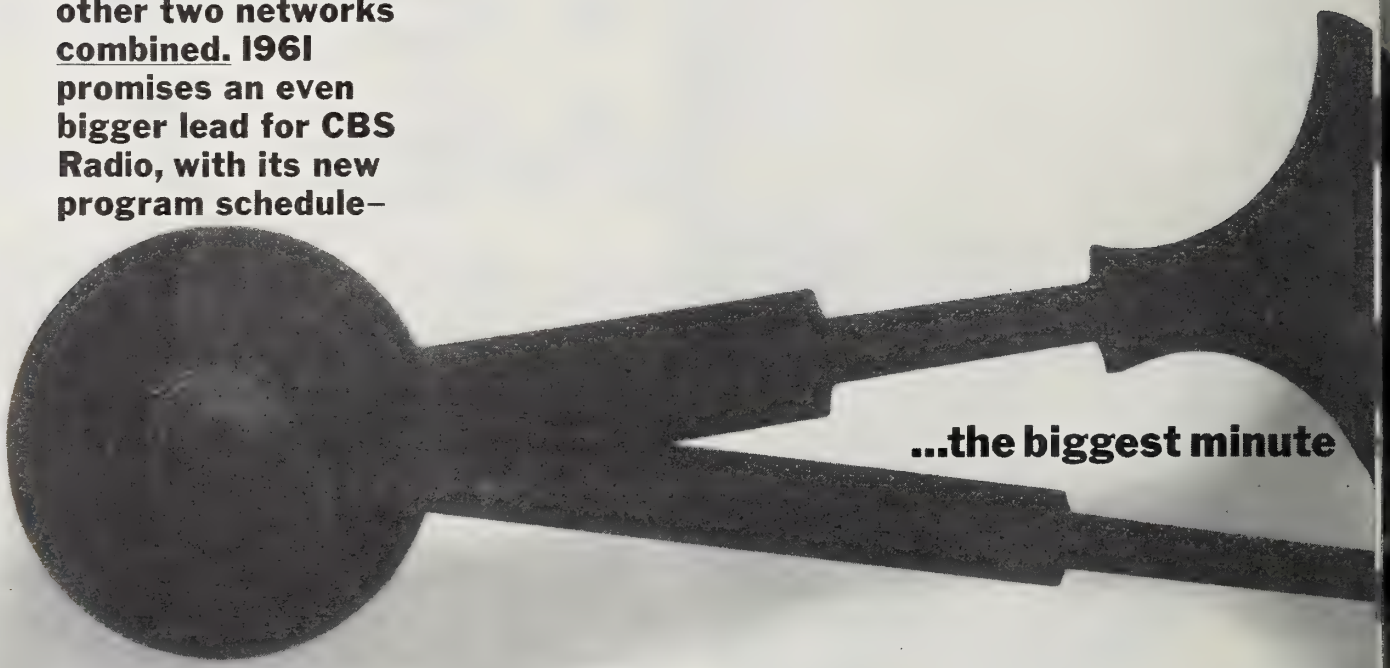
ALSO "TREYZ" BEAUCOUP IN THE
LOCAL DEPARTMENT:

Mon.-Fri. Ave.	Programming	KCPX-4	Channel A	Channel B
10-10:30 p.m.	NEWS – WEATHER – SPORTS	24.4	15.8	12.1
10:30-11 p.m.	ACTION STRIPS ON 4 & A NETWORK ON B	14.0	7.4	10.8

KCPX TV 4 abc

130 SOCIAL HALL AVENUE
SALT LAKE CITY 11, UTAH
National Representative
KATZ AGENCY, Inc.

To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule–

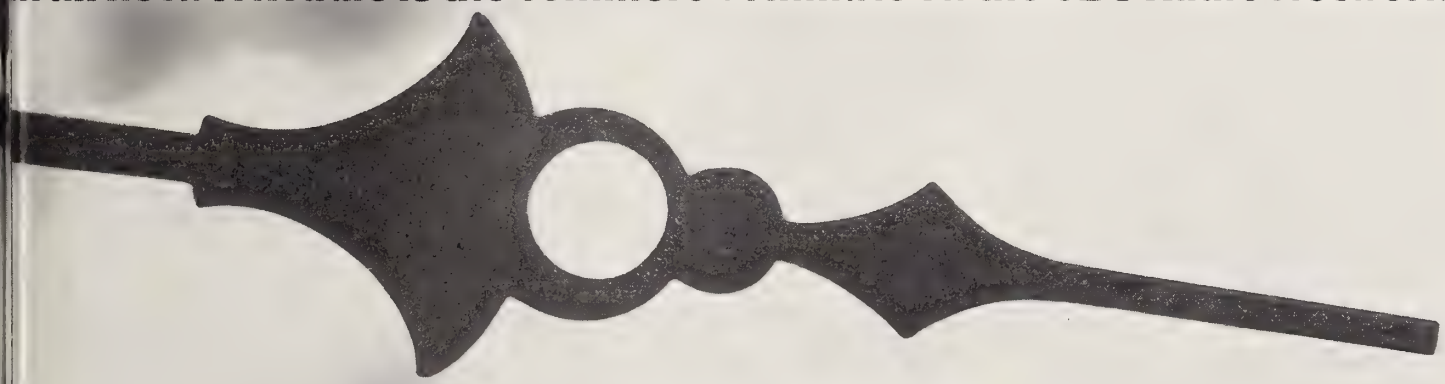


expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

Source: Nielsen Radio Index, Sponsor Cumulative Audience Section; 12 four-week reports, Dec. 7, 1959—Dec. 4, 1960.



in all network radio is the commercial minute on the CBS Radio Network



Your Message Is
ALWAYS
ON TARGET
with



NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT
WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)

VIDEOTAPE
NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8
NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

Razors, blades	$1,525,000
Shaving creams, lotions, etc.	361,000
Toilet soaps	1,977,000
Miscellaneous	1,240,000
DENTAL PRODUCTS	3,549,000
Dentifrices	2,747,000
Mouthwashes	692,000
Miscellaneous	110,000
DRUG PRODUCTS	$ 15,074,000
Cold remedies	5,619,000
Headache remedies	3,015,000
Indigestion remedies	2,597,000
Laxatives	1,074,000
Vitamins	1,383,000
Weight aids	90,000
Misc. drug products	1,017,000
Drug stores	279,000
FOOD & GROCERY PRODUCTS	46,630,000
Baked goods	6,635,000
Cereals	3,637,000
Coffee, tea & food drinks	11,550,000
Condiments, sauces, appetizers	2,437,000
Dairy products	1,605,000
Desserts	616,000
Dry foods (flour, mixes, rice, etc.)	4,766,000
Fruits & vegetables, juices	3,001,000
Macaroni, noodles, chili, etc.	752,000
Margarine, shortenings	3,856,000
Meat, poultry & fish	2,010,000
Soups	450,000
Miscellaneous foods	2,440,000
Miscellaneous frozen foods	758,000
Food stores	2,117,000
GARDEN SUPPLIES & EQUIPMENT	37,000
GASOLINES & LUBRICANTS	$ 6,356,000
Gasoline & oil	6,071,000
Oil additives	265,000
Miscellaneous	20,000
HOTELS, RESORTS, RESTAURANTS	198,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	5,481,000
Cleaners, cleansers	4,005,000
Floor & furniture polishes, waxes	1,229,000
Glass cleaners	1,000
Home dry cleaners	16,000
Shoe polish	158,000
Miscellaneous cleaners	72,000
HOUSEHOLD EQUIPMENT—APPLIANCES	2,088,000
HOUSEHOLD FURNISHINGS	494,000
Beds, mattresses, springs	295,000
Furniture & other furnishings	199,000
HOUSEHOLD LAUNDRY PRODUCTS	10,575,000
Bleaches, starches	2,204,000
Packaged soaps, detergents	7,701,000
Miscellaneous	670,000
HOUSEHOLD PAPER PRODUCTS	$ 1,529,000
Cleansing tissues	424,000
Food wraps	50,000
Napkins	16,000
Toilet tissue	576,000
Miscellaneous	463,000
HOUSEHOLD, GENERAL	1,077,000
Brooms, brushes, mops, etc.	172,000
China, glassware, crockery, containers	508,000
Disinfectants, deodorizers	117,000
Fuels (heating, etc.)	104,000
Insecticides, rodenticides	22,000
Kitchen utensils	35,000
Miscellaneous	119,000
NOTIONS	32,000
PET PRODUCTS	1,772,000
PUBLICATIONS	702,000
SPORTING GOODS, BICYCLES TOYS	3,732,000
Bicycles & supplies	24,000
Toys & Games	3,641,000
Miscellaneous	67,000
STATIONERY, OFFICE EQUIPMENT	54,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	$ 341,000
Radio & television sets	107,000
Records	215,000
Miscellaneous	19,000
TOBACCO PRODUCTS & SUPPLIES	8,457,000
Cigarettes	6,984,000
Cigars, pipe tobacco	$1,342,000
Miscellaneous	131,000
TRANSPORTATION & TRAVEL	832,000
Air	603,000
Bus	97,000
Rail	125,000
Miscellaneous	7,000
WATCHES, JEWELRY, CAMERAS	1,092,000
Cameras, accessories, supplies	321,000
Clocks & watches	57,000
Jewelry	34,000
Pens & Pencils	1,199,000
Miscellaneous	81,000
MISCELLANEOUS	1,702,000
Trading stamps	129,000
Miscellaneous products	712,000
Miscellaneous stores	861,000
TOTAL	$163,060,000

Business briefly...

Massey-Ferguson Inc., Racine, Wis., will sponsor *Five Star Jubilee,* a new "popular" and country music series, which will premiere March 17 on NBC-TV (Fri. 8-8:30 p.m. EST). The program, which replaces *One Happy Family,* will originate live in the Landers Theatre in Springfield, Mo. Agency: Needham, Louis & Brorby, Chicago.

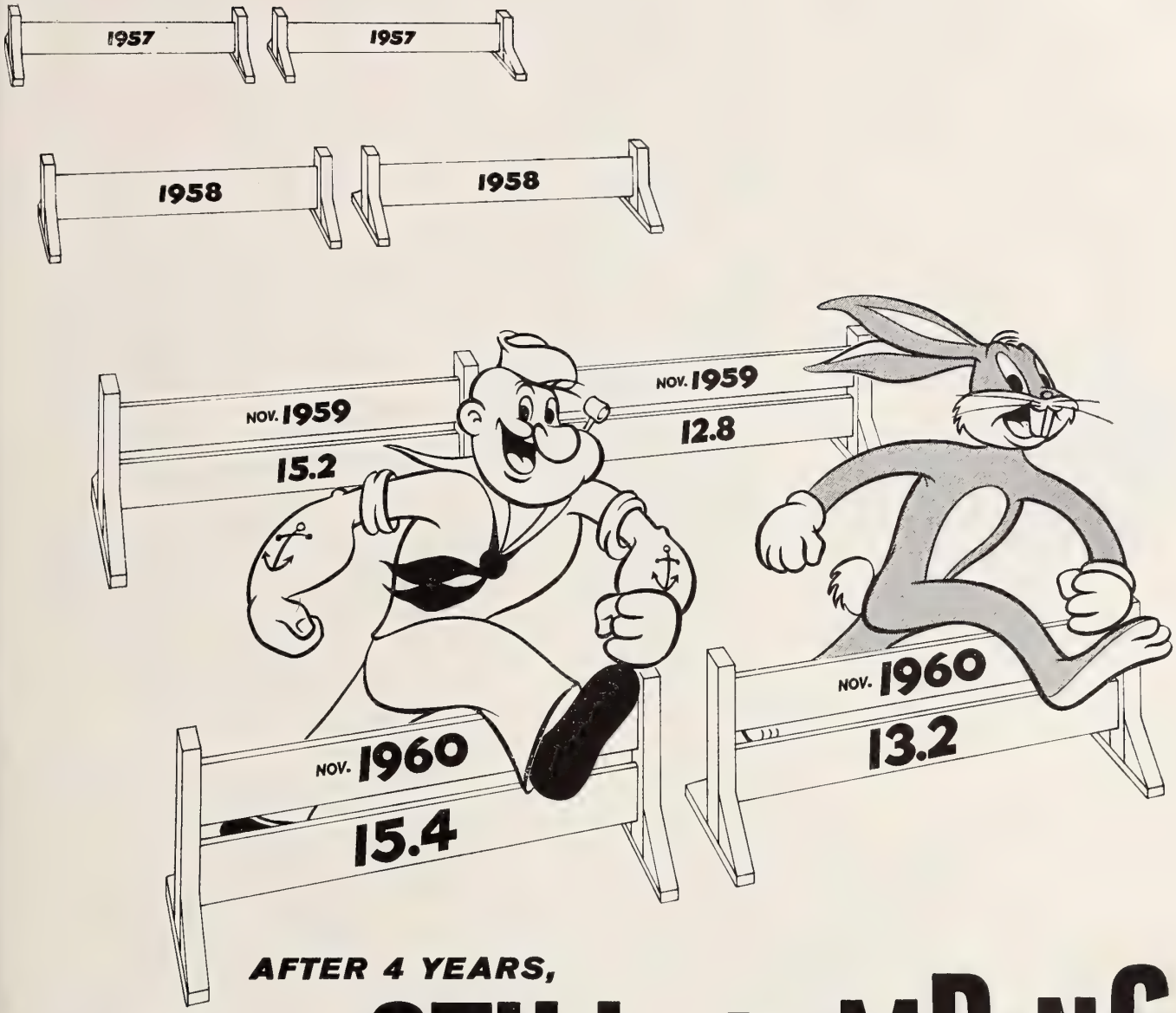
Pepsi-Cola Co., N. Y., will sponsor a color special *Young at Heart* on NBC-TV, Friday, April 28 (10-11 p.m., EST). The musical show will star singer Jane Powell in a musical salute to spring. On the April 28 date only, the program will pre-empt the *Michael Shayne* show. Pepsi-Cola has been planning a regular half-hour weekly program series, *The Jane Powell Show,* for next season (BROADCASTING, Feb. 13). Agency: BBDO, N. Y.

Parker Brothers Inc., (games) Salem, Mass., to introduce a new Civil War game called "1863," will launch its attack by radio in New York, starting March 17. Some 200 one-minute and 30-second announcements will be aired in the introductory campaign. Agency: Badger & Browning & Parcher Inc., Boston.

The Kitchens of Sara Lee, Chicago, will join **Procter & Gamble Co.,** Cincinnati (BROADCASTING, Dec. 19, 1960) in co-sponsorship of ABC-TV's presentation of the Motion Picture Arts & Sciences' "Oscar" Awards ceremonies April 17 (Mon. 10:30 p.m.-conclusion). Agency: Cunningham & Walsh Inc., N. Y.

Lever Bros., N. Y., and **State Farm Mutual Insurance Co.,** Bloomington, Ill., will co-sponsor a new weekly comedy series on CBS-TV, *High Time,* starring Johnny Wayne and Frank Shuster, as summer replacement for *The Jack Benny Program* from June 25 through Oct. 8 (Sun. 9:30-10 p.m. EDT). Agencies: Sullivan, Stauffer, Colwell & Bayles (Lever) and Needham, Louis & Brorby (State Farm).

Wilson Sporting Goods Co., River



AFTER 4 YEARS,

RATINGS ARE

STILL JUMPING

UAA's Popeye and Warner Bros. cartoons, after four years on the air, are rating higher this year than last. Popeye scored a Nov. 1960 ARB average of 15.4 in 122 markets. Warner Bros. cartoons scored a solid 13.2 in 104 markets. This out standing result* includes all markets for which ratings are available, regardless of station, time period or competition. No wonder that stations, almost without exception, have been renewing these profitable cartoon programs. Be sure you stay on this winning team. Call or wire.

*tabulation of individual market ratings available on request.

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 1041 N. Formosa Ave., HO 7-5111

©United Artists Associated, Inc.

Grove, Ill., and **Kemper Insurance Group,** Chicago, will co-sponsor NBC-TV's coverage of two major golf tournaments this spring, the eighth annual Tournament of Champions at Las Vegas, May 7 (Sun. 5-6 p.m. EDT) and the National Open at Birmingham, Mich., June 17 (Sat. 5:30-7 p.m. EDT). Agencies: Campbell-Mithun, Chicago (Wilson); Clinton E. Frank, Chicago (Kemper).

Beech-Nut Life Savers today (March 13) will launch a $1 million introductory California campaign for the new twist-off caps for Beech-Nut baby food glass jars. First phase of the campaign calls for the use of 800 radio spots and 276 tv spots (180 daytime, 96 nighttime) in Southern California and a similar broadcast schedule in the San Francisco area, plus newspaper space. Young & Rubicam, N. Y. is the agency.

Agency appointments...

▪ I. Rokeach & Sons, N. Y., (kosher products), appoints Smith/Greenland, that city, as its advertising agency.

▪ Revell Inc., manufacturer of Revell toys and Cunningham & Walsh, L. A., will terminate a relationship of nearly two years on May 31. Neither advertiser nor agency made any explanation of the break.

Mattel raises ad budget

Mattel Inc., Hawthorne, Calif., manufacturer of toys and games, has earmarked more than $2.5 million for national advertising and point-of-sale promotion in 1961, an increase of 20% over last year's budget, announces Cliff Jackobs, marketing vice president. Continuing its twice weekly ABC-TV *Matty's Funday Funnies,* firm will also utilize heavy tv spot schedule on stations in 40 markets from September through December and other cities will be added as the campaign accelerates. Agency: Carson Roberts Inc., Los Angeles.

Italian-Americans to boycott 'Untouchables'

LIGGETT & MYERS TOBACCO PRODUCTS TO BE FIRST HIT

The Federation of the Italian-American Democratic Organizations of New York's running battle with ABC-TV's *Untouchables* crime series, took on appearances of a full-scale war last week. On Thursday (March 9) the federation fired a double-barrelled protest by picketing the network's New York offices and the entrance to the Waldorf-Astoria Hotel where the Radio & Television Executives Society of New York was holding its annual banquet.

The action was expected to be followed with an announcement on Sunday (March 12) that the group will boycott products of advertisers on the ABC-TV show, beginning at first with Liggett & Myers Tobacco Co.'s Chesterfield, L & M Filters, Oasis and Duke cigarettes (CLOSED CIRCUIT, March 6).

The Italian-Americans are protesting the alleged consistent portrayals of Italians as gangsters on the *Untouchables* series. Last week's actions stemmed from a breakdown of conferences held during the latter part of February in Washington, D. C., and New York among ABC-TV executives and a group of congressmen, Joseph P. Addabbo (D-N.Y.), Victor L. Anfuso (D-N.Y.), Peter W. Rodino Jr. (D-N.J.) and Alfred E. Santangelo (D-N.Y.), who represented the Italian-American organizations (BROADCASTING, Feb. 27).

More than 250 people of Italian extraction picketed the ABC offices at Broadway and W. 66th St. on Thursday—the birth date of Amerigo Vespucci, Florentine explorer and writer—for more than an hour and then moved downtown to the Waldorf-Astoria Hotel where they demonstrated from 7:30 p.m., when the RTES gala banquet began, until 10:30 p.m. when the affair ended. A spokesman for the pickets said the hotel demonstration was for the benefit of the "important people" in the broadcast industry.

Plans for the boycott were to be announced over the weekend at the federation's Amerigo Vespucci Awards Dinner, an annual affair held to honor outstanding Americans of Italian origin. Dinner guests were to be told that the 500 New York member organizations of the Italian-American Federation will distribute some 250,000 posters to offices, factories and buildings across the country which will advise readers not to buy L&M products because the firm sponsors the *Untouchables.* The last line of the posters will say "ABC is unfair to Americans of Italian origin."

The federation's state president, Congressman Santangelo said last week that his group's action is the first step towards its objective of "cleaning up the tv industry in line with the strong demand made by Gov. LeRoy Collins [NAB president] in which he exhorted tv broadcasters to improve the quality of programming.

Sheraton Hotels starts tv drive

In its first use of television, Sheraton Hotel Corp., Boston, started a spot tv campaign Jan. 31 which had built up to 30 markets last week.

Sheraton officials believe it is "by far the most extensive" spot tv campaign on behalf of a hotel organization. The agency is BBDO, Boston.

The tv effort supplements a long-established print program and a heavy spot radio schedule begun last summer. The spot tv campaign will add other markets in ensuing months, and a special tv schedule will be carried soon in the Midwest on behalf of the French Lick-Sheraton, French Lick, Ind. The tv campaign is concentrated in areas where Sheraton has hotels or reservations offices.

Commercials, both 20-second and one-minute, are built around four Sheraton features—"extra values," such as air conditioning and tv sets at the hotels; "Sheraton in Hawaii," which highlights the five company-owned hotels at Waikiki Beach; "in the heart of things," which stresses the hotels' central location, and "reservatron," which describes the company's exclusive electronic reservation system.

Commercials were prepared by BBDO's Boston creative staff: consisting of Mike Danyla, copy, and Ralph Maxcey, art. Assistance was provided by writer Arnold Leo and artist Bert Mangel of BBDO, New York. Supervising production was Nicholas DeMarco, BBDO, New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 2-8 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 2	**25 Years of Life** (9:30 p.m.)	NBC-TV	26.9
Fri., March 3	**Flintstones** (8:30 p.m.)	ABC-TV	26.3
Sat., March 4	**Gunsmoke** (10 p.m.)	CBS-TV	29.9
Sun., March 5	**Candid Camera** (10 p.m.)	CBS-TV	35.5
Mon., March 6	**Danny Thomas** (9 p.m.)	CBS-TV	23.6
Tues., March 7	**Garry Moore** (10 p.m.)	CBS-TV	24.5
Wed., March 8	**Wagon Train** (7:30 p.m.)	NBC-TV	23.6

Copyright 1961 American Research Bureau



What's Fargo got that Stamford ain't got?

Stamford (Connecticut) is the No. 2 metro area in the U. S., for retail-sales-per-household.* But Fargo has *higher* retail-sales-per-household, and *that's* what Fargo's got that Stamford ain't got!

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

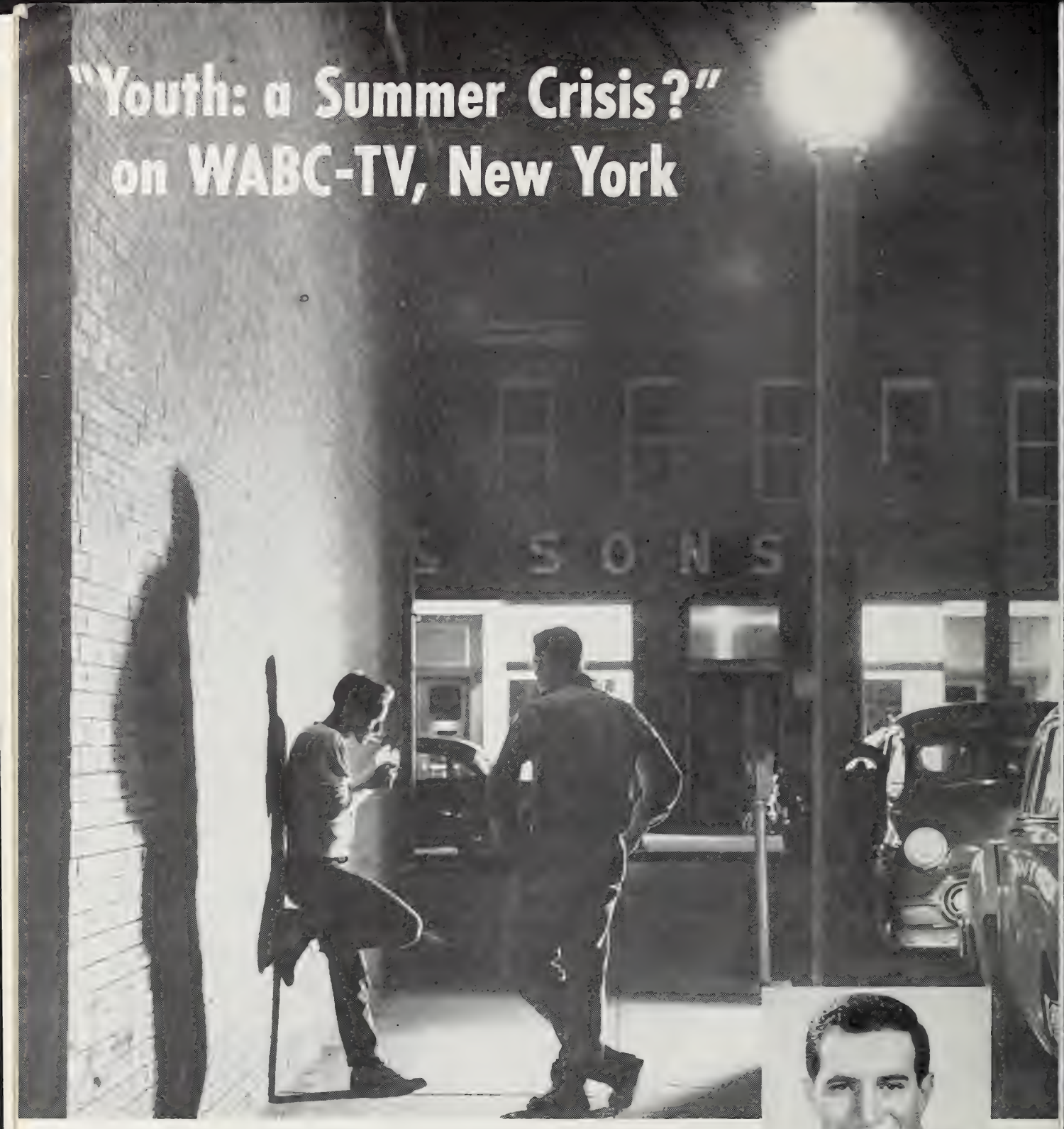
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to Standard Rate & Data Service*

"Youth: a Summer Crisis?" on WABC-TV, New York



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**



"Today's youth is tomorrow's citizen. Invest in him today—train him, teach him, employ him today—and the community will be proud of him tomorrow. That principle has inspired WABC-TV's youth project—a continuing series of varied programs, designed to uplift the values, raise the standards and stimulate the ambitions of today's young people."

JOSEPH STAMLER
Vice Pres., WABC-TV

Priceless Asset

The needs of New York youth are a challenge to WABC-TV. Specifically, it asks, what are these needs? And what is being done to meet them?

Probing for answers, the station has struck a rich vein of program material. For example, "Expedition: New York," a series presenting the sights, sounds and people of the world's greatest metropolis.

"Expedition: New York" was launched in October 1960. Presented in prime time, it appeals strongly to all age groups—yet always spotlights the traditions that help youth better understand the New York of today—and tomorrow. Outstanding programs include Sloan Wilson on "It's a Great Place to Learn"; Sam Levenson on "Education: Tailor-Made"; Myron Cohen on "The Fabulous Five Streets"; the Herald Tribune editorial board on "The Newspaper Game".

When mail count for a single program exceeds 4,000, when an average of 350 students submit essays on each telecast—then a station can truly be said to have developed "a winner."

Guarding a community's priceless asset —its youth—does not begin and end with a single series. It is a continuing campaign: "Youth: A Summer Crisis?," examining problems of teen-agers with time on their hands; "High School Sports," emphasizing fair play and leadership; "Salute to Youth," presented in cooperation with the NYC Commerce Department; and a "Jobs for Youth" campaign with the NY State Employment Service.

To Blair-TV, creative community-interest programming by great stations like WABC-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

GASOLINE AND TV

Pure Oil and American Oil reveal advertising budgets

Pure Oil Co., Chicago, through Leo Burnett Co. there, unveiled its new "Firebird" marketing symbol last week and began what it described as "the most massive advertising campaign in its modern history." The drive, including radio-tv spot, is introducing "Pure Firebird Super with Tri-tane" and "Pure Firebird Regular" gasolines.

For the first 13 weeks, television spots have been purchased in 34 markets and radio spots have been placed in 65 markets over and above the 20 markets where radio spots already have been running. Two-color newspaper ads are being placed in 137 markets and outdoor in 417 markets. Magazines also are being used. The entire drive ties-in with point-of-purchase using the Firebird symbol.

Meanwhile it was learned from American Oil Co. that a new coordinated campaign to promote American's expansion into the national market is expected to be ready for May, although specific plans are not set. Radio-tv will be used, however. D'Arcy Adv., Chicago, was named earlier to handle the consumer product advertising for American.

How big a radio-tv account will the new American Oil become? One hint might be drawn from a talk President L. W. Moore made to jobbers Wednesday in Charlotte, N. C. He said that in the six state Atlantic region of American alone, the company this year will spend $6 million to give its service stations a "new look" and that of this sum, more than $1 million will go into regional advertising, including broadcast.

The marketing strategy changes in the petroleum field have been frequent in recent months. Just a fortnight ago the Mobile Oil Div. of Socony Mobil Oil Co. left Compton Adv. after 18 years and placed its $12 million account with Ted Bates. (BROADCASTING, March 6). Earlier Shell Oil Co., through Ogilvy, Benson & Mather, dropped out of tv and put its $16 million into newspapers, but TvB studies show the petroleum trend actually is for more tv, with the big brands such as Texaco and Gulf signing for tv news with NBC-TV (BROADCASTING, Jan. 16).

Coffee firm quits Grey

The Chock Full O' Nuts Corp., New York, last week gave Grey Adv., New York, 30 days notice it is seeking a new advertising agency. A spokesman for the advertiser said the company will bill at least $3 million in 1961, though this figure may be increased.

Grey has handled the account seven years. A spokesman for the agency said there was a disagreement over broadcasting plans, Grey favoring radio-tv spot and the client preferring sponsorship of musical radio-tv programs. An official of the company said "it has nothing to do with that; it goes much deeper than that." The company, he said, is seeking an agency with experience in the grocery field, particularly one which has handled a coffee account.

Prudential may cancel 'Twentieth Century'

The Prudential Insurance Co. of America may cancel its sponsorship of CBS-TV's *Twentieth Century* (Sun., 6:30-7 p.m., EST) after this season. Reach, McClinton & Co., the agency, has not made its recommendation to cancel as yet, but a decision is expected later this month. Prudential, which has sponsored the CBS-TV public information series for an unprecedented four-year, 52 weeks-a-year stretch, is faced with a "marketing problem" that revolves around the fact that "advertising doesn't sell insurance—agents do."

"Prudential needs a program that will create agent motivation," Robert W. Robb, executive vice president and general manager at Reach, McClinton, explained. "The program has to stimulate enthusiasm among agents—give them something to talk about when they go out selling. We're not unhappy with *Twentieth Century*. It's a wonderful program, but after four years it isn't likely to motivate anyone."

The insurance firm, which has an annual advertising budget in excess of $6 million dollars has been spending approximately $3.8 million of that amount yearly for *Twentieth Century*.

Officials at CBS-TV said they would seek another advertiser for the program if Prudential drops out. The series, which has always enjoyed considerable critical and audience approval, costs some $90,000 a week including time, talent, production and other advertising expenses.

Tv fashion show idea turns into a trend

More than two dozen stores are known by Television Bureau of Advertising to be planning spring fashion shows, and the total could go to 50. Howard P. Abrahams, TvB's vice president for local sales is releasing in New York today (March 13) a status report on a trend that has been picking up in the wake of a tv success one year ago by Macy's in New York, an event that attracted attention in the retail trade.

Ten or more stores rushed to cameras with their fall models, and now the spring-and-autumn roll includes merchants in large and small markets throughout the country. This season, many are running their spring shows more than once on tv.

The evolution of a new media giant

WASHINGTON POST CO. BUYS 'NEWSWEEK' FOR $16 MILLION

Another media empire joined the half-dozen or more giants in the communications field last week when the Washington Post Co. bought *Newsweek Magazine* in a $16 million transaction.

The Post bought the national newsweekly—it ranks next to *Time Magazine* in circulation—from the Vincent Astor Foundation and other stockholders. The purchase was announced last Thursday.

The Washington Post publishing-broadcasting complex thus takes its place among these other media aggregations:

Time, Cowles, Triangle, Meredith, Whitney-Corinthian, Newhouse, Scripps-Howard, Hearst, Cox and a handful of regional publishing-broadcasting entities (Don Reynolds, Gannett, Steinman, Lee, McClatchy, Lindsay- Schaub, Morgan Murphy, Stauffer and Ridder).

The *Newsweek* purchase also includes the magazine's 46.22% interest in KOGO-AM-TV and KFSD-FM San Diego.

The Washington Post Co., publishes the capital's only morning newspaper, the *Washington Post & Times-Herald.* It owns WTOP-AM-FM-TV in Washington and WJXT (TV) Jacksonville. It bought the Florida station in 1953, paying $2.47 million for what was then WMBR-AM-FM-TV. In 1958 it sold the radio properties to WWDC Washington for approximately $400,000.

Bought at Auction ▪ The failing *Post* was bought by the late Eugene Meyer, New York financier, in 1933 at a bankruptcy sale. In 1954, the Post bought the opposition morning newspaper, the *Washington Times-Herald,* from the late Col. Robert R. McCormick (*Chicago Tribune, New York Daily News*), paying $8 million.

WTOP was originally owned by CBS. The Post bought a 55% interest in 1949 for $800,000. WTOP Inc. bought ch. 9 in Washington from the Bamberger Broadcasting Co. in 1950 for $1.4 million. CBS sold its 45% interest to the newspaper in 1954 for $3.5 million.

Philip L. Graham, 44-year-old son-in-law of Mr. Meyer, is president of the Washington Post Co. John W. Sweeterman, formerly the newspaper's business manager, was named publisher recently. The newspaper, one of the country's most prominent dailies, has a circulation in the nation's capital of over 400,000. It ranks seventh in the nation in advertising volume.

Newsweek, with a circulation of 1.4 million (compared with *Time's* 2.5 million), was founded in 1933 (it was then known as *Today*) by financier Vincent Astor, W. Averell Harriman, former New York governor and now President Kennedy's special roving ambassador, and others. Raymond Moley, a close adviser of President Franklin D. Roosevelt, was editor and still writes a weekly column. Malcolm Muir joined *Newsweek* in 1937 as publisher. He had been president of McGraw-Hill Publishing Company.

The magazine in 1960 had gross revenues from the sale of advertising of $27.1 million, compared with *Time's* $51.1 million, according to Publishers Information Service.

Newsweek's editor, John Denson, resigned last month to become editor of the *New York Herald Tribune.*

The purchase announcement last week said that the Washington Post Co. had purchased the 62% interest of the Vincent Astor Foundation in the magazine, and had agreed to make a similar offer to other stockholders. No price was given for the purchase. The stock is valued at $50 per share.

Media Combines ▪ *Time* entered the broadcasting field in 1953 when it bought what was then KDYL-AM-FM-TV Salt Lake City for $2.1 million. The Luce company's interest in broadcasting was brought about through the intercession of the late Wayne Coy, former FCC chairman and before that manager of the *Washington Post's* WINX Washington. Mr. Coy had been a special assistant to Mr. Meyer at the *Post* before taking over the radio post.

The very next year, *Time* bought KLZ-AM-FM-TV Denver, paying $3.5 million. In 1957 *Time* bought the Harry Bitner properties in a package transaction totaling $15¾ million. This included WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. *Time* sold the Salt Lake City properties in 1959 to Columbia Pictures for $3.1 million.

Time Inc., publishes in addition to the news magazine, *Life, Fortune, Sports Illustrated* and the *Architectural Forum.*

Cowles, publisher of the *Des Moines*



Mrs. Roosevelt honored by WTTG (TV)

Sen. Hubert Humphrey (D.-Minn), Mrs. Eleanor Roosevelt and John W. Kluge, president of Metropolitan Broadcasting Corp. (l-to-r), are shown at a reception for the former first lady when she visited WTTG (TV) Washington to tape her *Prospects of Mankind* program. The program, shown on WTTG Saturday (March 11) and repeated on WNEW-TV New York yesterday (March 12), featured a discussion of the Peace Corps. Sen. Humphrey joined President Kennedy, Prof. Samuel Hayes, U. of Michigan (architect of the Peace Corps task force), and Prof. Senteca Kajubi, U. of East Africa, Uganda, as guests.



A BALLAD OF THE NORTH AND SOUTH

Stirring songs of battle, sorrow and victory... "Dixie," "John Brown's Body," "Yellow Rose of Texas"; these and other melodies recalled the passion and sweep of the Civil War on "A Ballad of the North and South." Produced by WBBM Chicago, one of the CBS Owned Radio Stations, and presented over the CBS Radio Network, this program of authentic Civil War music had the nation's critics cheering. Among their comments: "The melodies were happily blended with a commentary that fit the mood..." "The WBBM Orchestra, the Northwestern University Men's Glee Club and various soloists performed with style and humor."

Small wonder that it was chosen as one of the top two Radio Documentaries of the Year by 358 of the nation's Radio-TV editors in Radio-TV Daily's 19th Annual All-American Awards.

The CBS Owned Radio Stations create radio programs that are adult, informative, thought-provoking and, above all, interesting. According to one listener, "A Ballad of the North and South" was: "Best I've ever heard." Wouldn't a man in *that* frame of mind be receptive to your advertising message?

When people listen attentively to stimulating, provocative programs, they pay attention to the sponsor's sales message. And it is a matter of record that attentive, active, responsive audiences listen to the idea stations:

WEEI, WCBS, WCAU, WBBM, KMOX, KCBS, KNX, THE CBS OWNED RADIO STATIONS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST LOUIS SAN FRANCISCO LOS ANGELES

Register & Tribune and *Look Magazine,* has held KRNT-AM-FM-TV Des Moines since before World War II. In the two post war decades, it acquired WHTN-TV Huntington, W. Va. The family-owned Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson (Wichita), Kan.

Triangle, based on *Philadelphia Inquirer*-WFIL-AM-FM-TV ownership, expanded during the past decade into ownership of WFBG-AM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV and KRFM (FM) Fresno, Calif. The Annenberg publishing empire includes *Seventeen, Tv Guide, Official Detective, Tv Digest, The Morning Telegraph* and *Daily Racing Form.*

Meredith Publishing (*Better Homes & Gardens, Successful Farming,* plus a growing book publishing division), won a grant for Syracuse, N. Y., in 1948 and soon after purchased a radio affiliate. This is now WHEN-AM-TV. Since then it has bought KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-TV Omaha and KRMG Tulsa.

The John Hay Whitney-Corinthian group started in broadcasting in 1954 when the then J. H. Whitney Co. bought KOTV (TV) Tulsa, Okla., for $4 million. Since then Corinthian Broadcasting Corp. has acquired controlling interests in KHOU-TV Houston, Tex.; WISH-AM-TV Indianapolis, Ind.; WANE-AM-TV Fort Wayne, Ind., and KXTV (TV) Sacramento, Calif. Corinthian is 100% owned by Mr. Whitney, former ambassador to Great Britain, and publisher of the *New York Herald-Tribune* and *Parade Magazine* newspaper supplement. Through another subsidiary, Mr. Whitney owns 50% of the Herald-Tribune radio stations (WVIP Mt. Kisco, WVOX-AM-FM New Rochell, WGHQ Saugerties and WFYI Mineola, all New York.

The other 50% is owned by Martin Stone, broadcast producer.

Newspaper Groups ▪ S. I. Newhouse owns newspapers and radio tv outlets in Syracuse, N. Y.; Birmingham, Ala.; Harrisburg, Pa.; Portland, Ore., and St. Louis, Mo. He also owns the Conde-Nast Publishing Co. (*Vogue*).

The Scripps-Howard newspaper chain owns broadcast properties in these cities where it also publishes dailies: Cleveland, Cincinnati, Knoxville and Memphis.

Hearst newspaper-broadcast interests are in Baltimore and Milwaukee. It also owns radio and television interests in Pittsburgh.

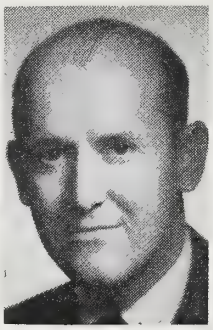
The Cox newspaper-radio-tv ownership covers Atlanta, Dayton, Charlotte and Miami.

Richards retained as Collins consultant

Robert K. Richards, Washington consultant and one-time administrative vice president of NAB, has been retained as a special consultant to NAB President LeRoy Collins on the proposed reorganization of the association.

Mr. Richards served at NAB in Washington from 1947 to 1954 when he established his own consultant firm. During this time he was public relations director of NAB and then assistant to NAB President Harold E. Fellows. He was named NAB administrative vice president in 1951 and remained in that capacity until he resigned.

Before joining NAB, Mr. Richards was editorial director of BROADCASTING (1944-47). During World War II he was assistant censor for broadcasting in the Office of Censorship. He was with Storer Broadcasting Co. in Toledo before the war, and with Scripps-Howard newspapers before that. Last year, Mr. Richards was president of the Broadcasters Club, Washington. This year he is chairman of the club's board of directors.



Mr. Richards

He holds interests in WKYR Keyser, W. Va., and WKBZ Muskegon, Mich.

Promised for submission to the NAB board in June is a plan for reorganizing NAB. This was proposed by Gov. Collins at the February board meeting in California. The NAB president said at that time the association's structure should be reorganized to permit greater concentration on broadgauge problems, especially government and public relations (BROADCASTING, Feb. 20).

In announcing the retention of Mr. Richards, Gov. Collins also said he has requested NAB staff executives to submit recommendations on reorganization. The choice of Mr. Richards was approved by the NAB Advisory Committee, which includes Clair R. McCollough, Steinman stations, chairman of joint NAB board; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., chairman of the tv board, and Thomas C. Bostic, Cascade Broadcasting Co., chairman of the radio board.

CBS tv stations exchange

A public affairs program exchange, conducted annually for the past two years by the five CBS-owned tv stations, begins April 15 and will run an extended 20-week period. The exchange, in which each station contributes a public affairs series for weekly showing on the other stations, was extended seven weeks to accommodate enthusiastic local response.

Programs and producing stations making up the 1961 exchange are: *The American Musical Theater,* WCBS-TV New York; *Keynotes,* KNXT (TV) Los Angeles; *The New Nations* WBBM-TV Chicago; *Once Over Lightly,* WCAU-TV Philadelphia; and *Outside In,* KMOX-TV St. Louis. The exchange series will add a total of 80 half-hour programs to each stations' weekly public affairs schedule.

WFAA stations schedule new building fanfare

WFAA-AM-FM-TV Dallas will move into its new $3.5 million quarters with a week of fanfare which begins April 5 with a dedication before 100 government and network officials and ABC-TV stars. A banquet follows that evening.

The tv stars will make personal appearances throughout the week and the building will be open to tours.

The new building consolidates formerly separate radio and tv facilities. The tv building dates from 1949, when WFAA began the first tv station in Dallas. The radio station went on the air in 1922, although its present building is more recent.

WFAA has sold the old tv studio to the city's educational KERA-TV for $400,000. The company values the studio and its equipment at $1,000,000.

The company has likewise sold or given away the former radio property with the exception of the files and an 80,000-record collection.

CBS-TV station meet set

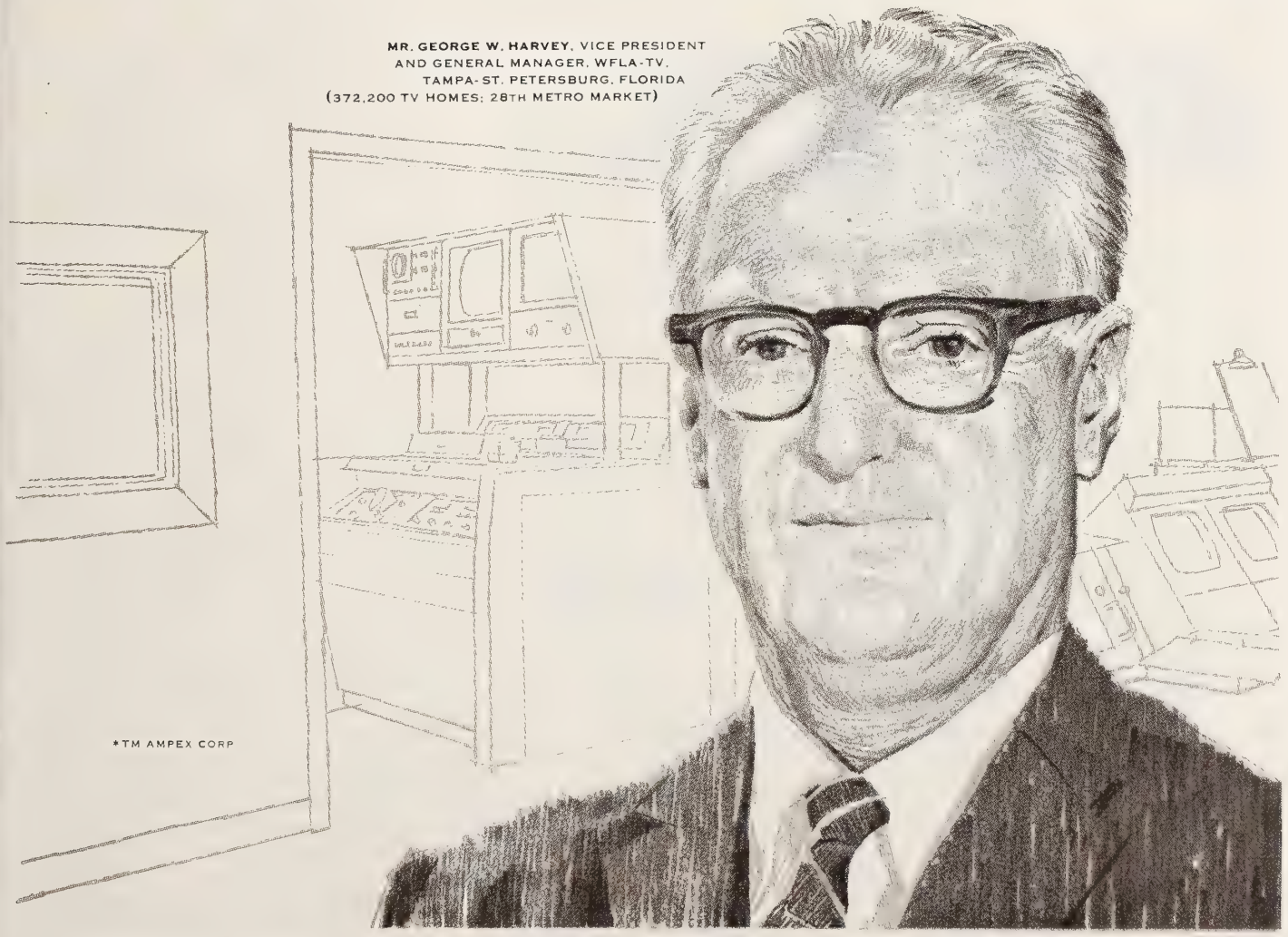
The general managers of CBS-owned tv stations — WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will meet in New York March 14-17. A comprehensive agenda has been prepared for the four-day conference. Among the topics to be discussed are public interest programming, one-hour documentaries, editorials and news programs. One day will be given to a sales clinic to be attended by the sales managers of the five stations.

CBS-TV Stations Division executives attending will be Merle S. Jones, president of the division; Craig Lawrence, vice president, CBS-TV stations; Harvey Struthers, vice president, station services; Bruce Bryant, vice president and general manager, CBS-TV Spot Sales and Hal Hough, director, program services.

"We've used the Ampex VTR to make money and increase business . . . very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about . . . We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. *Videotape** is their baby all the way. Always has been." • • • • **Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.**

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TAMPA-ST. PETERSBURG, FLORIDA
(372,200 TV HOMES; 28TH METRO MARKET)

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KOGO-AM-TV, KFSD-FM San Diego, Calif.: Partial ownership transferred to *Washington* (D.C.) *Post* in newspaper's purchase of *Newsweek Magazine* for about $16 million (see page 44).

▪ KDAN Eureka and KBUC Corona, both Calif.: Sold by James F. Hadlock to Abe E. Goldman for over $575,000. Mr. Goldman is chairman of Son-Mark Industries, Philadelphia. Mr. Hadlock continues as president of both stations. He bought KDAN in 1959 for $225,000 and KBUC in 1958 for $175,000. KDAN is 5 kw day on 790 kc; KBUC, 1 kw day on 1370 kc. Broker was Jack L. Stoll & Assoc.

▪ KIEV Glendale, Calif.: Sold by David H. Cannon and Reed E. Callister for $400,000 plus $50,000 in consulting fees to Southern California Broadcasting Co. Principals of the buyer are William J. Beaton, 24-year veteran of broadcasting in Southern California; for the last 16 manager of KWKW Pasedena, who will be president and general manager; Dr. George P. Landegger and Allen O. Dragge. KIEV operates daytime with 250 w on 870 kc.

▪ KOPY Alice, Tex: Sold by Leon S. Walton to Norman Building Co. for $200,000. Robert N. Aylin is president of buying group. Mr. Walton bought KOPY in 1958 for $150,000. Station is 1 kw on 1070 kc. Broker was Patt McDonald Co.

▪ KAGE Winona, Minn.: Sold by Albert S. and Patricia W. Tedesco to James Goetz, Rex Eyler and Merlin Meythaler for $105,000. Mr. Goetz has been a Wisconsin radio executive, Mr. Eyler, a Monroe, Wis., businessman, and Mr. Meythaler has an interest in KMAQ Maquoketa, Iowa. The Tedescos are applicants for Minneapolis, Minn. KAGE is 1 kw daytime on 1380 kc. Broker was Hamilton, Landis & Assoc.

▪ WABR Orlando-Winter Park, Fla.: Sold by I. Edward Edwards, Preston M. Ward and David McGregor to James H. Sawyer for $7,000 in bankruptcy sale after debts amounting to about $20,000 in secured obligations and $170,000 in unsecured claims are satisfied. Assets add up to $70,000. Mr. Sawyer, who sold the station to the present sellers in 1958 for $225,000, holds a promissory note with a remaining unpaid balance of almost $59,000. The station, 5 kw day on 1440 kc, was bought by Mr. Sawyer originally in 1957 when he paid $126,500 for it. In 1955, $600 was paid for 12% and $29,000 for 40%.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ WSAI-AM-FM Cincinnati, Ohio: Sold by Consolidated Sun Ray to Jupiter Broadcasting Co. for $1.2 million, including agreement not to compete. Also part of transaction is $12,000 for Musicast Inc., background music corporation in Cincinnati. Jupiter is jointly owned by Fox, Wells & Rogers, which has 42.5% interest in KOGO-AM-TV and KFSD-TV San Diego and a minority interest in Springfield Television Corp. (WWLP [TV] Springfield, WWOR [TV] Worcester and WRLP [TV] Greenfield, all Massachusetts), and Payson & Trask. Both are New York investment firms. Ernest Tannen, former Kluge stations director and owner of WDMV Pocomoke City, Md., is president of Jupiter.

▪ WTAC Flint, Mich.: Sold by Leonard and Philip Chess to Whitehall Stations Inc., for $533,200 plus brokers commission of $22,500 and agreement not to compete. Whitehall is composed of Philadelphia businessmen, with Louis Tose, trucking, president, and including Philadelphia disc jockeys Gene Milner, WIP and John Reddy, WRCV.

Six join ABC Radio

Six stations have joined ABC Radio: KARA Albuquerque, N. M.; KTOK Oklahoma City, Okla.; WHYE Roanoke, Va.; KSBW Salinas, Calif.; KIRL Wichita, Kan., and KOME Tulsa, Okla. ABC now has 353 affiliates.

KARA is on 1310 kc with 1 kw, managed by Walter Stiles, president, and had been operating independently. KTOK, former MBS station, operates on 1000 kc with 5 kw, Wendell Mayers, president, and Tom Johnson, general station manager. WHYE, previously independent, is assigned to 910 kc with 1 kw, owned by Roanoke Broadcasters Inc., Joseph Mullen, president, and Jon A. Holiday, vice president-general manager.

KSBW, which had been dually affiliated with ABC and Mutual, is on 1380 kc, 5 kw, owned by Salinas Valley Broadcasting Co., John F. Cohan, president. KIRL, former NBC affiliate, broadcasts on 1070 kc, 10 kw-day—1 kw-night, owned by Jayhawk Broad-

Outstanding Exclusive Broadcast Properties

This is a major market daytime operation with high ratings. The physical plant is good and the station operates in the black. Down payment of $50,000 with a 5 year payout.

MID-ATLANTIC
$215,000

An excellent fulltime station with "top 100" programming. The market is progressive and well-known. Down payment is $35,000 and the terms are liberal.

SOUTH
$150,000

This is a low expense daytime property with real potential for the right man. The market is in the top 100, and the station is operating in the black. 29% down and a liberal payout.

SOUTH CENTRAL
$125,000

BLACKBURN & Company, Inc.
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Financial 6-6460

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Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

casting Corp. (Mary Pickford and Buddy Rogers), Jack Coppersmith, general manager. KOME returns after a disaffiliation from ABC last summer (KFMJ was the Tulsa ABC affiliate in the interim). KOME operates on 1300 kc, 5 kw-day—1 kw-night, owned by Franklin Broadcasting Co., William F. Johns Jr., president, and Gordon Wund, vice president-general manager.

RCA'S TOP THREE

Stockholder report shows their incomes and taxes

Brig. Gen. David Sarnoff ($200,000), John L. Burns ($185,000) and Robert W. Sarnoff ($160,000) were the three highest salaried officers and/or directors of RCA in 1960, according to a proxy statement being circulated by the company in preparation for its annual meeting of stockholders on May 2.

Counting incentive awards payable as well as salaries paid, the ranking is revised and Mr. Burns, president of RCA, leads the list with $272,917; Robert Sarnoff, chairman of RCA's NBC subsidiary, is second with $202,000 and Gen. Sarnoff, RCA chairman, who is serving past normal retirement age and has waived incentive awards, is third with $200,000. Incentive awards authorized each year are payable over a five-year period and hence must be "earned out." They are paid in cash and/or RCA common stock.

Along with salary and incentive awards the report gives an estimate of the amount of federal income tax paid by each individual. Thus it is estimated that Gen. Sarnoff's $200,000 boiled down to about $66,900 after he paid approximately $133,100 in federal taxes. The salary, incentive awards and tax estimates as broken down for the others in the top three were as follows:

Mr. Burns received $185,417 in salary (federal income tax bite: $136,168), plus incentives totaling $87,500 of which $17,500 is being paid this month and the rest is to be "earned out" over the next four years. Robert Sarnoff received $160,000 in salary (federal income tax: $106,488) plus $8,400 in incentive awards paid and $33,600 to be earned out.

Retirement Pay ▪ The report also shows that the RCA retirement plan, financed by both individual and corporate contributions, currently anticipates that at age 65 Robert Sarnoff will be eligible for an annual retirement income of $105,600, and Mr. Burns, $53,955. Gen. Sarnoff's retirement benefits, deferred until his actual retirement, will come to $85,400 a year.

Two other officers or directors received more than $100,000 in salary during 1960, according to the report. Elmer W. Engstrom, RCA senior executive vice president, received $135,000 in salary plus incentive awards of $7,700 being paid now and $30,800 to be earned out. His annual retirement income at age 65 would be $42,245. Charles M. Odorizzi, RCA group executive vp, received $125,000 in salary, incentive awards totaling $5,600 payable now and $22,400 to be earned out, and will be eligible for retirement income of $47,690 a year beginning at age 65.

One other officer, W. Walter Watts, also a group executive vp, is currently in the over-$100,000 salary bracket but did not reach this figure in 1960. When he became an RCA board member last September, the report discloses, RCA "entered into an agreement with him providing for his employment until his normal retirement date in May 1967 at a base salary of $110,000 per annum, with provisions for payment in ten annual installments after termination of employment of an additional sum equal to $1,250 a month for each month of employment under the agreement," provided he does not go to work for an RCA competitor. During 1960 Mr. Watts received $36,361 in salary, incentive awards of $5,400 now paid and $21,600 to be earned out, and at age 65 will be eligible for $29,830 a year in retirement income.

Stock Options ▪ Other highlights of the 1960 report: Gen. Sarnoff bought 20,000 shares of RCA common stock at $48.667 per share under an option granted in 1955 authorizing him to buy up to 103,640 shares at that price. Mr. Engstrom bought 750 shares at $28.309 per share, also under a prior option. Market prices of RCA common ranged between $51.50 and $78.375 during the first three quarters of 1960 and closed at $52 on Jan. 9, 1961, the report points out.

The statement also reports that the New York law firm of Cahill, Gordon, Reindel & Ohl received $350,000 as legal counsel for RCA, NBC and other subsidiaries in 1960, and that John T. Cahill, senior partner in the law firm and RCA general counsel as well as a board member, received $3,550 in fees and salaries from RCA.

Two matters for submission to stockholders at the May 2 meeting—both favored by management—are proposals to change the terms of directors from three years to one year, and to indemnify officers, directors and employes against damages in lawsuits arising out of their RCA service except where they are found guilty of negligence or wilful misconduct.

STATIONS FOR SALE

EAST—$175,000.00

Beautiful, northeast United States. Major market in *that* area. Asking between $160,000.00 to $175,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$275,000.00

GULF COAST FULLTIMER

This is the top station in a two-station market which is one of the fastest growing industrial areas in the country. Grossed over $190,000.00 in 1960. 29% down, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest fulltimer with metropolitan area population of 140,000. This station needs strong management to return it to top position in the market. Price is negotiable with down payment of $115,000.00 necessary. Owners anxious for fast sale.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$300,000.00

Profitable fulltime radio station in sunny western growth state. This long established property is grossing $15,000 to $17,000 monthly and is priced at $300,000.00 with 29% down and the balance to be negotiated.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
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NBC's Sunset & Vine era is coming to an end

One of the world's best known addresses—Sunset & Vine—changed owners last week in a transaction that involves $3.5 million.

Announced jointly by John West, NBC vice president in charge of the Pacific Div., and Lionel Hayes Uhlmann Jr., president of Uhlco Properties of Los Angeles, was an agreement calling for NBC to vacate the five-acre plot where the network's Hollywood Radio City was so proudly erected in 1938, to make room for a $75 million hotel and office development. If Uhlco executes its option, the present occupants—NBC-owned KRCA (TV) and a few network departments—will be moved to Color City in Burbank, Calif., in the fall of 1963.

On Oct. 17, 1938, with an un-Hollywoodlike lack of fanfare, NBC moved from the Melrose Ave. studios built less than three years before and already outgrown, into its new Sunset and Vine location. Here was a corner office building with a 50-foot high lobby through which visitors from all corners of the world trooped into four large audience studios, each under its own roof, to see the owners of the so-familiar voices they had heard on NBC.

Here was where the *Jello Program,* with Jack Benny, Mary Livingston and Don Wilson, originated each Sunday evening. Also on Sunday, the *Chase & Sanborn Hour,* with Edgar Bergen and Charlie McCarthy, Dorothy Lamour and Don Ameche; Woodbury's *Hollywood Playhouse,* with Tyrone Power and guest stars, and *The Circle,* with Carole Lombard, Ronald Colman, Cary Grant and other film stars, went out across the network from Sunset and Vine.



In network radio's palmier days, the greats and near-greats of entertainment appeared before the NBC microphones at the Sunset & Vine studio, as did Eddie Cantor, shown above.

Here, during the week, emanated *One Man's Family, Amos 'n' Andy, Al Pearce and His Gang, The Pepsodent Show* with Bob Hope, *Kraft Music Hall* with Bing Crosby and Bob Burns, Jimmy Fidler's *Hollywood Gossip,* Maxwell House's *Good News* with Robert Taylor, Fanny Brice, Frank Morgan and Meredith Willson and his orchestra. There were George Burns and Gracie Allen, Eddie Cantor, *Dragnet, Fibber McGee and Molly,* Spike Jones, and the list could go on and on.

There were no tapes, no transcriptions, on the network. Every show was live, with a repeat for the West Coast. And every one of the top shows filled a large audience studio for each broadcast. This was radio at its zenith. These were the good old days the old timers talk about.

Then came tv. And tape. There went the studio audiences. New times meant new needs. NBC built a new center in Burbank, not only for tv but for color tv. And now the old Hollywood Radio City is no longer needed. Its real estate value is worth more than having studios at Sunset and Vine, where studio audience lines have not formed for years.

Crowell-Collier radio income jumps 44% in '60

The Crowell-Collier Publishing Co., New York, last week reported consolidated sales for 1960 of $44,498,146, compared with $35,491,211 the previous year. The 1960 total includes revenues of Crowell-Collier Broadcasting Corp., a subsidiary, which rose 44% to $3,539,000. The company operates KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul, the latter two stations operating in 1960 as Crowell-Collier stations for the first time in a full 12-month period.

Crowell-Collier's consolidated sales exclude those of The Macmillan Co., which was merged with Crowell-Collier on Dec. 30, 1960. Including Macmillan sales, the 1960 total was $64,410,474. Earnings before taxes, not including Macmillan, were $6,824,913, an increase of 31% over the 1959 total of $5,209,670. Combined Crowell-Collier and Macmillan net earnings per share on a pro forma basis were $2.24 in 1960. In 1959, per share earnings of Crowell-Collier alone, adjusted for the 4% stock dividend paid in 1960, were $1.96.

Contracts were signed during the past year to buy WMGM New York and WGMS Washington, D. C. Applications for assignment of licenses are awaiting FCC approval.

AP wire study group to meet

The 1961 wire study committee of the Associated Press Radio-Television Assn. will meet with AP executives in New York today (March 13) to study the wire service's regional broadcast news operations. The wire study committee will be headed by F. O. Carver, news director, WSJS Winston-Salem, N. C., who will be assisted by four regional sub-chairmen. They are: Edward F. Ryan, WTOP Washington, D. C., representing the eastern district; John R. Wilson, KONO San Antonio, southern district; William G. Garry, WBBM-TV Chicago, central district; and Jack R. Wagner, KNBC San Francisco, western district.

Second group asks catv for Santa Maria, Calif.

The Santa Maria, Calif., city council will be faced with a community antenna tv franchise request this week for the second time in six months (BROADCASTING, Oct. 3, 1960). The first time the council turned down the request. Citizens in nearby Lompoc voted against it in a special referendum. Bing Crosby Productions was the applicant for the area catv.

Opposing the request were KEYT (TV) Santa Barbara and KSBY-TV San Luis Obispo.

A new group, consisting of William F. Luton and Charles M. Trimble, applied to the Santa Maria City Council on Jan. 16 for a catv franchise. Mr.



GRACE KELLY
RAY MILLAND
BOB CUMMINGS

ALFRED HITCHCOCK'S 'DIAL M FOR MURDER'

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For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

From JFK to broadcasting: a commitment and a compliment

President John F. Kennedy last week described the broadcast coverage of the 1960 political campaigns as "a great step forward in the democratic process." He told broadcasters they could solve their problems by themselves and promised that his administration would respect broadcast freedoms that are "guaranteed under our Constitution."

The President's remarks were made in response to an award to him and to Richard M. Nixon from the Radio & Television Executives Society, New York (see below). Here is his text as delivered to the RTES by J. Leonard Reinsch, executive director of the Cox stations, who represented him at the RTES presentation dinner:

I am honored to receive this award and to share it with my adversary in the recent election. But it seems to me that the award belongs as much to you as to me and Mr. Nixon. The television and radio coverage of the campaign, as well as that of the printed media, gave the people an unprecedented opportunity to study the candidates and the issues.

Broadcasting's performance in the critical election year of 1960 was a great step forward in the democratic process. It showed how vital a role television and radio can play in the business of creating an informed public. Free government can function only if its citizens can make decisions on the basis of knowledge.

The flow of information must be consistent. The public will not be knowledgeable if it is given a massive dose of information once every four years and no more than a dribble of it in the interval. I take satisfaction in observing that this fact is being recognized by more and more of you in broadcasting. It would be a disservice to the American people if television and radio slackened their efforts to keep abreast of current history.

As you are aware, there have been criticisms of some areas of programming. I do not think that anyone expects you to achieve perfection. Democracy itself is far from perfect, but it is much to be preferred over other forms of government if for no other reason than the encouragement it gives free men to seek perfection or at least improvement.

I would hope that this administration will provide that kind of encouragement. And I would hope that you in broadcasting would respond by continuing your efforts to amplify and enhance the reservoir of knowledge in this country.

The problems of broadcasting are not insoluble. You have in your



hands the means to correct any shortcomings that exist. Of one thing you can be certain; this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts.

The RTES Gold Medal Award was presented to President Kennedy and to his opponent in the presidential race of 1960, Mr. Nixon, during an RTES annual dinner in New York's Waldorf-Astoria Hotel March 9.

RTES President Richard S. Salant, president of CBS News, made the presentation. Designated to accept the awards for the recipients were Mr. Reinsch, communications consultant during the presidential campaign for Mr. Kennedy, and Herbert Klein, who served as Mr. Nixon's news secretary. Mr. Klein is now editor of the San Diego Union. The awards were made by the RTES board of governors because they felt radio-tv programming in 1960 on the presidential campaign—particularly the face-to-face appearances of the presidential candidates—was the "most significant contribution of broadcasting to the best interests" of the U. S. and its citizens.

Mr. Klein said it was up to television to devise a "frequent time if not equal time" policy to help the GOP counter advantages President Kennedy gains via briadcast news conferences (and, soon, Fireside Chats). *"I can only commend President Kennedy for using all the television time possible," he said. But he warned that letting him "completely dominate the tv screen" could "cripple" the two-party political system.*

Mr. Klein ventured that television had become "too gimmick-conscious." He said "technical ideas or artistic ideas" should not be allowed to "overshadow the basic job of presenting the news."

Mr. Klein quoted a telegram from Mr. Nixon, asserting that "television is powerful but still is an infant factor in politics. It will never supplant the printed word, but its full force is yet to be seen and employed." He said that in creating the presidential debates radio-tv rendered "a distinct service" which he hoped "would be enlarged and repeated."

Luton is president of Key Television Inc., licensee of KEYT.

The council decided, in view of its previous action on the catv request last September and the attempt of local interests to secure a franchise for a local tv station, to defer consideration for 60 days.

The catv group said it could provide service from seven channels and clearer reception.

Local interests have asked the FCC to assign ch. 10 or ch. 12 to the Santa-Maria-Lompoc area and have indicated they would apply for it.

CBS Inc. net sales up, profits down $2 million

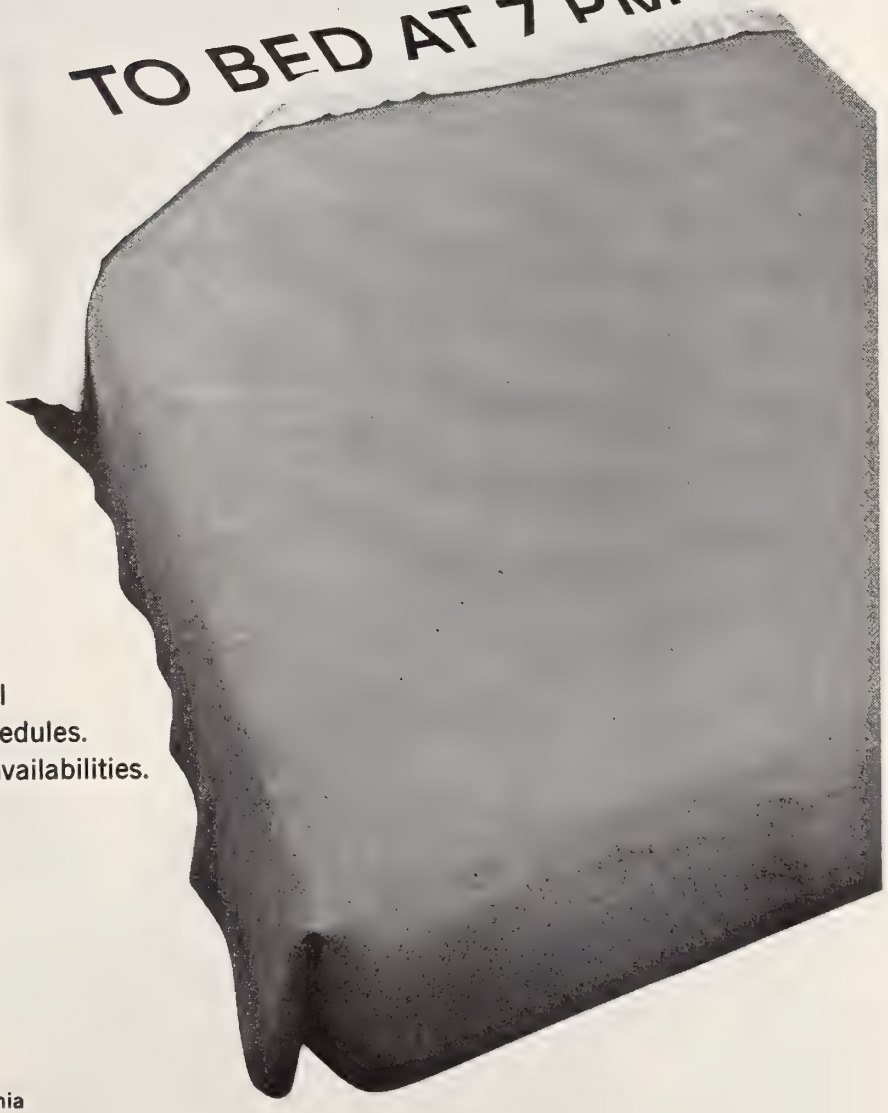
CBS Inc. net sales reached a record high of almost $464.6 million in 1960 as compared with slightly more than $444.3 million in 1959 but net profits dipped to $23.2 million from more than $25.2 million in 1959.

These were the highlights of the company's annual report distributed to stockholders last week. The report made no explanation for the decline in net profits, but in its third quarter report, CBS attributed the decrease up to that time to increased selling expenses and administrative costs. The income statement in the annual report showed a sharp rise in these expenses for 1960.

Net income per share was reported $2.77 in 1960, as against $3.02 in the preceding year. Cash dividends of $1.40 per share were paid in 1960, as compared with $1.25 in 1959.



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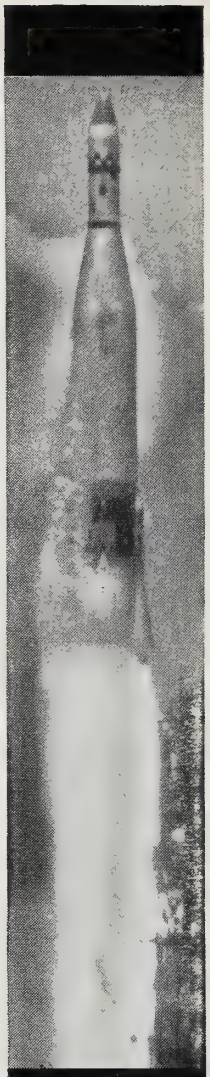
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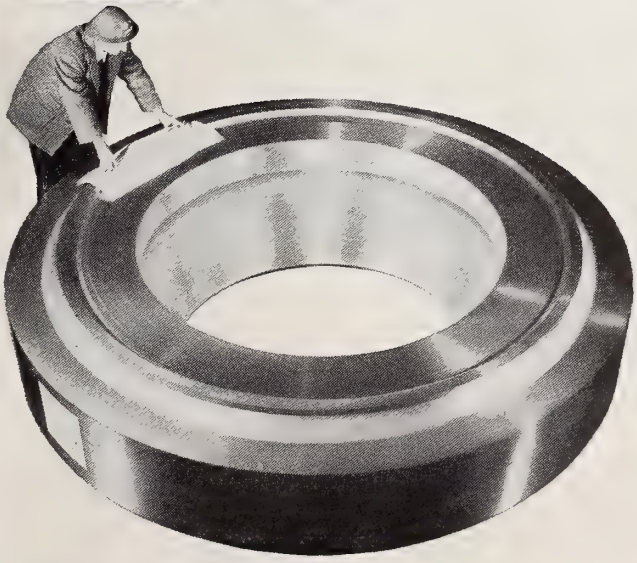
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Lee takes etv pulpit to New York State

A consistent FCC evangelist for educational television chided New York State last week for a laggard pace in etv. Commissioner Robert E. Lee told broadcasters and legislators at the New York State Broadcasters Assn.'s annual dinner for lawmakers March 7 that most states look to New York for leadership but that "such leadership has been singularly lacking in the field of educational television."

Earlier, in all-day business sessions, the NYBA elected Paul Adanti, vice president and general manager of WHEN-AM-FM-TV Syracuse, to the association presidency. He succeeds George Dunham, general manager of WNBF-AM-FM-TV Binghamton. Elected with Mr. Adanti: Merle Galusha, operations manager of WGY-WGFM (FM)-WRGB (TV) Schenectady-Albany, first vice president; Sam Slate, general manager of WCBS-AM-FM-TV New York, second vice president; Elliott Stewart, executive vice president and manager of WIBX Utica, re-elected secretary, and Joseph Pinna, station manager of WUSJ Lockport, treasurer.

In Mr. Lee's audience were New York Gov. Nelson Rockefeller and a large turnout of state assemblymen. He told them that educational use of the uhf band will save these frequencies for all broadcasting. There are about 70 commercial uhf stations on the air, and "I suspect the majority is not doing too well financially," the commissioner said, but educational broadcasters do not have to be handicapped by competitive problems and are realizing that the shorter-range uhf signal is no serious handicap.

On the problem of money for etv, Commissioner Lee has "every expectancy" that Congress will grant states subsidies. Another proposed federal bill, the commission's recommendation to force manufacture of all-channel receivers, would help adult education and this in turn would have its effect on commercial broadcasting, he thinks. "Educational programming can be attractive, fascinating and not without entertainment value. . . . Commercial stations would find serious competition to their too frequently tasteless and unimaginative fare and would conceivably broadcast a greater portion of their programs to satisfy adult minds," he said.

Re-allocations ▪ Two educational experiments bear watching, Commissioner Lee said. The FCC's own experimental uhf operation in New York City expects to be on the air with a megawatt power by Oct. 1 and at a later date is likely to add a second station to "multicast" the signal. "Another valuable project" is that of Purdue U., Lafayette, Ind., with $4.5 million backing by the Ford Foundation, to program 72 programs a day over six channels, the FCC commissioner said.

A further step toward all-uhf broadcasting was proclaimed by Commissioner Lee's report that the FCC is considering all-uhf area re-allocations. Pay tv, too, will hasten the trek to the upper spectrum, he believes.

New York State has but one educational station on the air, despite increasingly critical educational needs, NYBA and legislators were reminded. "Educational tv is on the march, and I hope the Empire State joins this big parade," the commissioner concluded.

In other business matters, NYBA decided to discontinue its annual dinner meeting with state legislators and instead substitute regional meetings at a time when the legislature is not in session. The association also made plans to hire a full-time executive secretary, which it has not had in the past, and launched an intensive drive for new members.

Media reports...

Broker moves ▪ W. B. Grimes & Co., station broker, announces change of address effective March 1. New address is 2000 Florida Ave., N. W., Washington 9, D. C. Telephone number, Decatur 2-2311, remains same.

Florida ruling ▪ Showing of Gov. Farris Bryant's weekly news conferences on the state's educational tv system would be legal, Florida's attorney general, Richard Ervin, has ruled. He held the law banning use of the stations to promote political or governmental activities would not be violated.

Disaster tape ▪ WNBQ (TV) Chicago has presented to the Chicago fire department a kinescope copy of the station's video tape coverage of a major fire Jan. 29 in which a building collapsed and trapped nine firemen. The frame-by-frame sequence of the collapse also was enlarged for study. The fire officials are considering use of closed circuit tv in future disasters.

CBS RADIO SHUFFLES TOP POSTS

Ruegg, Webster, Dundes, Sutton get new assignments

Four managerial posts at CBS Radio will be realigned at the end of this month, announces President Arthur Hull Hayes (see WEEK'S HEADLINERS, page 10). Affected are station administration (seven network-owned stations), CBS Radio Spot Sales, KCBS San Francisco and KNX Los Angeles. The new assignments:

Fred Ruegg to vice president in charge of station administration, Maurie E. Webster to vice president and general manager of CBS Radio Spot Sales, Jules Dundes to vice president and general manager of KCBS and Robert P. Sutton to vice president and general manager of KNX. All take over March 27.

The new station administrative chief leaves the KNX vice presidency to headquarter in New York, succeeding Mr. Dundes, whose administration since 1956 was saluted by Mr. Hayes for leadership in "adult radio broadcasting." Mr. Ruegg joined KQW (now KCBS) in 1938, moving up there and eventually becoming assistant director of labor relations for CBS in 1953. In 1956 he became general manager of KNX and the CBS Radio Pacific Network.

Mr. Webster also travels east for his new assignment, coming from the KCBS vice president-general manager post. He joined KNX in 1937 and advanced to sales manager before moving to KCBS in 1958.

Mr. Dundes, a New York City native, started there in promotion with CBS in 1936 and served his first tour with KCBS in 1955, succeeding Mr. Hayes as manager when he was tapped for the network presidency. Now Mr. Dundes is going back to San Francisco to an assignment reportedly authorized at his specific request, in line with his known desire to make his home there. He had returned to New York in April 1956 as vice president in charge of advertising and promotion for CBS Radio and in November of that year he moved to station administration.

The new head of KNX has been program director of the station and CBS Radio Pacific Network since September 1952. Previously Mr. Sutton had been with WCCO Minneapolis from 1939 as writer, producer and program director.

CBS owned radio stations are WCBS New York, WCAU Philadelphia, WEEI Boston, WBBM Chicago, KMOX St. Louis, KCBS and KNX. CBS Radio Spot Sales represents these and four others, WTOP Washington, WCCO Minneapolis, WBT Charlotte, N. C., and KOIN Portland, Ore.

WSNO, WABJ join CBS

CBS Radio affiliates numbered 198 last week with the signing of WSNO Barre-Montpelier, Vt., and WABJ Adrian, Mich., on March 5 and 6, respectively. WSNO, 250 w on 1450 kc, is owned and operated by Robert J. Kimel and Bess W. Grad. Alan H. Noyes is general manager. WABJ, 250 w on 1490 kc, is owned and operated by Gerity Broadcasting Co. Donald J. Dean is general manager.



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Cox named Broadcast Bureau head

NEW FCC STAFF TAKES SHAPE; MAX PAGLIN TO BE GENERAL COUNSEL

Key staff-level posts at the FCC under the New Frontier chairmanship of Newton N. Minow began to take shape last week, highlighted by these developments:

▪ Seattle attorney and broadcast-oriented Kenneth A. Cox was named chief of the Broadcast Bureau in a last-minute switch. He formerly was ticketed to take over as general counsel (BROADCASTING, Feb. 27).

▪ While no announcement was made, it was learned that Max D. Paglin, presently chief of the litigation division of the general counsel's office, will become general counsel.

▪ Henry Geller and Daniel Ohlbaum, former FCC attorneys more recently with the Justice Dept., are slated to be named associate general counsel and chief of litigation, respectively.

▪ Mr. Cox's chief lieutenant in the Broadcast Bureau will be James Juntilla, a former bureau attorney now with the Washington law firm of Arnold, Fortas & Porter.

After a special FCC meeting last Thursday (March 9), the appointment of Mr. Cox as Broadcast Bureau chief was officially announced. He will take over that post about April 10 and will succeed Harold Cowgill, who has been head of the bureau since 1957. Mr. Cox gained considerable knowledge of the FCC and its problems as a special consultant on communications matters for the Senate Commerce Committee and he has, at times, been highly critical of the agency.

While only the Cox action was officially announced by Chairman Minow, it was reported the chairman also told the commissioners of his intentions regarding Messrs. Paglin, Ohlbaum, Geller and Juntilla.

A Policy Help ▪ Mr. Cox was first approached by Mr. Minow in February about the post of general counsel. He agreed to accept (BROADCASTING, Feb. 20) and the change in assignments did not come until last Wednesday—when Mr. Cox met Mr. Minow for the first time.

Chairman Minow said the change was made at his suggestion because he felt the Cox background and specialized talents could be better used by the commission as Broadcast Bureau chief than as general counsel. This would be particularly true in policy matters, where the bureau normally has a greater voice than the general counsel, he said.

"I am very, very happy that he has decided to do this and so is the commission," Chairman Minow said, "It is in this area that the commission must make important policy decisions in the coming years. Mr. Cox brings to the commission a rich and varied experience in dealing with the complicated problems of the broadcasting industry."

Mr. Cox said that he would be happy to serve in the spot where he is needed most and can be of immediate help to the commission. He pointed out that, as general counsel, it would have been several weeks before he could operate with complete effectiveness. "If chief of the Broadcast Bureau is where I can make a better contribution then that is where I am going to work," he said.

A Senate Viewpoint ▪ Mr. Cox served as special counsel to the Senate Com-

How the FCC would have been run, if . . .

Flashback to how the FCC might have been run in the last three years had President Eisenhower gone ahead with his plan to appoint Edward K. Mills Jr., New Jersey Republican as chairman of the FCC, is contained in a valedictory delivered by Mr. Mills to his brethren of the Federal Trade Commission upon the occasion of his resignation.

The FCC would have had a central planning staff which would have set up special priorities for long range planning in specific areas. The commission would have focused its activities, rather than trying to spread its regulatory tentacles all over. More authority would have been delegated to commissioners and to the staff.

These are some of the remarks made by Mr. Mills when he resigned from the FTC March 1. They were contained in a memorandum Mr. Mills submitted to the four remaining members of the trade agency.

In 1957 Mr. Mills was all but nominated to be FCC chairman (BROADCASTING, May 7). He then was assistant director of the General Service Administration and would have succeeded the then chairman, George C. McConnaughey. When President Eisenhower named incumbent commissioner John C. Doerfer as chairman, Mr. Mills declined an appointment as straight commissioner. Again, in 1960 Mr. Mills was nominated to be an FCC commissioner, succeeding resigned Chairman Doerfer. He had his name withdrawn when a conflict of interest arose which he could not remedy. He was given a recess appointment to the FTC last year.

Too often, Mr. Mills said in his statement earlier this month, the FTC gets into a project by "happenstance."

"A broad, long-range plan, and an order of priority based on available staff, would serve as the blueprint for FTC action in the future. With such a plan the commission, as well as industry, would know better what it was doing and where it was going."

The FTC's statistical score in actions brought is evidence of "aggressive" law enforcement, Mr. Mills said. But, he added, "the mere volume of work is of itself but one index of this agency's effectiveness." Of greater importance, he said, is the impact on public welfare and that the most harmful and substantial abuses be challenged first.

He found what he called the "dual approach" of the FTC a good thing. This is where the trade commission cooperates with an industry in establishing voluntary compliance with good practices codes. "To the minority of recalcitrants the prosecutive paddle should be applied," he added.

Mr. Mills disagreed with recommendations made by James F. Landis, adviser to President Kennedy on regulatory agencies, that antitrust jurisdiction be removed from the FTC and placed solely in the Dept. of Justice. He also rejected the suggestion that responsibility for foods and drugs be transferred to FTC.

merce Committee during sweeping inquiries in several broadcasting-FCC areas, beginning in 1956. He has authorized three reports which seldom saw eye-to-eye with the commission. The agency since, however, has adopted many of the Cox recommendations.

In a controversial 1957 report never adopted by the full committee, Mr. Cox recommended that pay tv be given a "large scale test" (BROADCASTING, Feb. 18, 1957). The commission has just recently taken this step (BROADCASTING, Feb. 27).

Mr. Cox followed this recommendation with a July 1957 report highly critical of network option time and must-buy practices, claiming that they injure the public interest (BROADCASTING, July 1, 1957). Again, the FCC has legislated against both activities and has prohibited network representation of stations, another practice frowned on in the report.

A final Cox report for the Senate committee criticized the commission for its allocations inaction and its failure to exert control over catv; he recommended that vhf boosters be authorized (BROADCASTING, Jan. 12, 1959). At the time of this report, the FCC maintained it had no control over catv and was in the process of ordering vhf boosters off the air. Since, however, the commission's attitude has changed in both fields and Congress passed legislation authorizing boosters. The same Cox report was highly favorable toward small, local tv stations and said the commission should take steps to encourage and protect them.

Mr. Cox was born in Topeka, Kan., in 1916 and received a law degree from Washington U. and later a master's degree in law from Michigan U., where he was a classmate of former Commissioner Charles H. King.

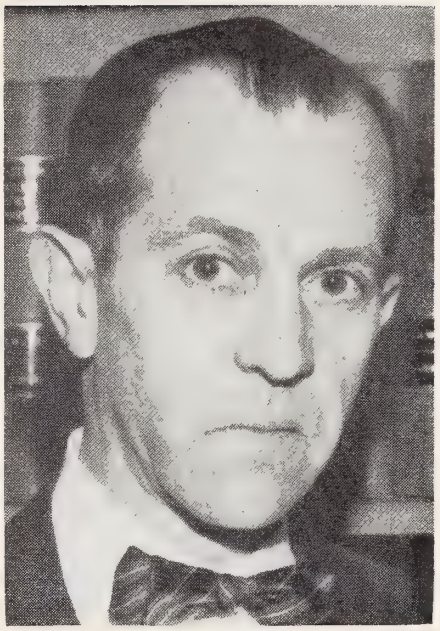
Mr. Cowgill replaced Edward Kenehan as chief of the Broadcast Bureau in May 1957. He first joined the FCC in 1935 and in 1944 left to enter private law practice. He returned to the commission in 1954 after unsuccessful operation of uhf WTVP (TV) Decatur, Ill., his hometown.

Paglin Moves Up ▪ Mr. Paglin, who first joined the FCC's legal staff in 1942, will replace John F. FitzGerald as general counsel. Prior to joining the commission, he practiced law in his native New York City. He became legal assistant to Commissioner Robert T. Bartley in July 1953 and moved into his present post in January 1959 when the former litigation chief, Robert A. Solomon, resigned to join the Dept. of Justice.

Both Messrs. Geller and Ohlbaum are former staffers in the litigation division of the general counsel's office and in recent years have been with the Justice Dept. Mr. Geller returned to the commission 10 days ago, when Chairman Minow was sworn in, as his temporary administrative assistant. The associate general counsel's post he will fill has been vacant since the resignation last summer of Ed Holtz, who joined the Washington law firm of Hogan & Hartson. Mr. Ohlbaum, in turn, will move into the spot being vacated by Mr. Paglin.



Mr. Cox



Mr. Paglin

Mr. Juntilla also will be returning to the agency he formerly served. He was staff attorney in the hearing division of the Broadcast Bureau from 1949 through November 1952 when present Commissioner Frederick W. Ford was chief of the bureau. Mr. Juntilla was active in the American Broadcasting-Paramount Theatres merger case while on the FCC staff and joined the Arnold, Fortas & Porter firm shortly after leaving the commission.

There'll be fewer headlines from Harris now

NEW SUBCOMMITTEE WON'T BE AS NOISY AS OVERSIGHT

Chairman Oren Harris (D-Ark.) of the House Commerce Committee indicated last week the new Special Regulatory Agencies Subcommittee will be a more sedate member of the Capitol Hill scene than was its explosive, headline-producing predecessor, the Legislative Oversight Subcommittee.

Rep. Harris, who will head the new unit as he did Oversight, said, "We're not going to start with a large group of investigators. Rather, our work will be more of a technical and legal nature."

He said the new subcommittee will serve as liaison between the regulatory agencies and Congress. But, he added, "If we get into anything that requires investigation, we won't shirk our responsibility."

As outlined by the chairman, the new subcommittee's function will be to determine whether the agencies are administering the law as Congress intended, investigate the adequacy of the law involved, help clarify policy and, if necessary, suggest new legislation.

Rep. Harris made his comments Thursday at a news conference called to announce the new subcommittee line-ups. As expected, he said he was stepping down from the chairmanship of the Communications unit and that Rep. Morgan Moulder (D-Mo.) would succeed him.

He Won't Be Far Away ▪ However, he made it clear that he would continue to keep close watch over the proceedings of that subcommittee. He observed that, as chairman of the full committee, he is a member of each subcommittee with voting privileges.

In addition, there is considerable overlapping in the Democratic membership of the two subcommittees. Besides Rep. Harris, the Democratic members of the regulatory unit are Walter Rogers (Tex.), John J. Flynt Jr. (Ga.), John E. Moss (Calif.) and Paul G. Rogers (Fla.). All except Rep. Rogers are Oversight veterans.

The Republican members are John B. Bennett (Mich.) and William L. Springer (Ill.), who had served on Oversight, and J. Arthur Younger

(Calif.) and Vernon W. Thomson (Wis.). Rep. Thomson is new to Congress.

The Democrats serving on the Communications Subcommittee, in addition to Rep. Moulder, are Reps. Rogers (Tex.) Flynt, Moss, and Dan Rostenkowski (Ill.). The Republicans are Reps. Younger (Calif.), Avery and Abner W. Sibal (Conn.). Rep. Sibal is another freshman congressman.

Regular or Special ▪ Although his first announcement of the new subcommittee (BROADCASTING, March 6) said it would be "permanent" and "regular," his news release last week described it as "special." A Commerce Committee staff member said this was merely to distinguish it from the other, legislative subcommittees.

However, Rep. Harris said he felt the new subcommittee was a strong one and hoped it would become a permanent part of the congressional scene.

In commenting on the more subdued role he expects the subcommittee to play, Rep. Harris indicated he was considering building a staff whose members would be expert in the fields under study. He said he would request additional funds if this is found necessary. The House has already approved a request of $435,000 for the Commerce Committee, $195,000 of which is ticketed for the new subcommittee.

However, Rep. Harris said that since the new unit has not yet met, he didn't know which areas would claim its attention. He added that he plans to call a meeting soon so that a program of action can be laid out.

Etv for Communications ▪ The first activity of the Communications Subcommittee has been staked out by Rep. Harris. It will be in the field of educational television. Rep. Harris said a batch of House etv bills will soon be sent on to Rep. Moulder's group. Hearings may be held late next week if reports on the measures can be prepared by then, Rep. Harris indicated. The Senate Commerce Committee has already reported out a federal-aid-to-etv measure.

Rep. Harris also said that he expected the FCC proposal concerning all-channel receivers to be discussed at the Communications Subcommittee hearings. The commission intends to ask Congress again for legislation banning from interstate commerce receivers not equipped vhf and uhf. It says this is the only way to promote the use of all uhf channels, educational as well as commercial (BROADCASTING, March 6).

In discussing proposed legislation, Rep. Harris said he would delay hearings on his bill (HR 14) spelling out a code of ethics for regulatory agency members until the White House sends its special message on this subject to Congress. He said he expected this within "a few weeks."

In response to a question, Rep. Harris said James M. Landis, the White House overseer on regulatory agencies has been consulted in connection with the formation of the new subcommittee. He said there was no disagreement between them regarding the new unit. But he said that he remains in disagreement with a number of the proposals contained in Mr. Landis' report to President Kennedy on the regulatory agencies.

No pressure from press on JFK conferences

The White House was not pressured by print media to modify live radio-tv coverage of the presidential news conferences Pierre Salinger, President Kennedy's news secretary, told the Chicago Publicity Club Wednesday (March 8). The change of format (recording with simultaneous release to all media upon conclusion of the conference) was "not any concession to the press," he said.

Asked if any news medium had exerted pressure pro or con on the issue of conference coverage, Mr. Salinger said there had been "none whatsoever." He added that perhaps every fourth or fifth conference would be allowed on the air live, however.

President Kennedy's news chief rebuked a charge of biased reporting during the presidential race. The charge was attributed to former Vice President Nixon's news manager, Herbert Klein. It was reported Mr. Klein went on record last Tuesday in favor of a campaign news investigation by Sigma Delta Chi and the American Society of Newspaper Editors. Mr. Salinger in turn attacked the "manipulation" of news about the country's economic status by the Republicans during the campaign.

Mr. Salinger reaffirmed his pledge to widen free access of "all media to all news" in government, but said freedom "is not a license and is not without obligation." He said freedom to report does not mean the right to imperil the nation, to aid those who oppose us, to leak classified documents or to indulge in "sloppy reporting." He chided incidents of "rushing into print without a thorough checking of the facts" and indicated that two recent leaks of classified information resulted in "distortions" which had serious consequences abroad. "Freedom and responsibility stand side by side," he said. "Otherwise you have anarchy."

Mr. Salinger denied that the administration's decision that officials must stick to policy in their statements is a form of censorship. He said that when policy is being formulated, officials are reported freely concerning their differences of opinion and he implied that is when they should voice them. However, "Once policy is arrived at, administration spokesmen should reflect that policy," he said.

Mr. Salinger later told newsmen an important conference on freedom of information had been called for Friday (March 10) in Washington, to be attended by the office of Rep. John E. Moss (D-Calif.), top news officials of government agencies and representatives from media groups (see AT DEADLINE).

NAB tries again for wage-hour exemptions

Move to persuade Congress to exempt small market radio and tv stations from some of the overtime provisions of the Wage-Hour Act was undertaken last week by NAB.

James H. Hulbert, NAB manager of broadcast personnel and economics, urged that announcers, news editors and chief engineers be exempted from the requirement that time-and-a-half be paid after 40 hours of weekly work. He testified before the Senate Subcommittee on Labor Standards, headed by Sen. Pat McNamara (D-Mich.).

Later in the week, the House committee on wage-hour legislation voted to include this provision but revised the small market definition to a city or town of 50,000 or less population. The NAB's proposal, which had been accepted by the House subcommittee, defined a small market as one with 100,000 or less population. The Senate bill is S-895; the House bill is HR-3935.

In his statement, Mr. Hulbert said the relief sought would end the "hardships and confusion and uncertainty which small market radio and tv broadcasters suffer in trying to comply with the act's requirements." He called attention to the fact that small market newspapers and movie houses already enjoy that exemption. Mr. Hulbert noted that both the House and Senate in the last Congress voted in favor of this exemption but the legislation failed to be enacted when differences over other provisions prevented agreement in conference.

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MCA's Schreiber still hasn't answered those questions the FCC's been asking since last fall

History repeated itself last Thursday (March 9) when MCA vice president Taft B. Schreiber left the witness stand of an FCC hearing without answering the questions of the commission attorney about his company and its operations in the field of television programming, as he did last fall (BROADCASTING, Oct. 24, 31, 1960).

The main characters of the cast were the same both times: Mr. Schreiber; Allen Susman, counsel for Mr. Schreiber and MCA; FCC Chief Hearing Examiner James B. Cunningham, presiding officer, and Ashbrook P. Bryant, chief counsel of the FCC Broadcast Bureau, who asked the unanswered questions. The scene was almost the same: a room in the Federal Building in Los Angeles. But where Mr. Schreiber's refusal to testify last fall came in a burst of dramatic action when he stalked from the witness stand in defiance of Mr. Cunningham's order to stay there and testify, last week he merely sat mutely in the witness chair until, after a dozen fruitless questions, Mr. Bryant moved that the hearing be suspended with the witness still under FCC subpeona to testify.

The presiding officer complied with that motion and said that he would ask that appropriate proceedings be initiated with the U. S. District Court in Los Angeles according to Sec. 409 (g) of the Communications Act to force the witness to appear and to answer the FCC questions. Mr. Cunningham also said that the record of the hearing will be made available to the U. S. Attorney General for possible criminal actions under Sec. 409 (m) of the Act. This section, as he had earlier warned Mr. Schreiber, defines refusal to testify as a felony, subject to a fine of not less than $100 or not more than $5,000 and/or a prison term of not more than one year.

In referring the refusal of Mr. Schreiber to testify before the U. S. District Court for enforcement proceedings, Mr. Cunningham was acting in accordance with instructions of the FCC in its order of Jan. 27. He was also instituting a course of action that in part agrees with the recommendation made Feb. 10 by Mr. Susman in a letter to the FCC in proposing that the commission eliminate the present hearing and proceed directly to court.

At the opening of the resumption of the hearing in Los Angeles on Wednesday (March 8), Mr. Susman and Harry M. Plotkin, Washington attorney for MCA, introduced a motion by MCA Inc. and Mr. Schreiber to quash the subpeonas calling for the production of documents concerning MCA's tv programming operations and the personal appearance of Mr. Schreiber. If this relief were denied, the motion proposed that Mr. Schreiber be permitted to testify on a confidential basis pending a court determination of whether or not his public testimony could legally be required. The motion further proposed that the hearing record of his testimony be sealed in the interim.

Mr. Bryant argued that to grant such a request would be a breach of faith with the hundred or more witnesses who have already testified in the course of this hearing, particularly with the other Hollywood program packagers who are MCA's chief competitors. It would also, he said, pave the way for similar requests for all similar witnesses he called, noting that "there will be many of them."

Mr. Cunningham asked Mr. Susman whether if the request for a non-public hearing were granted, he would comply with the ground rules laid down by the chief hearing examiner and upheld by the FCC in answering an earlier complaint of MCA that these rules deprive the witness of effective right to consult with counsel. Mr. Susman replied that he could not comply to those rules but would insist on the right to "represent our clients as we could in a court case instead of an administrative hearing."

Motion Denied ▪ When Mr. Cunningham denied MCA's motion, Mr. Susman stated that Mr. Schreiber would decline to answer any of the FCC's questions pending a court decision. In spite of this, the FCC chief hearing examiner ordered Mr. Schreiber to take the stand and be sworn in. This was done, but when Mr. Bryant began questioning him Mr. Schreiber refused to answer despite a direction to do so from Mr. Cunningham after each question. When about a dozen questions had been asked with no response, Mr. Bryant made his request to bring the fruitless performance to a halt. The hearing was then recessed until this morning (March 13), when Dick Fishell of Dick Fishell & Assoc., Mary Rothschild of Promotions Unlimited and Betty Langley, who had all refused to give testimony during last October's hearing session, will take the stand. These witnesses were described as public relations practitioners by their attorney, Oliver B. Schwab, who at the time argued that they are engaged in neither programming nor broadcasting and so are outside the scope of the FCC inquiry into program practices. On their behalf, Mr. Schwab also joined in the motion by Mr. Susman offered for MCA but after Mr. Schreiber's departure he told the hearing officer that his clients would appear to testify on Monday. They will be questioned concerning their activities in placing plugs for the products and services of their clients on broadcast programs.

Payment to writers to get product plugs into tv and radio shows was a common Hollywood practice prior to September 1960, Fred Kline, consultant to the Fred Kline Co., testified Thursday afternoon. (That was the month the anti-payola law was enacted, making the failure to disclose such payments an offense punishable by a fine of up to $10,000 and a prison sentence of up to one year (BROADCASTING, Sept. 26, 1960).

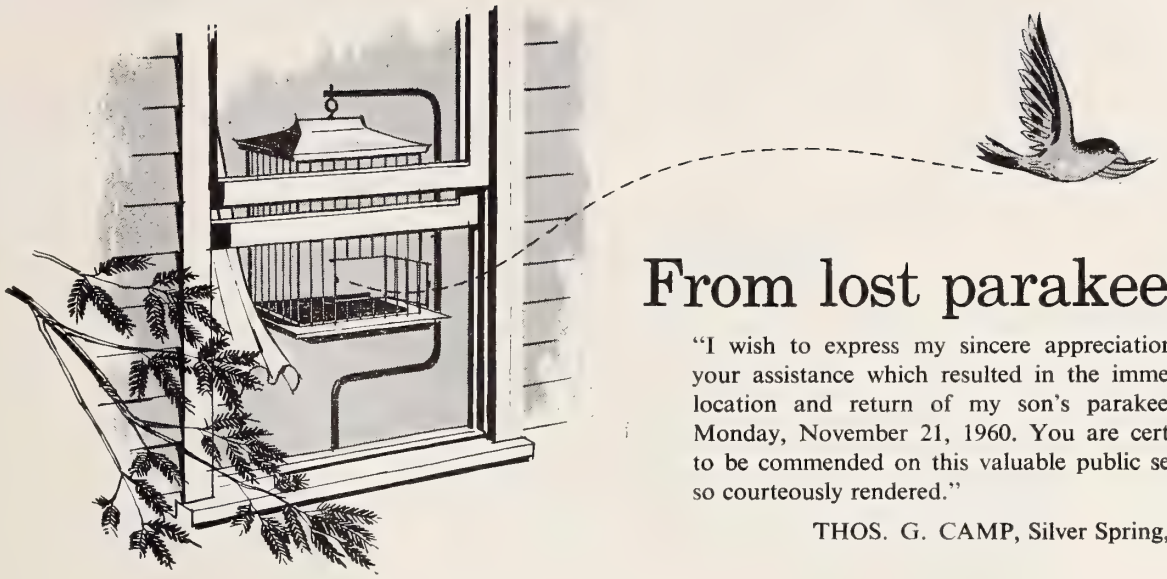
Mr. Kline, one-time president of Walter E. Kline Assoc., which engaged in product exploitation on radio and tv as part of its public relations activities until its reorganization as the Fred Kline Co. in December 1959, said that this organization never made such payments in cash. A case of whiskey or a gift certificate was the usual remuneration for working a product plug into a program, usually as a gag on a comedy show, he testified.

Much of the Walter E. Kline Assoc. broadcast activities for its clients involved providing props for tv shows, Mr. Kline said. The company kept a warehouse full of products ranging from kitchen appliances to moving vans and a mock-up train interior available to producers without cost, often saving them as much as $10,000 in prop costs. "We let the studios know the props we had and they came to us to get them," he reported. No money changed hands on this sort of arrangement, he said, the studio getting free use of the

Injured feelings

Rep. Victor L. Anfuso (D-N. Y.), one of a group of congressmen critical of *The Untouchables,* has introduced a bill (HR 4502) aimed at prohibiting the radio or tv portrayal of any religious, racial or nationality group "in a degrading or criminal manner." He said some radio and television programs fail to respect the feelings of certain groups.

Rep. Anfuso also made the firm warning that continued presentation of "these defamatory programs" could result in Congress taking radio and television "out of the hands of those who control them now."



From lost parakeets

"I wish to express my sincere appreciation for your assistance which resulted in the immediate location and return of my son's parakeet on Monday, November 21, 1960. You are certainly to be commended on this valuable public service so courteously rendered."

THOS. G. CAMP, Silver Spring, Md.

to "new-found" streets



"One of the few bright spots during the storm preceding Inauguration Day was the fast removal of the snow from the Capitol grounds and Pennsylvania Avenue in time for the ceremony and parade. WWDC contributed greatly to the recruitment of the manpower that accomplished this tremendous job so quickly. It would not have been possible to recruit the snow shovelers and truck drivers throughout the night without your frequent spot announcements. Thank you very much."

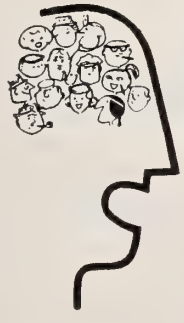
FRED Z. HETZEL, Director
U. S. Department of Labor, United States Employment Service for the District of Columbia

. . . the station that keeps people in mind

We don't have to tell you that radio is many-sided. It's a keenly competitive business operation, yet a public service. Its sounds are as remote as the ends of the earth, yet as personal as the ears that absorb them. It's enjoyed equally by the sun-soaking vacationer and the bed-ridden convalescent.

What do all these seeming paradoxes have in common? PEOPLE. The people who project radio (owners, program directors, performers)—and the people who listen. Build a bridge between them, and you create a kind of modern magic. From it many things flow—entertainment and information for listeners and SALES for advertisers.

We have been building a "people bridge" for years. That's why we're the station for *you* to keep in mind when you sit down to plan your next radio budget.



WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

props it needed and the Kline client getting exposure of his product on the tv program. The clients paid the Kline organization for obtaining the air plugs, usually on a retainer basis although sometimes at so much per exposure, he said. He estimated that broadcast exploitation amounted to about 25% of the overall business of Walter E. Kline Assoc. Among the clients using this service were Allied Van Lines; Atchison, Topeka & Santa Fe Railway System; Fred Astaire Dance Studios and Nash Motors, he testified.

Placement of name product props on tv film programs is largely a thing of the past, Mr. Kline said. Most of these programs go into syndication, either originally or eventually, he noted, and the multiplicity of local sponsors makes a conflict with any brand article shown in the program virtually a certainty. He recalled one program which made liberal use of Nash cars (provided by Walter E. Kline Assoc.) when being filmed, necessitating extensive reshooting when the series was bought by Packard.

Watchdog hearing set March 27-29

The long-promised Senate Watchdog Subcommittee hearings on complaints of broadcaster bias during the presidential campaign last fall will be held March 27, 28 and 29.

But while announcing these hearing dates, Subcommittee Chairman Ralph W. Yarborough (D-Tex.) disclosed little else. He said "the specific complaints to be reviewed and the names of the witnesses" will be announced later.

Subcommittee Counsel Creekmore Fath said the additional information would be forthcoming after the prospective witnesses replied to their invitations to appear. All of these replies were expected by the end of last week.

Although the Yarborough announcement was brief, it indicated that the hearings might cover a broad area. It said that in addition to the complaints, the hearings will cover "other matters pertaining" to the subcommittee's "mandate."

The Subcommittee's Authority ▪ This "mandate" is embodied in a Senate resolution, adopted last summer, which authorized the Commerce Committee to examine "any and all matters pertaining to—Federal policy on uses of government-licensed media for the dissemination of political opinions, news, and advertising, and the presentation of political candidates; and a review and examination of information and complaints concerning the dissemination of news by such media."

The Senate Commerce Committee passed this function on to the Watchdog unit. This subcommittee was created in 1959 to watch for abuses of the freedom Congress gave broadcasters when it modified the Communications Act's equal-time provision as it applies to candidates' appearances on newscasts and similar programs.

The resolution provided the Watchdog Subcommittee with a $35,000 appropriation to look into the effects of the temporary suspension of Sec. 315 of the Communications Act, which permitted broadcasters to give free time to the presidential and vice presidential candidates.

Sen. Yarborough's subcommittee colleagues are Sen. Gale McGee (D-Wyo.) and Sen. Hugh Scott (R-Pa.). All three are also members of the parent committee's Communications Subcommittee.

Other Hearings ▪ This subcommittee, headed by Sen. John O. Pastore (D-R.I.), has already held hearings on the effects of the temporary waiver of Sec. 315 (BROADCASTING, Feb. 6), and will hold more. These are expected after the FCC completes the evaluation of all the data compiled in a study it made of the suspension of Sec. 315. The commission said this job will be wound up in April.

The Pastore group has under consideration a bill (S 204) submitted by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, that would make the temporary suspension permanent. It is also looking into the possibility of broadening the bill to apply to other than top-of-the ticket candidates.

Additional support for the complete

A new information service at State Dept.

The telephone rang one Tuesday morning a few weeks ago in the office of Luther J. Reid, chief of the State Dept.'s Office of Special Projects. It was Jack Morris, KTUL-TV Tulsa news director. He needed some background material on western hemisphere defense and some film footage showing the SAC air base on Puerto Rico—by Friday!

Former CBS publicity director and post World War II State Dept. aide Reid promised he would see what he could do.

What he did was to amass the information, contact the Air Force for the film segments, and the whole package was in Tulsa for Friday showing.

Routine, says Mr. Reid. It's a perfect example, he adds, of what this new State Dept. office is set up to do.

The Office of Special Projects was established in December. Its function is to serve all media which have special needs. It does not handle hard news; that still comes out of Lincoln White's office.

The Tulsa incident is a single example of what the new service is supposed to perform. Its primary aim, according to Mr. Reid, is to acquaint the American public with the policies of the United States in international affairs. To this end, he added, it hopes to furnish interpretative information to newsmen—and speakers to public assemblies—before crises, not after.

There's one danger in this approach, and Mr. Reid is quick to admit it. This is that with more information the American citizen may be even more critical of his country's international commitments than he is now. "But, at least," Mr. Reid stresses, "it will be informed criticism."

Word Goes Out ▪ Early this year letters explaining the functions of the new office were mailed to important media—including selected tv and radio newsmen.

The group also has its hand in all U.S. Government exhibits abroad. It acts as liaison for all foreign exhibits in the U.S. The six-man office is already deeply into this work in conjunction with the 1962 Seattle fair and the 1964 New York World's Fair.

The number one man in the office, Luther Reid has been with the State Dept. since 1947. In most of his assignments he has been an assistant to the public affairs assistant secretary, now Roger Tubby. Mr. Reid for many years was the special information officer for the mutual security program and the disarmament and inspection meetings.

Mr. Reid came to the State Dept. after a news career that saw him news editor of the *Washington Daily News* and news editor for the Washington bureau of the Associated Press. From 1936 to 1941 he served in the public relations department of CBS; he was publicity director when he left for war. During World War II, Lt. Col. Reid was a special assistant to Secretary of War Stimson. He also served as chief public information officer for Gen. MacArthur in Japan.

Serving with Mr. Reid in the Special Projects office is William Blair, as deputy chief. Tv-radio specialists are Dane Waters and Simone Poulain.

Get aboard the fastest growing market in Maine!



Here's the countdown on your Eastern Maine Market*

Ten WLBZ-TV's home county (Penobscot) showed the largest percent of family income increase of any county in Maine — 17.5%.

Nine Penobscot county had the largest population increase of any county in Maine — 27.2%.

Eight WLBZ-TV covers the 10 counties in Maine with the greatest percent of family income increase — 11.8%.

Seven The percent of family income increase in these 10 counties exceeded the national average. 11.8% to 7.4%.

Six There's ¾ of a Billion in spendable income in WLBZ-TV's coverage area.

Five The home city (Bangor) had the greatest increase in bank clearing of any city in Maine.

Four Military spending in this area is above the national average and constantly increasing.

Three WLBZ-TV is located in the most active city in Maine.

Two WLBZ-TV covers the most rapidly expanding manufacturing area in Maine.

One WLBZ-TV is in the wholesale and retail trading center for Eastern Maine (Bangor).

ZERO in on Channel 2 and get "on target" with sales!

Channel 2—NBC Bangor—WLBZ-TV

Eastern Maine's favorite channel



Remember, a matching spot schedule on Channel 6 in Portland saves 5%.

* Based on a SRDS survey

repeal of Sec. 315—which has been urged by CBS and NBC—came last week from the Radio-Television News Directors Assn., which claims a membership of some 700. In a letter to Sen. Pastore, RTNDA President Bill Monroe, news director of WDSU-TV New Orleans, said last year's suspension of Sec. 315 permitted broadcast newsmen "to function in the American tradition of a free, fair and responsible press."

He said the principle that made the waiver "effective on the national level is also pertinent to local political coverage," and added: "If the electronic media are going to serve the people to the extent of their capacity, broadcast newsmen must have the same freedom as print newsmen to cover" the political news.

RADIO SET CENSUS

USIA report shows Russia second to U.S. in sets used

The U.S. Information Agency, citing figures it concedes may not be reliable, reports that some 188 million radio sets and another 40 million wired speakers were in use throughout the world, exclusive of the United States and Canada, at the end of 1960.

The report puts the Soviet Union behind only the United States in the number of radio sets in use, with 24.7 million, followed by Japan, 17.2 million; West Germany, 16.3 million; and the United Kingdom, 15.7 million.

The figure of 188 million radio sets in use in the countries surveyed appears to indicate an increase of 22 million sets in one year. But the USIA says this difference was brought about largely "by a most unusual and disturbing development in the history of Communist statistical reporting."

According to USIA, the Soviet Union in 1958 reported 9.6 million sets in operation but that in the following year it said its 1958 total really was 21.7 million and its 1959 total was 24.7 million.

This 12- to 14-million-set error casts "some doubt on the reliability of Soviet statistics," USIA observed. But the agency adds that radio production data tend to confirm the higher figure.

The USIA also said the Soviet Union wasn't the only country whose statistics could not be accepted without question. "At best," it said, "radio-set statistics are approximate and should be treated with caution, particularly when they refer to newly developing countries."

With that warning, it reported that, exclusive of North America, Western Europe led other world regions in radio sets with 76.5 million. The Communist bloc was next, with 41.4 million, but was far ahead of all other regions in wired speakers, with 32.5 million.

The report also said there were 30.2 million radio sets in the Far East, 24.3 million in Latin America, 12.2 million in the Near East and South Asia, 3 million in Africa and 457,000 in Western Hemisphere possessions.

Tv, movies blamed for youth behavior

The Senate Juvenile Delinquency Subcommittee was told last week that television, along with other mass media, shares some of the blame for the increasingly violent behavior of youthful offenders.

Heman G. Stark, director of the California Department of the Youth Authority, said the increase in violence "does not seem strange" when one considers that press, radio, television and the movies "bombard the public with acts of violence and aggressive, assaultive behavior."

Mr. Stark was one of 12 witnesses, including Mayor Robert F. Wagner of New York, called to testify on the general question of the role of the federal government in combating juvenile delinquency.

In commenting on Mr. Stark's testimony, given in the first two days of hearings, Subcommittee Chairman Thomas J. Dodd (D-Conn.) agreed there was "room for improvement" in the mass media.

And, indicating hearings will be held on this subject, he said that "this is another area in which we hope to do some work."

However, he said he would be more interested in persuasion than legislation. "We hope we can induce the industries to improve themselves. I don't like the idea of censorship—no one does. . . . We want to get cooperation."

Kintner to regulators: 'Improve or perish'

Improve or perish. This law of survival fits federal regulatory agencies, too, Earl W. Kintner, retiring chairman of the Federal Trade Commission, writes in the March issue of the American Bar Assn. *Journal*.

He favors upgrading the offices of commissioner and staff and lengthening of commission terms (but not for life, as some have suggested) as aids to better regulatory administration.

"The need for flexibility in administering the laws committed to the care of the regulatory agencies cannot be overemphasized," Mr. Kintner writes, "for the needs of the complex economy of this nation cannot be met by an assumption that rigid tests and procedures established today are necessarily valid for all time to come. However, this need for flexibility does not lessen the continuing need for reasoned articulation of decisions, whatever the mode of their promulgation, for one of the major tasks of a regulatory agency is to educate those who are regulated."

Mr. Kintner feels the greatest problem, yet hope, of the regulatory agencies is "men." He notes that when the regulatory agencies were established it was recognized they should be bipartisan: "it is fair to expect that agency members exhibit some measure of political responsibility, but it is no less true that responsibility and not patronage should be the criterion for appointment."

He says attention can be focused on criteria for the exercise of presidential discretion in making agency appointments, with probity, efficiency and devotion to public interest as the obvious principal criteria. "Political responsibility is also a legitimate criterion, but the relevant area of examination should be political philosophy, not patronage considerations," he adds.

Ex parte contact with federal agencies is the theme of another article in the same issue of the ABA *Journal*. "Private communications with administrative agencies should be prohibited," says Richard N. Ivins, a former hearing examiner for both the Federal Power Commission and the National Labor Relations Board. He supports efforts for new legislation to prohibit such contracts, citing the "recent disclosures of irregularities and backdoor pressures" at the FCC and FPC.

Murrow nomination set for hearing in Senate

CBS newsman Edward R. Murrow is tentatively scheduled to appear before the Senate Foreign Relations Committee tomorrow (Tuesday) for a hearing on his nomination as director of the U.S. Information Agency.

Donald M. Wilson, a former *Life* magazine staff man selected to be deputy director, was to appear at the same time. President Kennedy sent both nominations to the Senate last Tuesday (March 7).

Lee Loevinger, a former justice of the Minnesota Supreme Court whose name was sent to the Senate at the same time, already has been confirmed as assistant attorney general in charge of the Justice Department's anti-trust division.

Also sent to the Senate last week were the nominations of Paul Rand Dixon, chairman-designate of the Federal Trade Commission, and Philip Elman to the FTC. The Senate Commerce Committee will hold hearings on both tomorrow.

The President has withdrawn the



New TK-12 Monochrome Camera by RCA Provides Finer Product Detail... Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. SB-22, Bldg. 15-1, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification



Improved Gray Scale to Dramatize Product Features



nominations of FTC Chairman Earl W. Kintner and FTC member Edward K. Mills Jr., Republicans whose names were sent to the Senate in January by former President Eisenhower.

April 28 set by FCC for '61 Conelrad drill

April 28 has been set for this year's Conelrad drill, at the request of the Office of Civil & Defense Mobilization, the FCC announced last week (CLOSED CIRCUIT, Dec. 26, 1960). All broadcast stations (am, fm and tv) in the continental U. S. must participate. Those in Hawaii, Guam, Virgin Islands and Puerto Rico will participate on a voluntary basis.

The drill will begin at 4 p.m. EST and last a half-hour. Stations will leave the air during this period, except for those authorized to operate on the emergency broadcast system frequencies, 640 or 1240 kc. State industry advisory committees may test their fm state defense networks during the drill and such fm emergency network stations are authorized to participate.

Broadcasters will go along with the drill. But some industry representatives are not convinced the present system is the best or that it is truly necessary and they would like the Dept. of Defense, the OCDM and the U. S. Air Force to study alternatives with them.

The cost of the present annual half-hour off the air is estimated at more than $250,000 in broadcast revenues.

The drill date was one of three proposed by OCDM and submitted to each state industry advisory board for comments. Deadline for comments was Dec. 15, 1960, when the subcommittee of the National Industry Advisory Committee met, discussed state comments and settled on April 28.

Necessary? ▪ In this meeting, according to A. Prose Walker, NAB engineering department manager, it was agreed that a joint study of the current Conelrad system should be made by broadcasters and the interested government agencies. The main question was: Is the annual Conelrad drill necessary? Subcommittee members felt the broadcasting aspects of Conelrad had been proved in previous drills, but because coordination with OCDM maneuvers was not proved, the broadcasters agreed to the proposal without complaint, Arthur Peck, CBS Radio director of network operations and chairman of NIAC for this quarter, told BROADCASTING last week.

Mr. Walker said NIAC feels the Defense Dept. and OCDM should explain the problems openly. If security is involved, he said, enough members of NIAC have security clearances to work out answers in closed session. "We are inclined to think the present [Conelrad drill] system is unnecessary but we want to see it studied rather than have only the government decide," he said.

Mr. Peck said NIAC sent a letter to the FCC last month asking if the new administration wants to continue the present system or if it has new plans.

Dissatisfaction with the annual Conelrad drill has been growing since it began. Many sources have said they feel its already obsolete and have pushed for a more practical solution to the emergency broadcasting problem.

D. C. Bar to discuss who will regulate regulators

"Who Will Regulate the Regulators" will be the featured panel discussion at the monthly meeting of the District of Columbia Bar Assn. tomorrow (Tuesday). Participants will include Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and chairman of several of the federal regulatory agencies.

Newton N. Minow, chairman of the FCC, has turned down an invitation to participate in the panel and it is not expected that any member of the commission will take a part. Rep. Harris will open the panel with a 10 minute talk, after which each agency chairman will be given five minutes. The opening talks will be followed by questions from the floor.

Principal item of debate will be whether Congress, which created the agencies, or the White House, which appoints the members, will be the father supreme.

KFRE-TV dual operation permitted to continue

KFRE-TV Fresno, Calif., has been permitted to continue dual operation of ch. 12 and ch. 30 there until April 15. The commission last week denied protests by KJEO (TV) and KMJ-TV, the other two Fresno stations, both uhf (BROADCASTING, March 6).

The dual operation is authorized to provide service during the transition period when KFRE-TV shifts from vhf to uhf as a result of the FCC deintermixing Fresno, making it all-uhf. KFRE-TV, a Triangle station, two weeks ago told the FCC the dual operation is necessary so citizens in outlying areas will have a chance to convert to uhf and receive that station's signal. The station said it cooperated with the commission in the deintermixture, even though it might have delayed that process several years through legal maneuvers.



WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives



In Providence, WJAR-TV's new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA's "61 for 61" and Warner Brothers' "Post '50 Package" to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: A STAR IS BORN • VIVA ZAPATA • ALL ABOUT EVE • THE HIGH AND THE MIGHTY • COME TO THE STABLE • REBEL WITHOUT A CAUSE • THE PRINCE AND THE SHOWGIRL • HONDO • COME FILL THE CUP • THE BIG LIFT • DOWN TO THE SEA IN SHIPS • PINKY TWELVE O'CLOCK HIGH • THE BIG TREES • A LETTER TO THREE WIVES • YELLOW SKY • THE SEARCHERS STRANGERS ON A TRAIN • SPRINGFIELD RIFLE LAND OF THE PHARAOHS • Marilyn Monroe • Anita Ekberg • Marlon Brando • Judy Garland • Montgomery Clift • Burt Lancaster • John Wayne • James Dean • Sal Mineo • Doris Day • Robert Stack • Bette Davis • James Stewart • Maria Schell • Kirk Douglas • Joan Crawford Tab Hunter • Cary Grant • Lauren Bacall • Gregory Peck James Cagney • Spencer Tracy • James Mason • Glenn Ford • Peter Sellers • Gary Cooper • Natalie Wood

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Only Air Express

assures top priority service

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It doesn't matter whether you ship a two-ounce radio tube or a one-ton piece of earth-moving equipment. The moment the AIR EXPRESS label goes into place your shipment gets top priority on all of the nation's scheduled airlines. We have enthusiastic users on both ends of the scale.

The reasons: your shipment flies with jet-age speed. And it flies first class—first on, first off, first there. No waiting ever for package consolidation.



Another is convenience—door-to-door service plus within-the-hour pickup by the AIR EXPRESS fleet of 13,000 special trucks, many radio-dispatched for maximum speed.

Kid-glove handling every mile of the way—to anywhere in the U. S. and Canada—is another AIR EXPRESS extra. Teletype receipt of delivery on request. That's why so many businesses are making the one phone call it takes to put AIR EXPRESS to work for them—at amazingly low cost—and they're doing it regularly. You'll like what happens to your competitive position, too, when you think fast . . . think AIR EXPRESS first! Call today . . . .

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R·E·A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Senate committee approves etv funds bill

CHANCES FOR ENACTMENT LOOK BETTER THIS CONGRESS

The Senate Commerce Committee last week reported out the $51 million aid-to-educational television bill (S205) introduced by its chairman, Warren G. Magnuson (D-Wash.), and ranking minority member, Andrew F. Schoeppel (R-Kan.).

The vote at an executive meeting Wednesday (March 8) was unanimous after committee members accepted an amendment proposed by the General Accounting Office. This would require the states to keep records of how they spend the funds and authorize the GAO to audit these accounts.

Additional support for the bill came from the newly-installed FCC chairman, Newton N. Minow. In one of his first official acts, he sent a statement to the committee on Tuesday urging the use of federal funds for educational television. Mr. Minow, who was sworn in as chairman March 2, when the Commerce Committee was winding up two days of hearings on the bill (BROADCASTING, March 6), said he issued his statement "because of the immense importance I attach to this legislation."

He said that "a widely available and adequately financed non-commercial educational television service is vitally necessary to improve our educational and communications system." He also said such a service offers "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement."

But since many local areas lack funds for station construction, he said, federal aid is needed, "particularly to advance the date of construction and to permit extensive rather than minimal operation."

The Magnuson bill, which would provide grants of up to $1 million to each state and the District of Columbia for the installation or improvement of etv facilities, has won Senate approval in the past two Congresses. But it died in the House each time.

Chances for enactment of an etv measure appear brighter this session. The House Commerce Committee, which let the first Magnuson bill die in the 85th Congress, last year reported out a state-federal matching-funds bill measure, but it was pigeon-holed by the House Rules Committee. So far this session, a number of etv bills have been introduced by House Commerce Committee members, including one by its chairman, Rep. Oren Harris (D-Ark.), which is similar to the Magnuson bill.

Chairman dissents in his first FCC meeting

FCC Chairman Newton N. Minow registered his first dissent at his very first meeting. The commission granted a construction permit for an am station in Ebensburg, Pa. on 1580 kc, 1 kw daytime to Cary H. Simpson, owner of majority interest in five other standard stations in north central Pennsylvania.

Said Chairman Minow, "I would designate the application for hearing on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania."

Commissioner Bartley, who has consistently dissented in such situations, concurred with the chairman.

Mr. Simpson owns WTRN Tyrone, WBLF Bellefonte, 67% of WFRM Coudersport and WNBT Wellsboro, and 50% of WKBI St. Mary's, all Pennsylvania.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 4743. Rep. Oren Harris (D-Ark.)—would authorize the FCC to waive the annual inspection of shipboard radio equipment for purpose of permitting an incoming ship to proceed to another U. S. port where the inspection can be held. Commerce Committee. Feb. 22.

HR 4772. Rep. John P. Saylor (R-Pa.)—would create a Commission on Noxious and Obscene Matters and Materials, composed of 19 members, including tv-radio representatives, which would investigate the traffic in obscene materials and propose means of combating it. Education and Labor Committee. Feb. 22.

HR 5099. Rep. Walter Rogers (D-Tex.)—would provide each state, the District of Columbia and Puerto Rico with $10,000 for surveys of and plans for educational television needs, and $1 million for the construction of etv facilities, with both grants to be matched by the states. Commerce Committee. March 1.

HR 5194. Rep. Hale Boggs (D-La.)—would amend the Administrative Procedure Act to permit various federal agencies, when temporarily understaffed, to utilize the services of each other's hearing examiners. Judiciary Committee. March 6.

H Res 185. Rep. Earl Wilson (R-Ind.)—would take note of the "trend toward less control of the moral content" of tv and movies and urge those industries to establish screening bodies similar to the movies' old Hays office. Commerce Committee. Feb. 22.

USIA REPORT ON REDS

Communist broadcasts to foreign lands up 10% in '60

The U. S. Information Agency reports that quiz games, polls and contests, generally served with strong ideological flavoring, are becoming increasingly popular staples of Communist international broadcasting.

The agency also says that Red broadcasting to foreign lands continued to expand last year, climbing from 2,921 hours per week at the end of 1959 to 3,203 hours by December 1960, a 10% gain.

And the "outstanding development" in this connection, the agency adds, "was the continued massive expansion in Communist Chinese output." That country's foreign broadcasting was said to have increased 34%, from 512 hours weekly to 687 hours.

An example cited of radio games, Communist style, involved Radio Moscow's "Club of Peace and Friendship," which was organized in the Soviet capital in September "to strengthen friendly contacts between the Soviet and Arab peoples." The club invited listeners to comment on such questions as: "How could the liquidation of the shameful system of colonialism be effected on our planet?"

Big Jump in Africa ▪ And Radio Moscow, in a history quiz beamed to Denmark, asked, "Who was the Danish author who was among the first to visit the USSR to greet the proletarian revolution?"

But it isn't all heavy-handed propaganda, according to USIA's findings. The winner of a quiz for listeners in Spain was to receive a free trip to Moscow to attend a soccer match between Soviet and Spanish teams.

The USIA report reveals that the increase in Communist bloc international broadcasting was evident in all areas of the world, except North America, where a slight decline was registered.

The highest percentage of expansion



SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new . . . excitingly new in video-taping special effects on "SCOTCH" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks . . . does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantaneously. And "1001" is just a number—in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . . you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes . . . produce pop-on overlay effects, faces, product labels . . . do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape . . . create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

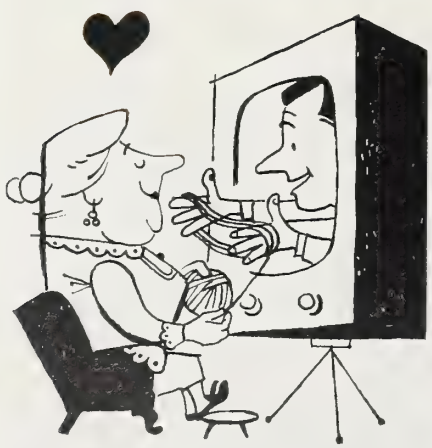
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MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

It's no mere yarn that KOIN-TV captures the confidence of the widest audience in Portland, Oregon, and 33 surrounding counties. Programming prompted by the distinctive desires of our viewers is the secret. Knit your brow no longer over the Portland market... see how KOIN-TV will sew up sales for you. We direct you to the latest Nielsen to complete our case.*

KOIN-TV persuades people in Portland!



*Highest ratings and widest coverage...7 of every 10 homes in Portland and 33 surrounding counties. KOIN-TV—Channel 6, Portland, Oregon. One of America's great *influence* stations. Represented nationally by CBS-TV Spot Sales.

was in broadcasts tailored for, and beamed exclusively to, the volatile new nations of Africa. Though the actual volume of broadcasting is still relatively low—about 97 hours weekly—it has almost doubled since the end of 1959, according to the report.

Swahili, Too ▪ Besides broadcasts aimed specifically at Africa, that continent also gets 66½ hours per week of broadcasts primarily intended for other areas, the report added.

And in February 1960, Radio Moscow initiated regular broadcasts in Swahili, the first native African language to be used on a regular schedule. This brought to 56 the number of languages used by the Communist bloc in its foreign broadcasts.

Another significant development in Communist broadcasting last year, in USIA's view, was the appearance of a new German language clandestine station, broadcasting particularly to West German army troops.

Western Europe continues to be the main target of Communist international broadcasts, receiving 889 hours and 25 minutes of them weekly in 1960. The Far East was next, receiving 807 hours and 10 minutes; followed by the Near East and South Asia, 647 hours and 55 minutes; North America, 276 hours; Latin America, 167 hours and 40 minutes; and Africa, 96 hours and 50 minutes.

Radio Aid ▪ Besides broadcasting to foreign lands, Communist bloc countries have engaged in an extensive program of radio aid to underdeveloped nations.

This involves aid in the installation of radio transmitters and broadcasting equipment, as well as the export of radio receivers, according to USIA.

In this connection, the agency cited Communist bloc reports of technological innovations. It said Radio Moscow has reported the Soviet Union is exporting to about 30 countries small instruments which transform heat from an ordinary kerosene lamp into electric power that feeds a radio receiver.

WEOL appeals in suit

WEOL Elyria-Lorain, Ohio, took its seven-year-old $1 million triple damage antitrust suit against the *Lorain Journal* to the U. S. Court of Appeals in Cincinnati last week. The radio station, which claims it was damaged in the early 1950's by the newspaper's policy of refusing to accept advertising from businessmen who advertised on WEOL, lost its suit in the lower court last year. A federal judge in Cleveland district court ruled WEOL had failed to substantiate its alleged losses (BROADCASTING, May 30, 1960). The government won an antitrust suit against the newspaper for this practice in 1951.

Filmways registers stock with SEC

Filmways Inc., New York producer of tv commercials now branching out into productions of tv series and possibly feature films, has registered 53,500 shares of common stock with the Securities & Exchange Commission to be offered in various ways.

Filmways is listed on the American Stock Exchange. On March 1 it closed at 5⅛.

Filmways' revenue for the year ended July 31, 1960 was $5,721,173; net income (with special tax credit) $36,000.

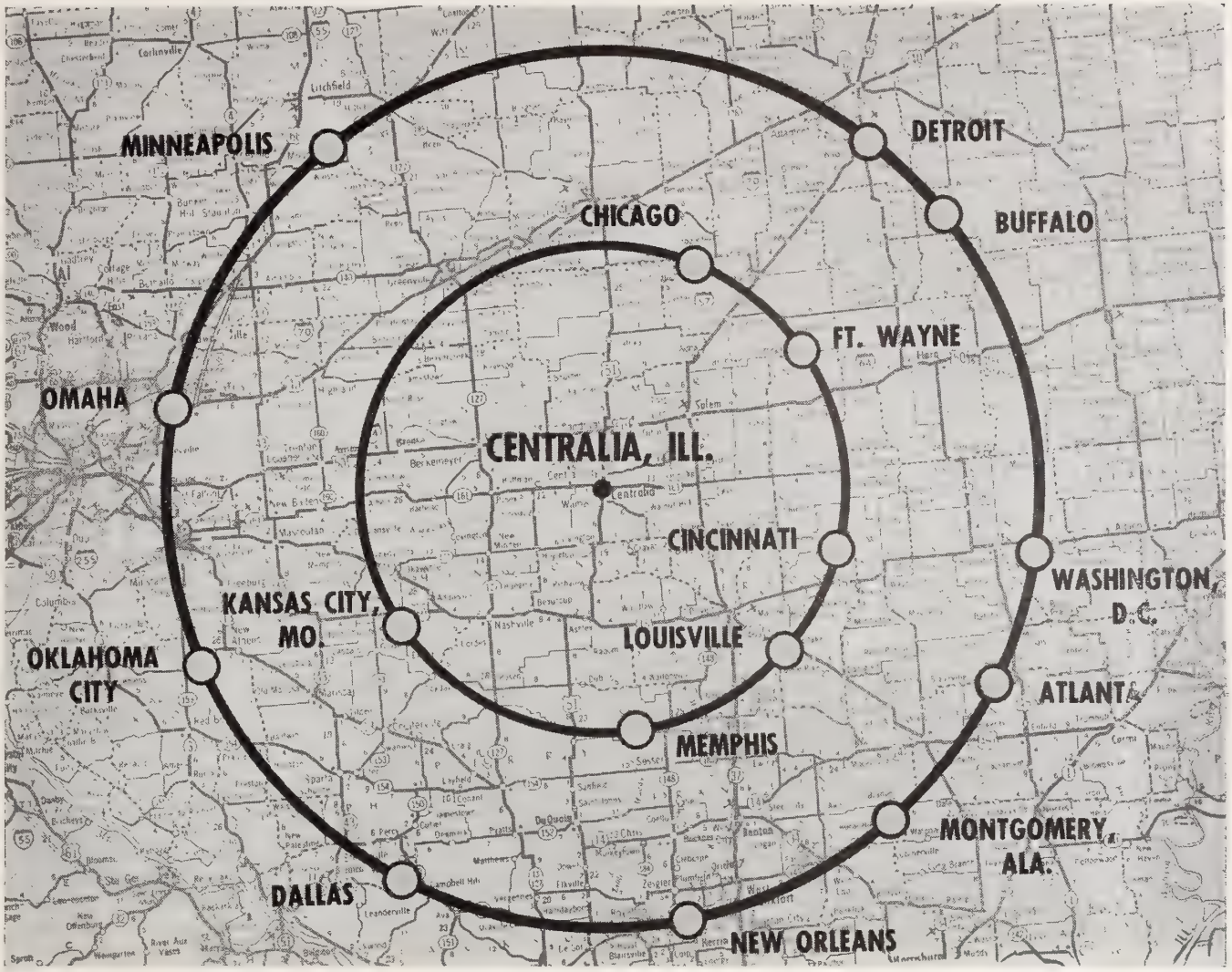
The statement noted that Filmways has experimented with video tape for commercials and series but has suspended further tests and now is using film only. Due to "numerous technical and administrative problems" in the use of video tape, "it does not approach film" for economy and quality, the company concludes.

Filmways' two tv series currently are *21 Beacon St.* and *Mister Ed.* The company is considering producing feature films, the prospectus said.

Officers & Salaries ▪ Martin Ransohoff, board chairman, owns 22% of the outstanding stock. His annual salary is $67,600 and 5% of the company's net. Milton R. Dubin is senior vice president (salary not listed); Lee Goodman ($42,003) is executive vice president and Will Cowan ($36,300 and 3% of net) is a vice president.

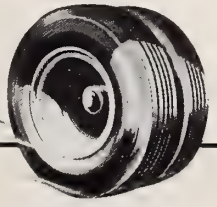
Rodney Erickson is Filmways' president. Under a contract specifying his services as "special, unique and extraordinary," Mr. Erickson gets $26,000 for his first year (started Nov. 4, 1960) and $52,000 for the second year. In addition he is to receive the amounts, if any, equal to 40% of certain net revenues of Rodney Erickson Enterprises Inc. (now a Filmways' subsidiary). His aggregate salary is not to exceed $67,600 per year.

The shares in the registration statement will be offered as follows: 20,000 shares in connection with the acquisition of literary properties including photoplays and to induce present or prospective key employes to remain with or to join the company; 17,500 shares to be sold on the exchange from time to time at prevailing market prices; 16,000 shares to be offered by Filmways to holders of a like amount of warrants which were acquired at 1 cent each in December 1958 by S. D. Fuller & Co., in connection with a prior stock offering, of which part was resold to another firm. Each warrant entitles its holder to buy one share of common stock at $5.25. Nine sellers of the 17,500 block of stock were listed who proposed to sell portions ranging from 200 to 8,000 shares.



CURIOUS-LOOKING MAP?

Indeed it is—for everyone knows that the cities on each of the circles are not actually equidistant from Centralia. The explanation? It's not a geographic map at all—it's an economic map. Its purpose is to show how the direct, flexible transportation service provided by trucks shrinks the miles between point of origin and destination—how it has the effect of equalizing the distances between widely scattered cities . . . Centralia, Illinois—the population center of the U. S. and a city of approximately 15,000 people—is within 24 hours by truck of each of the cities plotted on the inner circle—and within 48 hours of those on the outer circle! This, multiplied the length and breadth of the land, is the changing face of America—new market horizons made possible by the magic of truck transport.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

Hayward, O'Neil not in tune on pay tv

Proponents of pay television traditionally have touted "quality" programming as the secret ingredient that would win both the public's approval and its money. But once pay tv were established, how long could quality survive in the crossfire of profit incentive?

There appears to be some difference of opinion on the question between two of the principals in the pay tv test which the FCC has authorized for RKO General's ch. 18, WHCT (TV) Hartford, Conn. The views were expressed after a panel presentation on pay tv before the Investment Analysts Society in Chicago last week.

Broadway producer Leland Hayward, who will develop program material for RKO General's three-year pay tv test in conjunction with Zenith Radio Corp. and others, admitted that, once subscription television is accepted generally, it would not be too hard to guess which program choice would be made by an operator in a given situation: a quality program that would bring in $10,000 or a mass appeal program that would bring in $500,000. Mr. Hayward said, however, that quality programming is a must to get pay tv going.

Tom O'Neil, president of RKO General, said quality would have to be sustained if pay tv wishes to continue to survive even after it has won general acceptance. "If you cheapen your product, pretty soon you lose your customers."

Neither felt pay tv programming would be competitive with commercial tv. They told the panel it would be supplemental and they expressed high expectation that there is enough of a fringe market to make a top quality format economically successful as well as attractive to viewers.

Also on the panel was Joseph Wright, Zenith president, whose company is providing the decoders to RKO General for the test. Zenith's corporate affiliate, Teco Inc., is the Phonevision licensee. The Teco president, Pieter Van Beek, also was present.

Mr. Wright said of the Hartford test: ". . . From here on out the merits . . . are going to be judged not on the basis of theoretical arguments conjured up on a speculative basis, but on the hard facts of what we do. The business will be successful if it brings to the public fine entertainment for which the average viewer is perfectly willing to pay; it will fall flat on its face if it does not generate excitement and enthusiasm."

Ramrod says movie was on tv without permission

Ramrod Productions Inc., Hollywood, has filed a breach of contract suit in Los Angeles Superior Court against RKO General Inc. seeking $1.4 million damages because one of Eddie Fisher's movies "Bundle of Joy," which co-stars Debbie Reynolds, was shown on television without permission. The plaintiff also seeks an injunction against further showing of the film before June 5, 1961, expiration date of a specified five year agreement between RKO Pictures which produced the movie and Ramrod which has Mr. Fisher under a ten year contract.

The plaintiff contends the film was shown 14 times on television, twice daily on WOR-TV New York, between Nov. 28 and Dec. 4, 1960 and on KHSL-TV Chico, Calif. during the week of Feb. 20.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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20th Century Fox talks with NTA about buying it

National Telefilm Assoc. last week confirmed reports that it has had discussions with the 20th Century-Fox Corp. for the purchase by Fox of NTA, including WNTA-TV New York.

NTA recently offered its broadcasting properties—WNTA-AM-FM-TV—for sale and there have been several interested purchasers, including a New York civic group working with the National Educational Television & Radio Center; Ely A. Landau, formerly board chairman of NTA and producer David Susskind. Both Mr. Landau and Mr. Susskind have said they have groups that are interested in buying the station but have not made offers. The only bid made for the station has come from the group allied with NETRC, which offered $4 million for WNTA-TV. This was turned down by NTA as "inadequate."

It was reported that Fox's intention is to buy NTA as a whole. Spyros P. Skouras, Fox president and Oliver A. Unger, board chairman of NTA, acknowledged they have been holding talks but said these were still in the exploratory stages.

Hour-long network shows hit syndication trail

MCA TV Film Syndication Div. announced last week that it is offering four, hour-long tv series, which have concluded their network runs, for syndication to tv stations throughout the country. David Sutton, division vice president, noted that in recent years, first-run off-network programs tended to be re-sold for network re-telecasting in daytime or summer periods, and rarely were made available locally.

The four programs and the number of hour episodes offered are: *Riverboat* (44), *Suspicion* (21), *Cimarron City* (26) and *Overland Trail* (17).

Mr. Sutton said each of the four series already has been bought by WNEW-TV New York, WTTG (TV) Washington, KTTV (TV) Los Angeles, WBNS-TV Columbus, KVOA-TV Tucson, WAGA-TV Atlanta, WEWS-TV Cleveland, KVAR (TV) Phoenix; KKTV (TV) Colorado Springs, Colo.; WGAN-TV Portland, Me.; WITN (TV) Washington, N. C.; WBRE-TV Wilkes-Barre-Scranton, Pa., and KPTV (TV) Portland, Ore.



SYLVANIA SMALL POWER TUBES

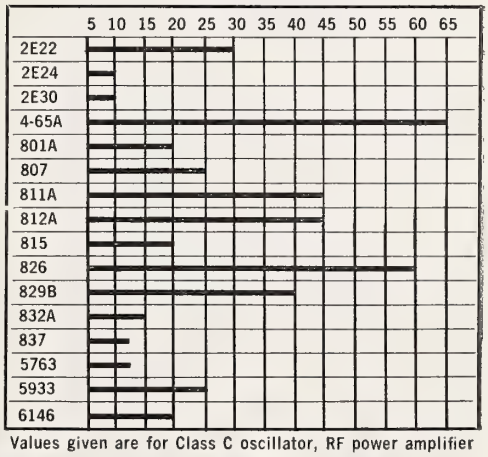




No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' *high reliability* for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 124 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS



Values given are for Class C oscillator, RF power amplifier

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

Film sales...

21 Tarzan Features (Banner Films): Sold to WSIL-TV Harrisburg, Ill. WJBF (TV) Augusta, Ga.; WSOC-TV Charlotte, N. C.; WOW-TV Omaha, and WEHT (TV) Evansville, Ind.

Bold Journey and *I Search for Adventure* (Banner Films): Sold to KENS-TV San Antonio; WNEM-TV Saginaw-Bay City, Mich.; KTVR (TV) Denver; KIMA-TV Yakima, and KPHO-TV Phoenix.

Debbie Drake Show (Banner Films): Sold to WGR-TV Buffalo; WTVO (TV) Rockford, Ill.; WEHT (TV) Evansville, Ind.; WJBF (TV) Augusta, Ga.; WRAL-TV Raleigh, N. C.; WMCT (TV) Memphis; KGHL-TV Billings, Mont.; WRBL-TV Columbus, Ga.; WBRZ (TV) Baton Rouge; WGAL-TV Lancaster, Pa.; WJHG-TV Panama City, Fla.; KLFY-TV Lafayette, La., and WSB-TV Atlanta.

Felix The Cat (Trans-Lux): Sold to KHQA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-TV Mason City, Iowa; WHBF-TV Rock Island, Ill.; KEYC-TV Mankato, Minn., The Australian Broadcasting Commission and the Arabian-American Oil Co., Saudi-Arabia.

American Civil War (Trans-Lux): Sold to KFVS-TV Cape Girardeau, Mo.; KGLO-TV Mason City, Iowa; KONO-TV San Antonio; WSAU-TV Wausau, Wis.; KQTV (TV) Fort Dodge, Iowa; WSTV-TV Steubenville, Ohio; WITI-TV Milwaukee and five overseas network stations of U. S. Armed Forces.

Encyclopaedia Britannica Film Library (Trans-Lux): Sold to KONO-TV San Antonio; WVEC-TV Hampton-Norfolk, Va., and WSAU-TV Wausau, Wis.

Cartoon Classics (Banner Films): Sold to KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KEYC-TV Mankato, Minn.; WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

Program notes...

Crosby's creations ▪ Bing Crosby Productions will begin filming two new tv series—a half-hour romantic comedy, starring Eve Arden, and an hour medical series, tentatively titled *Ben Casey*. James E. Moser created the latter. He also created *Medic*, but points out that the new series is planned as much more than a lengthened version of that series.

Appoints distributor ▪ Carl Dudley, producer of *South Seas Adventure*, has pacted Trans-Lux Television, N. Y., to distribute his new series, *It's a Wonderful World*, with John Cameron Swayze.

NT&T loss ▪ National Theatres & Television reported a net loss of $114,574, equal to 4 cents a share, for the 13-week period ended Dec. 27, 1960. Gross for the period was $9,960,000. For the like period of 1959, NT&T had a net of $401,159 or 15 cents a share on revenues of $11,533,000. President B. Gerald Cantor, in his first-quarter statement to stockholders, pointed out that the 1959 quarter included earnings of $269,000 by WDAF-AM-TV Kansas City, which was sold at a profit of $3 million during 1960, and also reflected unusually large profits—$865,000—from the disposition of theatres and real estate.

Best sound ▪ The "Silent Caper" episode of *77 Sunset Strip*, produced by Warner Bros. for ABC-TV, was the best sound-edited tv film of 1960, according to the Motion Picture Sound Editors. Awards were presented to Edwin Scheid, supervising editor, and to sound editors Pete Berkos, Mike Colgan, Bruce Flu, Wally Haynes, Stanley Martin and Bill Mauch on March 4 at the eighth annual MPSE banquet at the Beverly Hilton Hotel in Beverly Hills.

EQUIPMENT & ENGINEERING

RCA VICTOR REVEALS NEW COLOR TUBE

Its improvements are expected to spur consumer interest

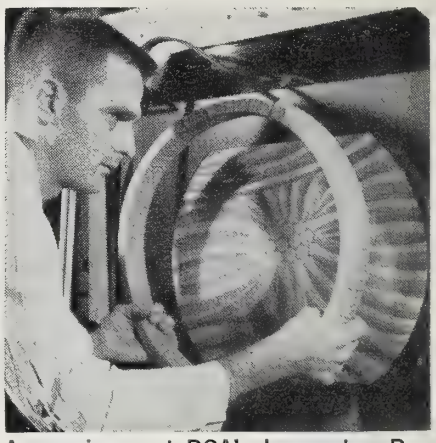
The development by RCA Victor of a new color picture tv tube which makes pictures 50% brighter and gives them greater sharpness and contrast than the company's previous tubes is expected to quicken consumer interest in color. It was shown in New York last week.

The new tube, which also reproduces black-and-white pictures with noticeable improvement in brightness, contrast and sharpness, will be made available to all other manufacturers for the color sets they are currently marketing or planning to market. RCA said the new tube results in no change in the price of sets.

The new version of RCA's three-gun shadow mask picture tube was developed by the RCA Electron Tube Div., Lancaster, Pa. It can be furnished to manufacturers in two versions: (1) the conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass. The tube is of the 21-inch type, which RCA maintains is the ideal size for home viewing of color tv.

Will help dealers ▪ The tube's improved brightness, an advantage particularly when viewing in brightly lighted rooms, as in dealer showrooms, was achieved by using improved phosphors of the sulfide type to attain balanced electron beam characteristics. The tube is identified as the RCA-21FBP22.

The improved performance of RCA's color tube, a development which will be featured in a national advertising program in a few weeks, is considered a significant step to boost an expected surge of consumer interest in color set purchases next fall. Though the new tube would be a major color progress event in itself, RCA's announcement came as a capstone to recent events on the color tv frontier. Zenith Radio made headlines with its plans to introduce a line of color receivers in the fall (BROADCASTING, Feb. 27). On the network level, Eastman Kodak said it would leave ABC-TV and CBS-TV to become alternate week sponsor with RCA of next season's new NBC-TV color program, *Walt Disney's Wonderful World of Color* (BROADCASTING, March 6). Eastman specified it was moving to the Disney show in the belief that color television has come of age and because color photography is important to the company's growth.



An engineer at RCA's Lancaster, Pa., color tube plant applies a demagnetizing coil in one phase of checking out a new tube for brighter color. The kaleidoscopic pattern on the tube's face is the result of an electron beam sprayed from the coil to excite the different color phosphors.

Capitol Records enters electronics

Full-scale entry of Capitol Records Inc. into the electronics field through the formation of a wholly-owned subsidiary, Electric & Musical Industries (U. S.) Ltd., was announced last week by Glenn E. Wallichs, Capitol president.

The name comes from that of the principal stockholder of Capitol—Electric & Musical Industries Ltd. of England—a major British electronics firm and the largest manufacturer and distributor of magnetic tape in the United Kingdom. EMI will supply EMI/US with a majority of its products, but the new company also has acquired the operations and services of two independent American electronic companies, Hoffman Electron Tube of Westbury, N. Y., and Voi-Shan Electronics Division of Voi-Shan Industries, Los Angeles.

Daniel C. Bonbright, Capitol vice president for administration and finance, also has been named corporate vice president for the company's electronics activities. Capitol's home instruments division, for which he is also responsible, may eventually be merged with EMI/US, he said. A Bruce Rozet, capitol administrator of management planning, also will become vice president and general manager of EMI/US.

According to Mr. Rozet, the new company will have four divisions: the broadcast division, which will market studio equipment, professional tape recorders and related equipment; the magnetic tape division, which will market video, audio and instrumentation tape; the electronic tube division, to manufacture and market a full line of special high-performance electron tubes and microwave instrumentation, including photomultipliers, klystrons, traveling-wave tubes, camera pick-up tubes, cathode ray tubes and storage tubes; and the consumer products division, which will manufacture and market electronics products for home use.

One of the most important products EMI/US will market initially is tv tape, the company said, noting that the tape to be offered by EMI/US currently is used by both the BBC and CBC. Hoffman Electron Tube, national distributor of electron tubes and microwave components, has distributed EMI tubes for three years in the U.S. Voi-Shan Electronics Div. has been active in the development and manufacture of traveling-wave tubes. Key personnel of Hoffman and Vio-Shan are being retained by EMI/US, which will have executive offices in the Capitol Tower in Hollywood. The company also will maintain an eastern sales office in New York, manufacturing facilities in Los Angeles and servicing-warehousing facilities in 28 locations throughout the country.

EMI/US will introduce its new line to American engineers at the Institute of Radio Engineers trade show in New York March 2-23 and also will have an exhibit at the NAB convention in Washington, May 7-10.

In announcing the expansion, Mr. Wallichs commented: "Capitol's move into the electronics field is, we believe, a logical step. It allows us to diversify our present activities by moving into an area that is closely related to our primary business, and one in which EMI, our parent company, has already established pre-eminence as a pioneer and as a major force in the vital area of research and development."

Zenith net earnings top $15 million during '60

Zenith Radio Corp., Chicago, reported net consolidated earnings for 1960 of $15,225,819 ($5.11 a share), representing the firm's second highest year in its 42 year history, in a statement to stockholders last week. A record year was 1959 when earnings were $16,630,144 ($5.63 a share). In 1958 the net profit was $12,116,165 ($4.10 a share).

Net consolidated sales for 1960 were $254,111,740, or 2% below 1959's record $260,033,866, but 30% above the previous record set in 1958. Apart from intensified competition in the consumer electronic field last year, Zenith also suffered some from the firm's first strike that closed its main plants in August.

But in 1960, "for the second successive year, Zenith produced and sold more than 1 million television receivers," it was reported by Board Chairman Hugh Robertson and President Joseph S. Wright.

50 exhibitors reserve convention space

Fifty manufacturers and suppliers of broadcast equipment and services have contracted for exhibit space in the Shoreham Hotel, Washington, D. C., during the annual NAB convention May 7-10, NAB Secretary-Treasurer Everett E. Revercomb announced last week. All associate members of NAB, the exhibitors are:

Adler Electronics Inc., New Rochelle, N. Y.; Alford Manufacturing Co., Boston, Mass.; Alto Fonic Tape Service Inc., Palo Alto, Calif.; Ampex Professional Products Co., Redwood City, Calif.; Bauer Electronics Corp., San Carlos, Calif.;

Capitol Records Inc., Hollywood, Calif.; Cellomatic Equipment Corp., New York; Collins Radio Co., Cedar Rapids, Iowa; Conrac Inc., Glendora, Calif.; Continental Electronics Manufacturing Co., Dallas, Tex.; Continental Manufacturing, Omaha, Neb.;

Ecco-Fonic Inc., Hollywood; Electronic Applications Inc., Stanford, Conn.; Fairchild Camera & Instrument Corp.; Yonkers, N. Y.; Fisher Radio Corp., Long Island City, N. Y.; Foto-Video Electronics Inc., Cedar Grove, N. J.;

Gates Radio Co., Quincy, Ill.; General Electric, Syracuse, N. Y.; General Electronics Laboratories Inc., Cambridge, Mass.; Gotham Audio Corp., New York; GPL Div., General Precision Inc., Pleasantville, N. Y.; Graham Sales Co., North Hollywood;

Hughey & Phillips Inc., Burbank, Calif.; Industrial Transmitters & Antennas Inc., Lansdowne, Pa.; Kahn Research Laboratory Inc., Freeport, Long Island, N. Y.; Kliegl Bros., Universal Electric Stage Lighting Inc., New York;

MacKenzie Electronics Inc., Hollywood; Metropolitan Electric Manufacturing Co., Long Island City, N. Y.; Minneapolis-Honeywell Regulator Co., Philadelphia; Minnesota Mining & Manufacturing Co., St. Paul, Minn.; Miratel Inc., New Brighton, Minn.; Mosely Assoc., South Barbara, Calif.;

Profit Programming Inc., Bellingham, Wash.; Programatic Broadcasting Service, New York; Radio Corp. of America, Camden, N. J.; Raytheon Co., Waltham, Mass.; Schafer Custom Engineering, Burbank, Calif.; Sony Corp. of America, New York; Standard Electronics Div., Farmingdale, N. J.; Sarkes Tarzian Inc., Bloomington, Ind.;

Tektroniz Inc., Beaverton, Ore.; Telechrome Manufacturing Corp., Amityville, N. Y.; Telecontrol Corp., Gardena, Calif.; TelePrompTer Corp., New York; Telescript-CSP Inc., New York; Television Specialty Co., Garden City, Long Island, N. Y.; Tower Construction Co., Sioux City, Iowa;

Utility Tower Co., Oklahoma City, Okla.; Visual Electronics Corp., New York; and Vitro Electronics, Silver Spring, Md.

Technical topics...

Tall move ▪ The Tall Co., manufacturers of the EdiTall Tape Editing and Splicing Blocks, announces the opening of offices at 27 East 37th St., N. Y. The company also is announcing an addition to its line: the EdiTall Block designed for attachment to modern compact tape recorders. Called the Editall S2, this block is 4 inches long, ¾ inches wide and ¼ inch thick. The price is $6.50.

New monitor ▪ General Electric Co. has developed what it describes as an improved tv monitor. It will work with any standard black and white camera to produce a picture said to be almost free of distortion. The input circuit will cancel out most distortion caused by nearby high-current wires. Controls are independently effective; adjustment of one has no effect on the others. Parts are more accessible than in previous models.

New oscillator ▪ Kay Electronic Co., Pine Brook, N. J., announces the availability of its new Sona-Sweep Model M low-frequency sweeping oscillator. The Model M adapts the accepted techniques of RF swept-frequency alignment for audio and ultrasonic design and test work. The Sona-Sweep also provides a complete measurement system. Further information and prices may be obtained from Kay Electric Co., Dept. BT, Pine Brook, N. J.

Cleveland d. j. prefers simplicity over luxury

Lying in the lap of luxury proved to be more of a strain than a pleasure for a WHK Cleveland d.j., who recently eased his way through five days of a one-week luxury survival test and then forfeited a two-week luxury vacation in Miami Beach by going back to his more customary "simple life." Scott Burton, personality at the Metropolitan Broadcasting outlet, began the experiment after he had requested listeners to send in their ideas for a new kind of endurance or survival test.

Mr. Burton accepted the challenge of Marvin Mintz, president and managing director of the Sahara Motor Hotel in Cleveland, who stated that if the d.j. could maintain his highest happiness quotient determined by a psychiatrist for at least seven full days, he would win a vacation at the Fontainebleau Hotel in Miami Beach. But Mr. Burton flunked when he realized he preferred to walk instead of being carried, that a valet was a bother, that flowers floating in the bathtub were a nuisance and that his specially prepared menu only made him crave for a ham and cheese on rye. The first record he played when he returned to WHK was Frank Sinatra's "Give Me the Simple Life."

Drumbeats...

Greetings ▪ WABC New York broadcast a special greeting to the Brooklyn Region of the Hadassah (Women's Zionist Organization of America) on its 49th birthday March 2. Timed to coincide with over 300 luncheon-birthday parties celebating the occasion, WABC incorporated the greeting into the station's 12:25 p.m. *First Person News.*

Big Rip ▪ WRIP Chattanooga, Tenn., proved to local listeners just how big it really is via the use of Big Rip, a baby elephant, who appeared at a weekend promotion with the station's mobile studios. Station officials claim it was one of the biggest promotions in the city's history with 12,000 hot dogs being sold in two days and many prizes being distributed. Biggest prize of all, according to the consensus of opinion, went to the kiddies who got to ride on Big Rip.

Show promo ▪ With the cooperation of the Encyclopaedia Brittanica and the Dolphoin Div. of Doubleday Inc., WOR-TV New York, has conducted an on-the-air essay contest relating to the station's week-long showing on "Uncle Tom's Cabin," in honor of Lincoln's birthday. The contest offered viewers an opportunity to win copies of the book, written by Harriet Beecher Stowe, and a grand prize of the 54-volume *Great Books of the Western World.*



Jamaica, here I come

Mrs. Margot Teleki, timebuyer of Reach-McClinton Inc., New York, receives confirmation of a one-week, all-expenses-paid trip to Jamaica for two from Barry Sherman, managing director of the radio-television division of Esquire Inc., New York. The Jamaica trip was one of two "first place" door prizes presented during a party for advertising agency representatives in celebration of the appointment of John Blair & Co., New York, as national sales representative for WQXI, Esquire-owned radio station in Atlanta. Dick Swart, BBDO timebuyer in New York, won a similar trip for two to Jamaica.

Identification ▪ It isn't easy in a big market for the smaller station, especially fm, to establish listener identification and win adequate news space in the local papers. But with a new twist to an old technique, WCLM (FM) Chicago feels it has achieved this. The station reports "enthusiastic" response to its new weekend format of frequent five-minute news originations, telephone recorded from the desks of the editors of some 15 community newspapers, interspersed with music and telephone interviews with personalities from all fields currently in the city. Weekend host of *Chicago Orbit* is Linn Burton.

Patron of the arts ▪ The Metropolitan Broadcasting Corp. and the Columbia U. School of Architecture are co-sponsoring the premiere showing of the works of artist Jacques Fabert at the university's Avery Hall from March 20 through April 16. John Kluge, president of Metropolitan Broadcasting, has been serving as Mr. Fabert's patron and has encouraged the artist to drop all outside activities to concentrate on the development of his talent.

Colorful television ▪ A very unconventional "color" transmitter was inaugurated on WNEW-TV New York last week. It seems that the Amazing Randi, a guest on the station's *Wonderama,* set up a circular prop which alternated black and gray designs. When Randi spun this wheel to the right, the resultant effect was a series of concentric circles displaying a red center. When he spun it in the opposite direction, the red circles appeared on the outside. Those present in the studio could definitely see various color combinations, but some members of technical crew, however, claimed to have seen color on the monitor. The Amazing Randi requested the viewing audience to send postcards if they saw color on their home sets. Letters were received from "hundreds" of children and adults substantiating the crew's claims.

WFYI 'for the birds'

Long Island's birds were showered with over three tons of food this winter thanks to "the station for the birds," WFYI Garden City, L. I., N. Y. In order to save local wildlife from the annual bird-famine when snow covers the birds' feeding places, the *New York Herald Tribune* radio outlet dropped food from its "Skyway Patrol" plane until warm weather melted the snow.

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FATIGUE—A FRIEND IN DISGUISE

Nobody welcomes fatigue. Yet, it can be a friend in disguise. Without a sense of fatigue, we would often push ourselves beyond our endurance—and the diagnosis of certain diseases, of which fatigue is an early symptom, might be long delayed.

There are many kinds and many causes of fatigue. For example, there's simple physical fatigue which you feel after a strenuous "work-out." You rest or get a good night's sleep—and it vanishes.

Fatigue may also be caused by low blood sugar—especially among people who eat little or no breakfast. Any healthy person who "tires out" before noon should have a breakfast high in protein foods—meat, eggs and milk.

In contrast, there's the persistent and exhausting form of fatigue that's entirely unrelated to physical effort or diet. This is nervous or emotional fatigue caused by anxiety, tension or boredom.

If you are persistently tired, take a look at your way of life. How much exercise do you get? Physical activity is often the one thing most needed to overcome emotional fatigue.

When fatigue persists, see your physician. A check-up will reveal whether there's any disease causing tiredness. A frank talk about your worries may help untangle the emotional knots that make you "tired all the time." Fatigue shouldn't be ignored.

Remember: for the most common forms of fatigue, "tonics" are seldom, if ever, of any value. Fatigue, like any other symptom of physical or mental distress, should be investigated by your physician.

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THE HOLE IN CANADA'S TALENT POOL

Broadcasters cite talent exodus to U.S. in BBG fight

Canadian broadcasters told the Parliamentary Committee on Broadcasting early this month at Ottawa that there were plenty of jobs open at their radio and television stations. But, they said, independent television stations are going to have difficulty finding enough Canadian talent to meet the Board of Broadcast Governors' requirements of 45% Canadian program content after April 1.

The supply of Canadian television talent is "strained to the limit" stated Don Jamieson, CJON-TV St. John's, Nfld. He pointed out it would be extremely difficult for stations in smaller centers to meet the BBG requirements of Canadian program content. Mr. Jamieson and other representatives of the Canadian Assn. of Broadcasters, explained that there is a steady flow of tv talent from all parts of Canada to Toronto and Montreal, then to the United States.

T. J. Allard, executive vice-president of CAB, asked that the wording in the Canada Broadcasting Act be changed to include Canadian production, instead of just program content. Murray Brown of CFPL-TV London, Ont., CAB president, stated that program production embraces more than just acting or musical talent, that a good news operation by a station was certainly talent. And Mr. Jamieson added that good scriptwriting was an important talent at present in short supply.

The CAB told the committee that the advent of 10 new tv stations in the past year has created a demand for 1,500 to 2,000 people who understand the complex working of television. The organization felt that the BBG should be concerned with promoting all kinds of broadcasting skills, not just performing talent.

CBC, Too ▪ Al Ouimet, president of Canadian Broadcasting Corp., government-owned system, told the committee a few days later that the new independent tv stations in the past year have lured away many technicians from the CBC, but he knew of no performing talent going over to the new stations.

Mr. Ouimet felt that there is plenty of Canadian talent waiting to be developed. He suggested that some of the independent tv stations have not done enough to promote new talent because they can rely on programs imported from the United States, and CBC networks. On the other hand, French-language tv stations have done an excellent job because they have to promote local talent since they have nothing else to fall back on.

Asked about the exodus of Canadian tv stars and producers to the United States, Mr. Ouimet said "This is proof that Canadian tv has come of age and is producing talent worthy of the world stage. As we get better, we'll lose more and more but we'll also attract more and more."

CAB officials told the committee that the BBG method of examining station program logs was not satisfactory because the logs do not set forth the real character and standards of a station's programs.

Mr. Allard, speaking for the CAB, stated that the association looked askance at a suggestion that the BBG be given power to fine stations for breaking BBG regulations. Mr. Jamieson felt that the system of hearings needed if BBG fines were allowed would make for a "tremendously unwieldy system." (BBG chairman Dr. Andrew Stewart told the committee recently that the board should have power to fine stations who exceed spot advertising regulations, the fine to be the amount collected for such excess advertising.)

CAB again requested that the 48-hour blackout of political broadcasts prior to an election be dropped. Last year the Canadian Parliament rejected this proposal.

CFTO-TV dropping 58 people; 25 more releases' planned

CFTO-TV Toronto has laid off 33 employes and expects to drop another 25, Joel Aldred, president, has announced.

The station had planned to start operations with 310 employes when it went on the air just before the end of last year, but the number reached 370 and

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some of the temporary employes now are being dropped, Mr. Aldred said.

He accused the American Federation of Musicians of blocking employment of Toronto musicians by demanding multiple fees for programs intended for syndication by the station. He said AFM has two standards for fees, one for the Canadian Broadcasting Corp. and its network shows, and another for privately-owned stations; a fee is charged according to the number of stations that will use the filmed or taped programs planned by CFTO-TV, he said.

Psychological deafness predicted from tv ads

Many of today's television gimmicks are offending public taste and credulity, Ron W. Todgham, president of Chrysler Corp. of Canada, stated at the National Sales Executive Club of Toronto on Feb. 27. He predicted that if tv writers and producers of commercial advertising do not modify their techniques, the public will revolt by tuning out the offending commercials with the overly hard-sell.

"This could develop into a sort of mass psychological deafness on the part of viewers which could nullify the whole basic purpose and value of the modern tv commercial," Mr. Todgham said.

This could become a chronic state of mind where every time the sponsor of a program was mentioned, the viewer developed conveniently faulty hearing until the commercial was over. He added that the phonier a commercial appeared, the costlier it was.

"I can't escape the feeling that a lot of producers of today's commercials have still got to take a more mature and less frantic approach, in terms of their attitude to public taste and gullibility."

Mr. Todgham felt that tv is taking away the strength and vigor of the art of personal selling in North America. Since the customer knows every slogan and jingle before setting out to make a purchase, the play is taken away from the salesman even before he meets the prospect, he said.

"Televised advertising has supplanted the art of personalized selling almost as much as the automotive industry has outmoded the horsedrawn dairy wagon," Mr. Todgham concluded.

Ecuador buys transmitters

Continental Electronics Manufacturing Co., of Dallas, Tex., a subsidiary of Ling-Temco Electronics, has sold two 10 kw radio transmitters to the government of Ecuador.

The transmitters—one operating on the standard broadcast band, the other



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. . . the Gates Dualux dual channel console has scores of them. Dual program amplifiers; five preamplifiers wired for seven microphones—up to 22 microphones if all utility keys are used—space for 2 more preamplifiers provided; cue-attenuators on all high-level channels used for net, turntables, tapes and remotes; telephone type keys on all mixing channels; and selective monitoring on all major circuits . . . to name just a few.

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Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

on shortwave—were shipped to Ecuador's capital city, Quito, in connection with the opening this month of the 11th Inter-American Conference. The government is using them for regularly scheduled public programs.

Abroad in brief...

Canadian firm sold ▪ Goulet Productions Ltd., Montreal, Que., radio and television production firm, has been sold to Marcel Pare and Placide Labelle of Publicity Services Ltd., Montreal and Quebec. No staff changes are contemplated. Bernard Goulet, former owner, was recently appointed a fulltime governor of the Board of Broadcast Governors, Canada's regulatory body. Richard Goulet, a son, is moving from Cockfield Brown & Co. Ltd., Montreal advertising agency, to Goulet Productions as producer.

NHK buys RKO films ▪ Television Industries Inc., N. Y., reports that the NHK Television Network in Japan has bought the rights for showing of 100 RKO feature films over that network. It was said to be "the largest deal of its kind" for Japanese tv. Television Industries is the parent company of C&C Films, which controls the foreign rights to the RKO library of 700 features and 1,100 short subjects.

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EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

Canadian pay-tv financial report due

When shareholders of Famous Players Canadian Ltd., Toronto, Ont., meet late in March they may learn how much money is being taken in by their pay tv subsidiary, Trans-Canada Telemeter. Pay-tv has now been in operation for a full year at Etobicoke, a suburb of Toronto. To date, 6,000 subscribers have been connected.

Only about 100 subscribers have had their coin boxes disconnected on the grounds they were not using pay-tv after paying the $5 installation charge. Trans-Canada Telemeter reported at a news conference on March 2 at Toronto that it has been taking boxes out of homes which do not show a minimum of 75 cents a week. There are some 450 people in the Etobicoke area waiting for service, Trans-Canada Telemeter officials explained, and there is a shortage of coin boxes.

Pay-tv's biggest attraction has been the Sunday evening hockey games. There are no live Canadian productions planned immediately, but a number of New York shows and productions are to be shown over the pay-tv system live or on tape this month and during the spring. Trans-Canada Telemeter wants to show productions which will not be seen on free-tv. It stopped negotiations with the National Ballet of Canada after the group appeared on CBC-TV.

Requests by the Canadian Assn. of Broadcasters and CBC that pay-tv come under jurisdiction of the Board of Broadcast Governors, Canada's regulatory body, have been deferred for the time being after studies by the BBG staff. The BBG made its report to the Parliamentary Committee on Broadcasting at Ottawa on March 1. It pointed out that as long as closed circuit systems operate entirely within a province "it would require a much stronger case than now exists to justify bringing these works and undertakings under federal jurisdiction."

CBC President Al Ouimet told the Parliamentary Committee he was willing to accept the BBG's "wait-and see" suggestion, since closed circuit television supplies less than 5% of the telecasting done in Canada.

The BBG report also covered the 260 community antenna systems serving about 200,000 Canadian homes across Canada, carrying both U.S. and Canadian station programs.

Independent tv station to carry football games

Television rights for the 1961 and 1962 seasons of the Canadian Big Four football clubs have been purchased by CFTO-TV Toronto. In previous years the Canadian Broadcasting Corp. carried the league's games.

CFTO-TV, which went on the air late last year as Toronto's second tv station, bought tv rights to the games for a two-year period for $750,000. CBC had offered $350,000 a year for use of the games on its regional tv networks. Last year, CBC paid $325,000. Not covered in the contract are the national Grey Cup championship games.

The contract calls for televising at least 17 games each year. Joel Aldred, president of CFTO-TV stated the games will also be carried by CJOH-TV Ottawa, Ont., and CFCF-TV and CFTM-TV Montreal. He expects other Canadian stations to carry the series also.

To date no sponsors have been set, though two breweries are reportedly interested in Ontario and Quebec markets.

John Bassett, chairman of CFTO-TV, is also chairman of the Toronto Argonaut team, one of the four signatories to the agreement.

CBC has now ruled that its affiliated network stations, which this year for the first time signed "option time" contracts, including football, will not be able to carry the Big Four games, without breaking their CBC contract. This involves some 37 stations across Canada. If they break their CBC contract they will lose all CBC shows, on which most of them count for their 45% Canadian program content regulation.

Meanwhile CFTO-TV is endeavoring to sign up the new tv stations not on the CBC network. All of these seven stations have not yet signified their readiness to carry the games.

BBG approves CKEY sale

The sale of CKEY Toronto for $4.1 million to a Canadian-U.S. group was approved by the Canadian Board of Broadcast Governors at Ottawa last week. The station, owned by Jack Kent Cook, was sold to a syndicate including Canadian and U. S. Westinghouse Electric Corp. companies, the *Toronto Globe & Mail* and four Toronto businessmen (BROADCASTING, March 6). The BBG approval was contingent on voting control of the station remaining in Canadian hands and a statement of the new owners, Shore Acres Broadcasting Co., that programming will be improved.



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BROADCAST ADVERTISING

Theodore S. Watson Jr., vp at Charles W. Hoyt Co., New York, elected director.

Alvin Kabaker, vp and general manager of Compton Adv., Los Angeles, has additionally been placed in charge of all west coast operations of agency.


Mr. Sulger

Alden H. Sulger Jr., formerly vp and account supervisor at Grey Adv., N. Y., joins Ted Bates & Co., that city, as vp and account supervisor on Household Products Div., Colgate - Palmolive Co. Prior to his association with Grey, Mr. Sulger was with former Biow-Biern-Toigo agency.

Karl Eller named account executive at Needham, Louis & Brorby, Chicago. Mr. Eller formerly was vp and manager of Chicago office of Foster & Kleiser Co. (outdoor advertising). **Robert W. Huntley,** formerly copywriter at Tatham-Laird, appointed to similar position at NL&B.

William Phllips elected vp of Ogilvy, Benson & Mather, N. Y. He was with Procter & Gamble before joining agency in 1959.

N. Gary Eckard, formerly manager of American Research Bureau's midwest station division, Chicago, appointed vp of Charles Harriman Smith & Assoc., Minneapolis.

Robert L. Benveniste, formerly director of merchandising and advertising at Owl & Rexall Drug Co., joins Beckman • Koblitz, Los Angeles, as vp and account supervisor.

Gerry Slaiter, formerly of KHVH-TV Honolulu, joins The Zakin Co., as assistant to Robert S. Buckbinder, senior vp.

Thomas L. Harris, account executive with Chicago office of Daniel J. Edelman & Assoc. since 1956, appointed vp and member of executive committee.

James Norris, formerly of McCann-Erickson, N. Y., named account executive on Scotchgard Brand Stain Repeller at MacManus, John & Adams, N. Y. **Jack Wolff,** of Mogul, Williams & Saylor, is Scotchgard art director, and **Nan Braman,** who has been with agency in Bloomfield Hills, Mich., moves to N. Y., to serve as copywriter on Scotchgard account.


Mr. Cohen

Lester Cohen, currently assigned as account supervisor on El Producto Cigar Co. account at Compton Adv., N. Y., elected vp. Mr. Cohen has been with agency for 12 years. He previously was account executive on packaged goods accounts, before his promotion to supervisor.

Albert F. Dobson, formerly with advertising department of Wilson & Co. (sporting goods), to copy staff of Clinton E. Frank, Chicago.

Lloyd G. Delaney, account executive at William Esty Co., N. Y., elected vp.

Thomas Tausig, former advertising director at P. Lorillard & Co., joins Grant Adv., N. Y., as vp and management supervisor.

Charles J. McCann, former sales and marketing director at Salada-Shirriff-Horsey Inc., joins Lennen & Newell, N. Y., as account executive on Best Foods-Div. of Corn Products Co.

Richard Chilton advanced to assistant account executive on Goodyear Tire & Rubber Co. account at The Kudner Agency, N. Y. Also appointed assistant account executives were **Robert Kirshner** (National Distillers Products Co.), and **Alvin Nilson** (General Telephone & Electronics Corp.).

Jack Geyer appointed vp in charge of Los Angeles office of Communications Counselors Inc. (McCann-Erickson subsidiary), succeeding **Margaret Ettinger,** who resigned to form own pr firm. **Betty Clements** is Los Angeles manager of Marplan, (division of Communications Affiliates Inc.).


Mr. Snyder

Kenneth C. T. Snyder, vp and director of tv-radio creative department of Needham, Louis & Brorby, Hollywood, appointed office manager. Other changes: **Frederick H. Brogger** as program supervisor in tv-radio programming department, and **Gilbert G. Foerster** as account executive.

Thomas P. Wheelwright joins Kent & Hollaender Adv., Phoenix, Ariz., as account executive.

Kenneth Siefried, formerly art director with Kenyon & Eckhardt, Los Angeles, to Foote, Cone & Belding, that city, in similar capacity.

C. William Schlabach, supervisor of merchandising services of The Nestlé Co., appointed supervisor of advertising and sales promotion services.

Stephen P. Bell and **Joseph L. Gornick** named account executives at Needham, Louis & Brorby, New York. Mr. Bell, previously was account supervisor at BBDO, New York, and Mr. Gornick served as account executive at McCann-Erickson, that city.

Charles H. Felt, formerly of Campbell-Ewald, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as associate creative director.

Richard H. Behrman, assistant director of research, Gardner Adv., N. Y., promoted to director.

Rodney W. Mutch, formerly of C. J. La Roche & Co., N. Y., joins Vanguard Adv., that city, as vp, creative director and principal in company.


Mr. Irish

Judson H. Irish, formerly with Donahue & Coe, N. Y., joins Foote, Cone & Belding, that city, as vp in creative department. Mr. Irish had been senior vp in charge of creative services. Prior to that he was senior vp and copy chief and member of executive committee at Ogilvy, Benson & Mather, N. Y.

E. E. (Sandy) Connell appointed marketing services manager and **David E. McConaughy** market development man-



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ager of Westclox Div. of General Time Corp., N. Y.

Alec Taylor joins Ted Bates & Co., N. Y., as vp and account supervisor. Mr. Taylor, who had been associated with Dancer-Fitzgerald-Sample, N. Y., as vp and account supervisor since 1953, also served previously with Young & Rubicam, N. Y.

Shirley Gallina, fashion editor of *Los Angeles Times* for past 15 years, joins Anderson-McConnell Adv., that city, as account executive.

Robert D. Lillien, associate media director of J. Walter Thompson Co., N. Y., since 1957, appointed manager of media department. He joined Thompson in 1956 and earlier had been associate media director of Bryan Houston Inc., assistant advertising manager of Whitehall Pharmacal Co. and with Procter & Gamble's media department in Cincinnati.

Raymond M. Schwartz, formerly production manager of WJRT (TV) Flint, Mich., to Gardner Adv., St. Louis, as broadcast service manager.

Lois A. Gibson, Lloyd B. Gibson and **John R. Hanna** join staff of Wilkinson Adv., Rochester, N. Y., as account executives. **Chester Cole Hawley** appointed account supervisor and **A. Robert Waud** named copywriter.


Mr. Weaver

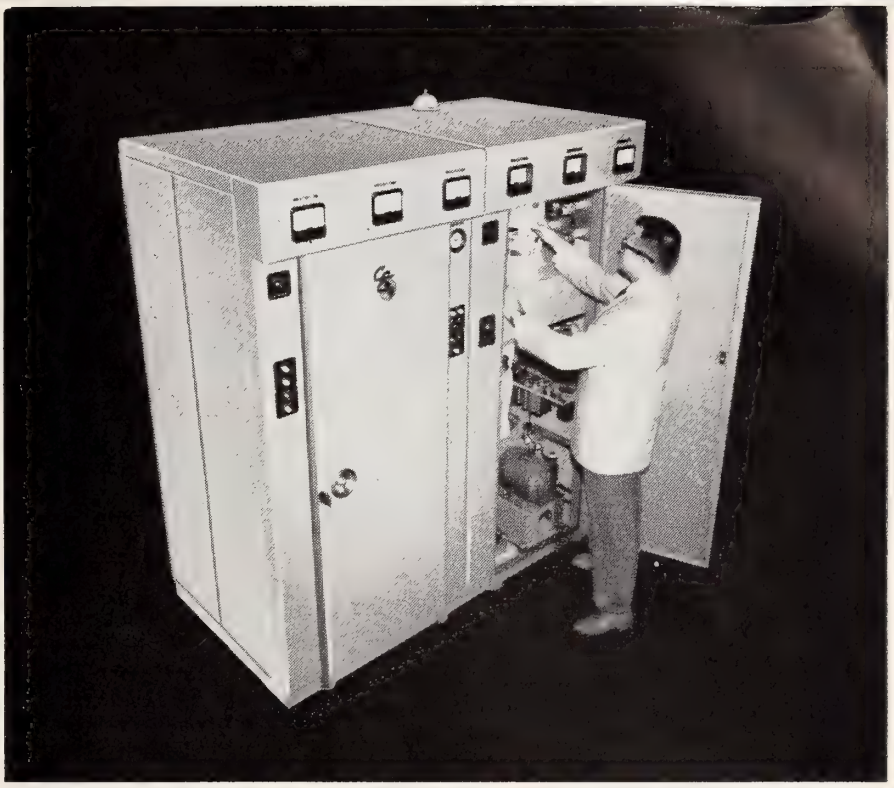
George Weaver, formerly media director of J. Walter Thompson Co., Los Angeles, to Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity. Mr. Weaver, advertising veteran of 18 years, also served as media director of Foote, Cone & Belding's Los Angeles office.

Robert H. Gray appointed copy director of McCurry, Henderson, Enright, Norfolk, Va., advertising agency.

Richard J. Guglielmetti, formerly market analyst for Eitel-McCullough, San Carlos, Calif., promoted to manager of market research department.

C. R. (Bill) Pope, forms own advertising and pr agency, C. R. Pope & Assoc., Honolulu. **Carlos Rivas,** formerly station manager of KGMB, that city, appointed to direct radio and tv operations; **Donald L. Brown** to supervise pr counseling services and **Thomas P. Nieman,** principal with Allison-Nieman, Graphic Design Assoc., Honolulu, to head graphic arts department. Agency is located at 331 Kamani St., Honolulu 13, Hawaii. Phone: 571-373.

Thomas J. Farrahy, formerly with Westinghouse Electric Corp., to Ketch-



Beautifully simple, exceptionally reliable 5-10 KW transmitter by CONTINENTAL

The type 315B/316B AM transmitter offers a "plug-in" power package – conversion from 5 to 10 KW without major circuit changes. Less than 1% carrier shift – output independent of power line regulation. Special long-life selenium rectifiers throughout for minimum warmup time. All aluminum, frameless cabinets give maximum harmonic reduction take small space. Specifically designed for practical unattended operation. Easily installed anywhere – virtually maintenance free!

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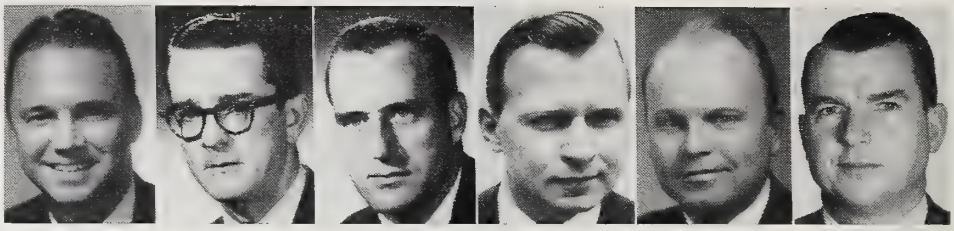
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Blair-TV announces major executive staff realignment


Mr. Denninger Mr. Martin Mr. Fritz Mr. Smart Mr. Allrud Mr. Ohland

Expansion in sales executive level of Blair-TV, New York, implemented by series of advancements and assignments was announced last week. **Jack Denninger,** eastern sales manager and vp, named general sales manager. Mr. Denninger, who joined rep firm in 1948, will head a sales plans group. Other new members of group: **Frank Martin** and **Jack Fritz,** sales manager, eastern stations, and sales manager western stations, respectively; **Harry Smart,** Chicago manager and vp since 1958, becomes manager of midwest operations; **Ralph Allrud,** Blair-TV, New York, salesman, becomes director of project development, and **Otto Ohland** is new director of sales systems.

um, MacLeod & Grove, Pittsburgh, as assistant group head.

Bob Blake, formerly director of press information, CBS-TV, Hollywood, establishes new pr firm. The Robert Blake Co., 9015 Wilshire Blvd., Beverly Hills, Calif.


Mr. Legler

Ross Legler, formerly vp of Compton Adv., N. Y., joins Ted Bates & Co., that city, as account executive on Scott Paper Co. account. Mr. Legler, with Compton for 11 years, was account executive on Procter & Gamble and New York stock exchange accounts.

Norman D. Leebron, former director of film programming at Metropolitan Broadcasting, New York, joins Lavenson Bureau of Adv., Philadelphia, as account executive.

Timothy J. Bridger appointed art director at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

THE MEDIA

Carl F. Hallberg, director operations of WDBO Orlando, Fla., and **Leonard S. Davey Jr.,** sales director of WDBO-TV, named vps of Cherry Broadcasting Co. (parent organization).

Carleton F. Loucks, formerly of WELI New Haven, Conn., joins Spot Time Sales Inc., N. Y., as eastern sales manager.

Bernard (Barney) Groven named general manager of WTMT Louisville, Ky. He has been with station since 1959.

Sherm Olson named program manager of KBEA and KBEY-FM Kansas City.

Neal Van Ells, formerly news director of WNTA-AM-FM-TV New York, joins WLWA (TV) Atlanta, Ga., as program director.

Arthur Sterman named manager of radio engineering operations for KABC Los Angeles. He formerly was with KQV Pittsburgh.

William Hollenbeck, formerly director-producer and program manager at KGO-TV San Francisco, to KPIX (TV), that city, as producer-director.

Norman L. Bacon, formerly program director of WHTN-AM-FM-TV Huntington, W. Va., joins KMOX-TV St. Louis, as administrative assistant to general manager.

Hamilton W. Woodle appointed field representative for National Assn. of Broadcasters. Mr. Woodle formerly was vp and general manager of WSPB Sarasota, Fla.


Mr. Bevis

Charles C. Bevis Jr. appointed assistant executive director of Assn. of Maximum Service Telecasters, Washington, succeeding **Arch L. Madsen** who goes to KSL-AM-TV Salt Lake City (BROADCASTING, Feb. 20) as president of station. Mr. Bevis most recently was broadcast management consultant. Before that he was general manager of WBUF-TV Buffalo, N. Y.

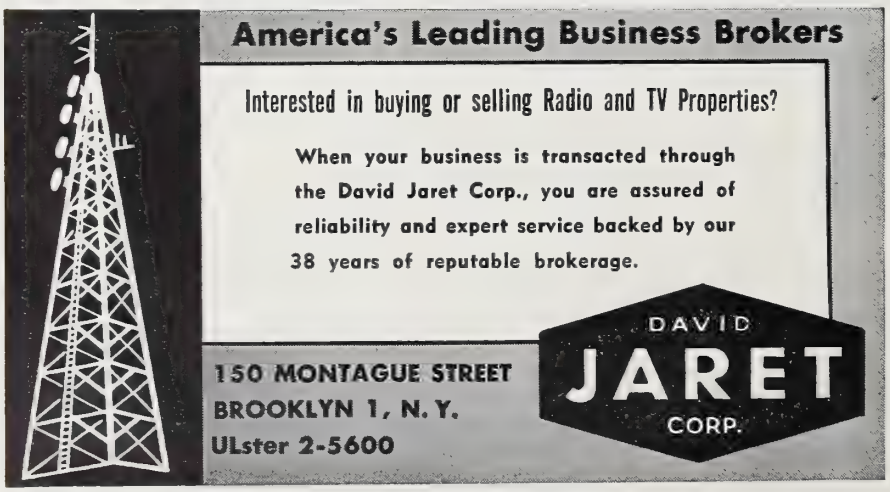
James S. Wiley, on sales staff of WPRO-TV Providence, R. I., promoted to sales promotion and development manager. Other changes: **Donald S. Moeller** to local sales manager; **Harold E. Carpenter** to local sales staff and **Robert H. Battersby** to business manager.

Richard H. Gerken, formerly of Buckley-Jaeger Broadcasting Corp., joins Metropolitan Broadcasting Corp., N. Y., as eastern sales manager of radio sales. Mr. Gerken also served with WNEW New York.

Terrence C. Atkinson appointed local sales manager of WJW-TV Cleveland. Before joining station, he was with KYW-TV Cleveland, midwest sales director of Hollywood Television Service and sales representative for MCA-TV.

Allen Ludlum, formerly director of film programming at WCAU-TV Philadelphia, appointed to similar position with KNXT (TV) Los Angeles.

Charles N. Boland, formerly head of Dallas office of Headley-Reed, station



rep, to KVIL, that city, as commercial manager.

Lee Shoblom, air personality at KPRI (FM) San Diego, appointed assistant manager in addition to current duties. **Dave Schoolcraft,** traffic manager, named program director.

Peter F. Gallagher, advertising and promotion manager of WNHC-TV New Haven, Conn., appointed liaison man for TvB representing Broadcasters Promotion Assn.

John L. Herbert, formerly of George P. Hollingbery Co., N. Y., joins The Katz Agency, N. Y., on radio sales staff.

Richard W. (Slick) Holt, formerly WLEE Richmond, Va., staff member, joins WXEX-TV, that city, as merchandising supervisor.

David E. Harbaugh appointed technical supervisor of KDON Salinas, Calif.

Allen L. Franco, formerly with WCAR Detroit, to WXYZ, that city, as director of publicity and community affairs.

Eddie Clarke appointed public service director of WHK Cleveland, Ohio.

Al Ringler, news editor at WCAU-TV Philadelphia, appointed news director of WCAU, succeeding **Stew Klein,** who resigned.

Paul D. Melton, program coordinator for WCBS-TV New York, named staff producer of *New York Forum* and *Face New York.*

Allen A. Arthur appointed director of advertising for KFWB Los Angeles.


Mr. Roberts

Michael J. Roberts, former broadcast sales executive at *Variety,* show business weekly, joins Westinghouse Broadcasting Co., N. Y. as director of program sales. He also served as sales manager of Television Representatives Ltd., Canada.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Bob Askey, radio-tv director of Van Horn Adv., Lincoln, Neb., rejoins KFOR, that city, where he had been employed since 1951 before joining Van Horn last year.

Robert W. Faull appointed news editor of WPTA (TV) Fort Wayne, Ind.

Jim Bruce joins WWIL Ft. Lauderdale, Fla., as news director.

Douglas Fishel, appointed account executive at KXTV (TV) Sacramento, Calif. He formerly was with KXOA, that city.

Terry Gillot joins staff of WCKT (TV) Miami, Fla., as account executive.

Bob Richards, formerly with Visual Electronics, New York, to KFMB-TV San Diego, Calif., as sales representative.

Jerry Mulderrig, formerly of H-R Representatives, N. Y., joins Daren F. McGavren Co., that city, on radio sales staff.

Lloyd Perrin appointed to newly created post of travel editor of KMPC Los Angeles.

Bill Leeds, assistant news director of WDAF-AM-FM-TV Kansas City, named to NBC New York news staff. **Bill Griffith** appointed city editor and **Chris Condon** administrative assistant to news director, both at WDAF.

Fred Kaplan appointed to program staff of ABC Radio Network feature, *Flair.*

Lt. Col. Raymond Hogan (USA Ret.), formerly chief analyst and weather forecaster for various Army installations, joins WIBX Utica, N. Y., as weather man.


Mr. Plumstead

Eugene M. Plumstead, former vp of programming for Plough Broadcasting Co., Memphis, Tenn., appointed program manager, KYW Cleveland. Mr. Plumstead joined WMPS Memphis in 1954 as program director and advanced to position of national program director for Plough stations in 1956, and became vp-programming of station group in 1959.

Bob Terry, formerly with WIKY Evansville, Ind., joins staff of WSIX-AM-FM-TV Nashville, Tenn., as air personality.

Jim Wood and **Doug Don** join WSPD Toledo, Ohio, as air personalities. Mr. Wood comes from WIBG Philadelphia, Mr. Don from WILS Lansing, Mich.

Keith Morris joins WHK Cleveland

THE REMARKABLE SONY RADIO *WIRELESS* MICROPHONE

The convenience and variety of uses for this remarkable instrument are almost beyond the imagination. The Sony CR-4 mike and radio transmitter can be slipped into a coat pocket for completely *wireless* on-the-street interviewing, studio audience interviewing or on-the-spot broadcasting from awkward places. It gives complete freedom to active singers, dancers, comedians, performers with electric instruments and actors, eliminating the need for cumbersome mike booms and entangling wires.

Microphone, transmitter, receiver and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.





SONY
SUPERSCOPE® The Tapeway to Stereo

as air personality. He formerly was with WAIT Chicago.

Jim David Boaz, air personality at WITE Brazil, Ind., to KDEF Albuquerque, N. M., in similar position. Mr. Boaz also will handle sales duties.

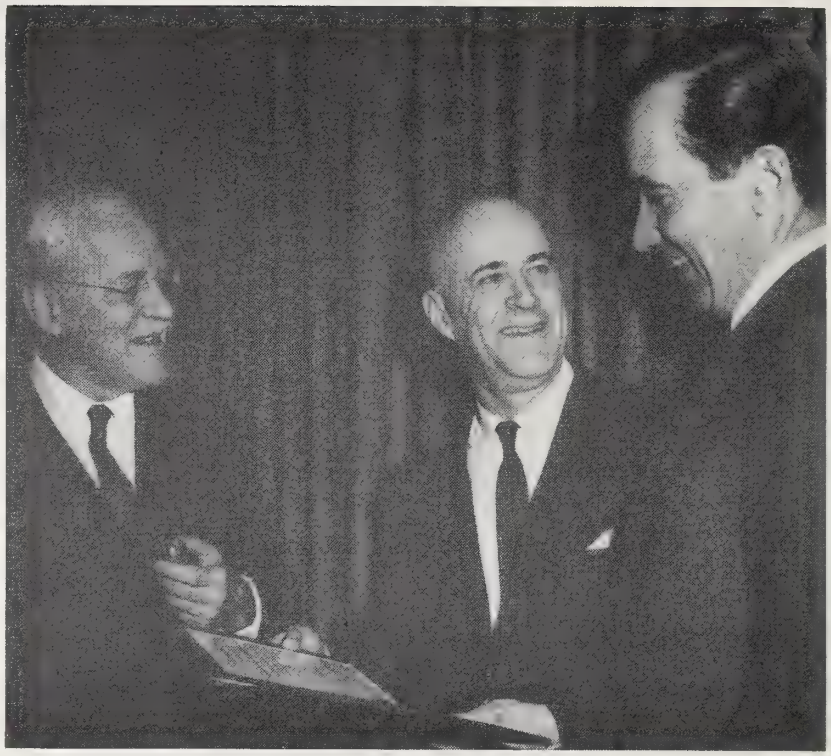

Mr. Stilli

John G. Stilli appointed general manager of WFBG-AM-FM-TV Altoona-Johnstown, Pa. Mr. Stilli succeeds **Frank B. (Bud) Palmer** who has been promoted to newly created post of manager of midwestern sales office of Triangle Stations with headquarters in Chicago. Mr. Stilli was promotion manager of WBZ Boston, sales manager of KDKA-AM-TV Pittsburgh and account executive at TvAR, New York.

Ed Nielson, formerly program director of Merriman stations (WRNY Rome, WSET Glenn Falls, and WIPS Ticonderoga, all New York) joins WPTR Albany-Schenectady-Troy, N.Y., as producer and morning personality. **Jim Ramsburg,** formerly program director of Franklin stations (WWOM New Orleans, KOME Tulsa, Okla., WLOD Ft. Lauderdale, Fla., WMIN Minneapolis, WEW St. Louis, and KRIB Mason City, Iowa) joins WPTR as director of promotion and production, in addition to duties as daytime personality.

A. N. Quinn, on special assignment for Tom F. O'Neil, president of RKO General, appointed controller of Don Lee Div. (KHJ-AM-TV Los Angeles and KFRC San Francisco). He succeeds **Arthur Anfield,** who returns to New York as assistant to Hathaway Watson, vp in charge of broadcasting.

Howard E. Williams Jr. joins WBAL Baltimore, sports department.



USIA award given to Theodore Repplier

Theodore S. Repplier (c), president of The Advertising Council, is shown receiving the Distinguished Service Award of the USIA in recognition of his contributions toward international goodwill. He is flanked by **Allen W. Dulles** (l), director of the Central Intelligence Agency and **Edward R. Murrow,** USIA director-designate.


Mr. Maurer

J. F. (Jack) Maurer, formerly vp in charge of sales for Elliott stations (WCUE Akron, Ohio, and WICE Providence, R.I.), appointed general manager of WLOK Memphis, Tenn. He is broadcasting veteran of 12 years.


Mr. Curran

Don B. Curran has been appointed to newly-created post of director of publicity and promotion, for ABC's owned and operated radio stations. Mr. Curran, whose appointment is effective April 11, will headquarter in N. Y. He formerly was promotion director of KTVI (TV) St. Louis.

Robert J. Gold appointed national sales manager of Hildreth stations: WABI-AM-TV Bangor, WAGM-AM-TV Presque Isle and WPOR Portland, all Maine.

John L. Ellinger, general manager of WNAB Bridgeport, Conn., resigns. He is president of Connecticut Broadcasters Assn.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. **Kay MacLean Nero** and **Joe McDonald** join station in promotion department.

Mel Knoepp appointed staff announcer of KFMB-TV San Diego.

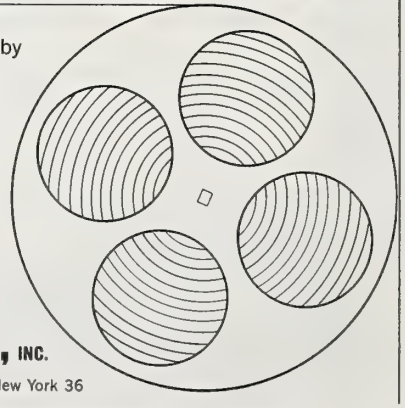
Michael H. Stein, news editor of

$ MUSIC THAT MAKES MONEY

It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.



Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36

WDRC-AM-FM Hartford, Conn., promoted to news director.

Lee Browning appointed vp and general manager of WFIE-TV Evansville, Ind. He succeeds **E. Berry Smith,** now vp and general manager of WFRV (TV) Green Bay, Wis. (BROADCASTING, Feb. 27).

John L. O'Donnell, formerly with KSIW Woodward, Okla., to WIRL Peoria, Ill.

Jon Holiday, vp and general manager of WHYE Roanoke, Va., elected president of Roanoke Broadcasters Inc. (parent organization), succeeding **Joseph Mullen,** named board chairman. **Jan Wilkins** joins station as announcer.

Jack Rowzie, formerly air personality at WWDC Washington, to WEEL Fairfax, Va., in similar capacity.

PROGRAMMING


Mr. Bradshaw

Justin Bradshaw, named director of station service for Broadcast Music Inc., (BMI), N. Y. Mr. Bradshaw was formerly BMI's field representative covering South Central states, with headquarters in Dallas, for eight years.

John Pearson, general manager, Independent Television Corp. of Canada Ltd., named assistant director of international sales, ITC, N. Y. **Hershel Harris,** in charge of national sales, named sales manager, ITC of Canada. **Samuel Gang** becomes Mexican and Central American division manager and head of ITC offices in Mexico City. **John Darnton** named manager of new Far Eastern sales division, Sydney, Australia. Domestic appointments include **Carl Russell,** sales manager of Central Div.; **Bert Weiland,** manager of syndicated sales administration; **Jack Rhodes,** district sales manager, Eastern and Central Divs.; **Jack Meadows,** Central Div. sales staff; **John Howley,** Southwest Div. sales staff; **Hal Danson,** upper N. Y. state and New England; **Tony Wysocki,** Southern Div., and **Chris Remington,** Midwest staff.

Hy Hollinger, formerly of editorial staff of *Variety,* joins International Telemeter Co., N. Y., as pr manager. **Will Baltin** advances to administrative assistant to president of Telemeter.

Herbert T. Green appointed general manager of Closed Circuit Div., General Television Network, New York (taped tv commercials and closed circuit productions).

William H. Sturdevant joins creative staff of Northwestern Inc., Portland, Ore., producer of tv commercials, slide films and films.

Graham Spencer named account executive in sales contact and service department of Robert Lawrence Productions, N. Y.

Ben Elrod, formerly of United Artists Associated, joins Seven Arts Associated, Dallas.

EQUIPMENT & ENGINEERING

William Nehrenz, formerly vp in charge of Ungar Div., Eldon Industries Inc., Hawthorne, Calif., named vp in charge of marketing for all company divisions. **Davis Factor Jr.,** has been elected vp of Eldon and will be director of advertising and merchandising for all divisions.

Herbert Riegelman, formerly general manager of tv receiver department of radio and tv division, General Electric Co., Syracuse, N. Y., appointed manager of new distribution planning operation.

John C. Forrest, formerly chief engineer for radar and special products of GPL Div., General Precision, Pleasantville, N. Y., promoted to director of engineering division. **Dr. Frank N. Gillette,** formerly chief engineer for industrial products promoted to associate director. **Louis L. Pourciau** named head of industrial products department.

John H. Adams appointed vp and general manager of Central Electronics, Inc., Chicago, subsidiary of Zenith Radio Corp.

Dr. George Krsek named executive vp and general manager of International Rectifier Corp., El Segundo, Calif.

John E. Povolny, production superintendent at Minnesota Mining and Mfg. Co.'s magnetic products plant, Hutchinson, Minn., named plant manager for new 3M magnetic products plant being built at Freehold, N. J., to produce Scotch brand recording tapes for tv, sound and scientific instrumentation recording fields.

Robert E. Brockway, manager of distribution at Sylvania Electro-Specialties, N. Y., named manager of division.

Dr. S. C. Chao named senior project engineer for new product development at Vega Electronics Corp., Cupertino, Calif. Dr. Chao was formerly with IBM Research Laboratory.

Capt. Will I. Bull (USN, Ret.), assistant to president of Hoffman Electronics Corp. for semiconductor operations, appointed director of semiconductor division operations. **Dr. Paul N. Russell,** who joined Hoffman in 1959 as a senior scientist, is promoted to technical director of semiconductor division and





Warren H. Davis, assistant director of marketing, promoted to director of marketing.

Douglas Battin appointed sales manager for American Microphone Mfg. Co., Rockford, Ill.

ALLIED FIELDS

Charles McNamee appointed associate at Paul H. Chapman Co., national media brokers, Atlanta, Ga. He will handle Arkansas and Missouri areas.

Elizabeth Pender, formerly of *Norfolk* (Va.) *Virg'nian-Pilot* joins Phil Dean Assoc., N. Y., as account executive.

INTERNATIONAL

William L. Robinson, formerly representative of Screen Gems' Canada Ltd., joins MGM-TV as manager of tv sales in Canada, headquartered in Toronto.

E. W. Miller, who designed CJSS-TV Cornwall, and CHOV-TV Pembroke, both Ontario, to technical products marketing manager, RCA Victor Ltd., Montreal, for Quebec province.

W. J. Smith, formerly of Radio Representatives Ltd., Toronto, named to radio sales staff of Stovin-Byles Ltd., Toronto station rep.

Robert G. Proctor, formerly of Joseph Hardy & Co. Ltd., and National Broadcast Sales Ltd., Montreal, to Montreal representatives of Standard Broadcast Sales Ltd., Toronto station rep.

DEATHS

Howard (Hy) Steed, 65, general manager of WGHN Grand Haven, Mich., died March 8 at Grand Rapids. A 38-year veteran in broadcasting, Mr. Steed also had been associated with WMBC Detroit and WLAV-AM-TV Lansing, Mich.

Eleanor Moore, radio women's director and continuity director of WSBT-AM-TV South Bend, Ind., died March 1 in La Porte, Ind.

Sennet W. Gilfillan, 71, electronics manufacturer and developer of GCA (Ground Control Approach) radar system that enables planes to land safely in bad weather, died March 5 at his home in Los Angeles. Gilfillan Bros., which he founded with his brother, Jay, in 1912, was one of country's first radio receiver manufacturers.

Richard A. Osborne, 35, assistant general sales manager of WLW Cincinnati, died March 7 of cerebral hemorrhage. He was with Crosley Broadcasting Corp. for seven years.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 2 through March 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Williamsville, N. Y., Board of Cooperative Educational Services—uhf ch. *29 (560.01-566.01 mc); ERP 1 kw vis., .300 kw aural; ant. height above average terrain 117 ft., above ground 150 ft. Estimated construction cost $45,000, first year operating cost $8,400. P.O. address 4295 South Harris Hill Road. Studio & trans. location 505 Mill St. Geographic coordinates 42° 58′ 49″ N. Lat., 78° 44′ 38″ W. Long. Trans. GE TT24A, ant. Alfred Electronics 104OD. Consulting engineer A. N. Fischer, Buffalo, N. Y. Ann. March 2.

New am stations

ACTIONS BY FCC

Boise, Idaho — Northwest Bcstrs. Inc. Granted 1240 kc., 250 w. P.O. address suite 604, Idaho Bldg. Ann. March 8.

Ebensburg, Pa.—Cambria County Bcstg. Co. Granted 1580 kc, 1 kw D. P.O. address Ebensburg, Pa. Estimated construction cost $10,800, first year operating cost $40,000, revenue $44,000. Sole owner **Cary H. Simpson** has interests in WKBI St. Marys, WFRM Coudersport, WNBT Wellsboro, WTRN Tyrone, and WBLF Bellefonte, all Pennsylvania. Chairman Minow and Commissioner Bartley dissented. The former stated: "I would designate the application for hearing on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area in Pennsylvania." Comr. Bartley concurred. Ann. March 8.

APPLICATIONS

Douglasville, Ga., Douglas County Bcstg. Co.—1520 kc, 1 kw D. P. O. address Box 603, Myrtle Drive. Estimated construction cost $17,767, first year operating cost $33,000, revenue $42,000. **Bolling Branham,** sole owner, has 52% interest in WKTG Thomasville, Ga., and real estate holdings. Ann. March 8.

Crystal Bay, Nev.—Verne M. Miller. 1240 kc, 1 kw-D, 250-w-N. P.O. address 1786 Tenth Ave., Sacramento, Calif. Estimated construction cost $23,447, first year operating cost $34,000, revenue $37,500. Mr. Miller is CPA. Ann. March. 1.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
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860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

Existing am stations

ACTIONS BY FCC

KFPW Ft. Smith, Ark.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 8.

KHOE Truckee, Calif.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. March 8.

WMAF Madison, Fla.—Granted increased daytime power on 1230 kc, S.H, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 8.

WKOZ Kosciusko, Miss.—Granted change of facilities from 1350 kc, 5 kw, D, to 1340 kc, 250 w-N, 1 kw-LS; remote control permitted; engineering conditions. Ann. March 8.

KODE Joplin, Mo. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 8.

APPLICATIONS

KVMA Magnolia, Ark.—Cp to increase power from 1 kw to 5 kw, install new trans. and install DA-D. (630kc). Ann. March 8.

WBIN Augusta, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. March 2.

WRSW Warsaw, Ind.—Cp to increase daytime power from 500 1 kw and make changes in DA pattern. (1480kc). Ann. March 8.

KOKX Keokuk, Iowa—Cp to change from DA-2 to DA-N and operate trans. by remote control daytime. (1310kc). Ann. March 2.

WAVE Louisville, Ky. — Cp to make changes in DA-D and change from DA-1 to DA-2. (970kc). Ann. March 8.

WKTQ South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KXEO Mexico, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KOCY Oklahoma City, Okla.—Mod. of cp which authorized change in ant.-trans. location, change studio location and make changes in antenna system; to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. March 6.

WLOW Portsmouth, Virginia—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc). Ann. March 8.

WESR Tasley, Va.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS, install new trans., make changes in DA system (add 1 tower) and change from DA-D to DA-2. (1330kc). Ann. March 8.

WKYR Keyser, W. V.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS, install DA-2, change ant.-trans. location and change station location to Cumberland, Md. (1270kc). Ann. March 8.

KODI Cody, Wyo.—Cp to increase day-

time power from 250 w to 1 kw and install new trans. (1400kc). Ann. March 8.

New fm stations

ACTION BY FCC

Jasper, Ala.—Walker County Bcstg. Inc. Granted 98.7 mc, 25.5 kw. Ant. height 45 ft. P.O. address Box 620, Cullman, Ala. Ann. March 8.

APPLICATIONS

Santa Cruz, Calif. Radio Santa Cruz—99.1 mc. 24 kw. Ant. height above average terrain —251 ft. P.O. address Box 1080. Estimated construction cost $20,180, first year operating cost $7,000, revenue $7,000. Principals are **Charles V. Berlin, Fred D. McPherson Jr.** and **Mahlon D. McPherson** (one-third each). Mr. Berlin is manager and one-third-owner of KSCO Santa Cruz. Messrs. McPherson have equal interests in KSCO, real estate and newspaper publishing.

***Wheaton, Ill., Wheaton College**—88.1 mc, 10 w. Estimated construction cost $1,765, first year operating cost $2,900.

Longview, Tex., Radio Longview Inc.—105.7 mc, 6.2 kw. Ant. height above average terrain 302.6 ft. P.O. address Box 1866. Estimated construction cost $11,688, first year operating cost $1,200, revenue $6,500. Principals are **Mr. & Mrs. E. W. Mahone Jr.** (25% each), **H. A. Bridge Sr.** (5%) and **H. A. Bridge Jr.** (45%). They hold comparable interests in KLUE Longview and KMHT Marshall, Tex. Ann. March 2.

***Huntington, W. Va., Marshall U.**—88.1 mc, 10 w. Ant. height above average terrain 135 ft. P.O. address Marshall College Science Hall, 17th St. and 3rd Ave. Estimated construction cost $67,577, first year operating cost $5,347.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted SCA's to engage in multiplex operations: WCMF (FM) Rochester, N. Y.; WLAV-FM Grand Rapids, Mich.; WABI-FM Bangor, Me., and KGMG Portland, Ore. Ann. March 1.

WFAH-FM Alliance, Ohio. — Granted change of operation from Class A on 101.7 mc to Class B on 92.5 mc; ERP from 1 kw to 28.5 kw; ant. height from 160 ft. to 140 ft.; engineering conditions. Ann. March 8.

APPLICATION

WMNI (FM) Columbus, Ohio—Mod. of cp, which authorized new fm broadcast station, to change frequency from 102.9 mc. to 99.7 mc. Ann. March 2.

Ownership changes

ACTIONS BY FCC

KTCS Fort Smith, Ark.—Granted assignment of license to **B. M. Salyer Jr.**, et al., **(KTCS Radio Co.)** (Mr. Salyer, president, and two stockholders own KLPR Oklahoma City, Okla.); consideration $70,000. Ann. March 8.

KREB Shreveport, La.—Granted assignment of license to **KREB Inc. (Lawrence Brandon**, president); consideration not to exceed $184.000. Ann. March 8.

WTAC Flint, Mich.—Granted assignment of licenses to **Whitehall Stations Inc. (Louis Tose**, president); consideration $533,200 plus agreements to pay brokers commission of $22.500 and not to compete within a radius of 50 miles of Flint for 5 years. Ann. March 8.

KBMO Benson, Minn.—Granted assignment of license to **North Star Bcstg. Co.**; consideration $11,251 for 50% interest. Ann. March 8.

WSAI-AM-FM Cincinnati, Ohio.—Granted assignment of licenses and fm SCA to **Jupiter Bcstg. Inc. (Ernest Tannen**, president, owns WDMV Pocomoke City, Md.); stock will be held equally by two partnerships—**Fox, Wells and Rogers** (interest in KFSD-AM-FM-TV San Diego, Calif., WWLP (TV) Springfield, WWOR (TV) Worcester and WRLP (TV) Greenfield, all Massachusetts) and **Payson & Trask**; consideration $1 million and agreement to purchase 100% stock of Musicast Inc. (background music corporation) for $12.000 and pay assignor $200,000 not to compete in Cincinnati metropolitan area for four years. Ann. March 8.

APPLICATIONS

KEZE (FM) Anaheim, Calif.—Seeks assignment of cp to **Radio Orange County Inc.** from **Hi-Fi Bcstrs. Inc.** Both companies have same stockholders with exception of **Sherrill C. Corwin**, who holds 32.17% of purchaser. Principal interests are those of **Cliff Gill**, who holds 38.87% of former, 55.5% of latter. Ann. March 2.

KCOL Fort Collins, Colo.—Seeks sale of all stock of **The Northern Colorado Bcstg. Co.** from **J. Herbert Hollister** to **Ellis Atteberry** for $60,000. Purchaser has been general manager of station since 1950. Ann. March 2.

KQAL-FM Omaha, Neb.—Seeks assignment of license to **Richards & Assoc. Inc.** from **Jack L. Katz Enterprises Inc.** for $59,000. Principals of Richards & Assoc. are **Donald A. Richards** (40%), **Barbara Jean Richards** (30%), and **Sarah R. Sterling** (30%). Mr. Richards is station manager of KDMI (FM) Des Moines, Iowa. Mrs. Richards is his wife; Mrs. Sterling is her mother. Ann. March 2.

KCFI Cedar Falls, Iowa—Seeks assignment of license from **Jane A. Roberts** to **KCFI Inc.** for $100,000. KCFI Inc. principals include **Donald F. Blanchard** (33⅓%), **Harry Campbell** (33⅓%) and others. Messrs. Blanchard and Campbell are equal partners in KSMN Mason City, Iowa. Ann. March 2.

KHAK Cedar Rapids, Iowa—Seeks assignment of cp from **Laird Bcstg. Inc.** to **Don-Low Bcstg. Inc.** for $14,477 of expenses. Principals of purchaser include **John D. Harvey** (38%), **W. E. McClenahan** (30%) and others. Mr. Harvey has been executive with various stations. Mr. McClenahan was most recently general manager of KWEB Rochester, Minn. Ann. March 6.

WBOX Bogalusa, La.—Seeks assignment of license from **Joe A. Oswald** to **Magic City Bcstg. Corp.** for $80,000. Magic City Bcstg. principals are **Ralph Blumberg** (50%), **William Waldman** (16.6%) and others. Mr. Blumberg is employed by WABB Mobile, Ala., Mr. Waldman is in garment industry. Ann. March 2.

WSSB Durham, N. C.—Seeks assignment of license from **Public Information Corp.** to **WSSB Inc. Mr. & Mrs. James S. Beattie** own both companies. Assignment is requested for corporate reasons. No financial consideration involved. Ann. March 2.

WGAL-TV Lancaster, Pa.—Seeks assignment of license from **WGAL Inc.** to **WGAL Television Inc.** No financial consideration is involved. Principals are **J. Hale Steinman** (33⅓%), **John F. Steinman** (33⅓%), and **Clair R. McCollough** (33⅓%). Each is also one-third owner of WGAL Inc. Ann. March 6.

WGAT Gate City, Va.—Seeks assignment of license from **W. V. Ramsey** to **Rogers-McGuire Bcstg. Co.** for $65,000. Purchasers are **Charles J.** and **Mary Jane B. McGuire** (25% each) and **John Kelly Rogers** (50%). Mr. McGuire is program manager of WOPI-AM-FM Bristol, Tenn. Mrs. McGuire is interior decorator. Mr. Rogers is in real estate and lumber. Ann. March 2.

WPLH Huntington, W. Va.—Seeks assignment of license from **The Tierney Co.** to **Ohio River Bcstg. Corp.** for $125,000. **George H. Clinton** owns 100% of stock in Ohio River Bcstg. He has interests in WTMA-AM-FM Charleston, S. C., and in auto rental business. Ann. March 2.

Hearing cases

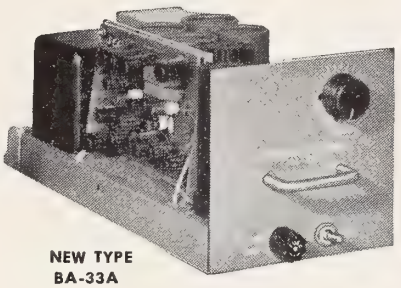
FINAL DECISIONS

■ By order, commission modified and made effective Sept. 19, 1960 initial decision and granted application of Booth Bcstg. to change facilities of WTOD Toledo, Ohio, from nondirectional with 1 kw to directional with 5 kw, continued operation on 1560 kc, D, conditioned to submitting information with its license application establishing that existing WTOD tower has been dismantled. Chairman Minow and Comr. Bartley not participating. Ann. March. 8.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by applicants and granted without hearing applications of Rahall Bcstg., Inc., to increase power of WQTY Arlington, Fla., from 250 w to 1 kw, continued operation on 1220 kc, D, and Ponce De Leon Bcstg. Co. (WFOY), St. Augustine, Fla., and Indian River Radio, Inc. (WMMB), Melbourne, Fla., to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, conditioned to each accepting interference as may be imposed upon it by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw, and WFOY further conditioned that it accept such interference as may be imposed by application of WENC Whiteville, N. C., to increase power from 1 kw to 5 kw, continued operation on 1220 kc, D. Chairman Minow not participating; Comr. Ford dissented. Ann. March 8.

■ By order, commission (1) terminated, as moot, proceeding on applications of Alvarado Television Inc., to increase vis. ERP of KVOA-TV (ch. 4) Tucson, Ariz., from 5.37 kw to 35 kw and ant. height from 30 ft. to 3,682 ft., change trans. site to about

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17 miles northeast of city atop Mt. Bigelow, and make other changes, and Old Pueblo Bcstg. Co. to move transmitter of KOLD-TV (ch. 13), Tucson, to same location as KVOA-TV atop Mt. Bigelow, increase vis. ERP from 30 kw to 75.4 kw and ant. height from 100 ft. to 3,747 ft., and make other changes; and (2) reinstated Dec. 2, 1959 grants which had been protested by Tucson Television Inc. (KGUN-TV, ch. 9), Tucson. Chairman Minow not participating; Comr. Bartley dissented. Ann. March 8.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by WHUB Inc. (WHUB), Cookeville, Tenn., Campbell and Sheftall (WJZM), Clarksville, Tenn., and Shelbyville Bcstg. Inc. (WHAL), Shelbyville, Tenn., severed from consolidated proceeding in Dockets 13694 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Marion Bcstg. Co., removed from consolidated proceeding in Dockets 13014 et al., and granted its application to increase daytime power of WMRN Marion, Ohio, from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 8.

STAFF INSTRUCTIONS

■ Commission on March 3 directed preparation of document looking toward granting application of Northwest Bcstrs. Inc. for new am station to operate on 1540 kc, 1 kw, DA, U, in Bellevue, Wash., and denying application of Rev. Haldane James Duff for new station on 1540 kc, 10 kw, DA-1, U, in Seattle, Wash. August 15, 1960 supplemental initial decision looked toward this action.

■ Commission on March 3 directed preparation of document looking toward granting applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va., to increase power of their stations from 1 kw to 5 kw, continuing operation on 1370 kc, D. Ann. August 15, 1960 initial decision looked toward denying applications.

■ Commission on March 8 directed preparation of document looking toward denying petition by Dodge City Bcstg. Co., Inc., for reconsideration of Oct. 14, 1960 decision which denied its application for new am station to operate on 600 kc, 500 w, U, DA-2, in Liberal, Kan.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Brandywine Bcstg. Corp. for new am station to operate on 690 kc, 500 w, DA, D, in Media, Pa., and denying applications of Boyertown Bcstg. Co. and Dinkson Corp. for new stations on same frequency with 250 w, D, in Boyertown, Pa., and Hammonton, N. J., respectively. Ann. March 7.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting following applications to increase daytime power from 250 k to 1 kw, continued nighttime operation with 250 w: 1240 kc—Iowa Great Lakes Bcstg. Co. (KICD), Spencer, Iowa; WSBC Bcstg. Co. (WSBC), Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR), Lincoln, Neb.; WTAX Inc. (WTAX), Springfield, Ill.; WJMC Inc. (WJMC), Rice Lake, Wis.; Granite City Bcstg. Co. (WJON), St. Cloud, Minn.; North Platte Bcstg. Inc., formerly KODY Inc. (KODY), North Platte, Neb.; Wapello County Bcstg. Co. (KBIZ), Ottumwa, Iowa; 1230 kc—Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill.; Southern Wisconsin Radio Inc. (WCLO), Janesville, Wis.; Marshall Electric Co. (KFJB), Marshalltown, Iowa; and Radio Moline Inc., formerly WQUA Inc. (WQUA), Moline, Ill. Ann. March 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Maine Radio and Television Co. for reconsideration of Nov. 14, 1960 chief hearing examiner's ruling permitting Air Transport Association of America to intervene in proceeding on Maine's application to change trans. location and increase ant. height of WCHS-TV Portland, Me. Comr. Cross dissented with statement. Ann. March 8.

■ Commission scheduled following proceedings for oral argument on April 13: Suburban Bcstg. Co., Inc. (WVIP), Mount Kisco, N. Y. (Docket 13054); and Horne Oil Co., Provo, Utah (Docket 13684).

Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, DA, D; made WJBK Detroit, and WOHO Toledo, Ohio, parties to proceeding with respect to their existing operations and WABJ Adrian, Mich., a party with respect to its existing and proposed operation. Ann. March 8.

Abbeville Radio, Inc. Abbeville, Ala.—Designated for hearing applications for new am stations to operate on 1480 kc, 1 kw, D. Ann. March 8.

■ By order, commission, on its own motion, set aside its Feb. 15, 1961 grant to Forrest G. Conley for new am station to operate on 1340 kc; 100 w, U, in Sand Springs, Okla., pending decision on matters raised in petition to deny filed by Plaza Court Bcstg. Co. (KOCY), Oklahoma City, Okla. Ann. March 8.

■ By order, commission granted request by Cummings Bcstg. Assoc. and set aside Feb. 23, 1961 action designating for hearing its application for new am station to operate on 1340 kc, 250 w, U, in Palm Springs, Calif., and placed application in pending file pending submission by Cummings of contemplated amendment regarding ant. site. Ann. March 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Miami Valley Bcstg. Corp. (WHIO-FM), Dayton, Ohio, to extent of setting aside July 27, 1960 grant of cp to Seven Hills Bcstg. Corp. (WOIO), for new Class B fm station to operate on 98.5 mc; ERP 14 kw; ant. height 400 ft., in Cincinnati, Ohio, and designated for evidentiary hearing WOIO's application; made WHIO-FM party to proceeding. Chairman Minow not participating. Ann. March 8.

■ By memorandum opinion and order, commission denied petitions by O'Neill Bcstg. Co. (KJEO, ch. 47) and McClatchy Newspapers (KMJ-TV, ch. 24), Fresno, Calif., for reconsideration and other relief directed against Feb. 8 grant to Triangle Publications Inc., of temporary authority for operation of KFRE-TV Fresno simultaneously on channels 30 and 12 until April 15. Comr. Craven not participating. Ann. March 8.

Aspen Bcstg. Co. Aspen, Colo.—Designated for hearing application for new am station to operate on 1260 kc, 5 kw, D. Ann. March 8.

Big Horn County Musicasters Hardin, Mont.; KBMY Billings, Mont.; KXLO Lewistown, Mont.—Designated for consolidated hearing applications of Big Horn for new am station to operate on 1230 kc, 250 w, U, KBMY and KXLO to increase daytime power on 1240 kc and 1230 kc, respectively, from 250 w to 1 kw, continued nighttime operation with 250 w; made KBMY and KXLO parties to proceeding with respect to their existing operations. Ann. March 8.

Aubrey H. Ison, James A. McCulla and Paul C. Masterson; Stanley R. Bookstein Lompoc, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1410 kc, 500 w—Ison with DA, D, and Bookstein with DA-2, U. Ann. March 8.

WITT Lewisburg, Pa.—Designated for hearing application for renewal of license on technical violation and relinquishment of control issues. Comrs. Hyde and Craven voted to defer action pending further information. Ann. March 8.

Routine roundup

■ Commission granted request for waiver of Sec. 4.603 of rules by the Aroostock Bcstg. Corp. (WAGM-AM-TV) Presque Isle, Me., to transmit program material from Community Bcstg. Service (WABI-FM), Bangor, to WAGM (AM) by means of second subcarrier multiplexed on Tv Intercity Relay stations KCG-39-42, for period ending April 1, 1963, conditioned that addition of the second sub-carrier has no degrading effect with respect to tv video and sound channels. Ann. March 8.

ACTIONS ON MOTIONS
By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 14 time to respond to petition for reconsideration by Leo

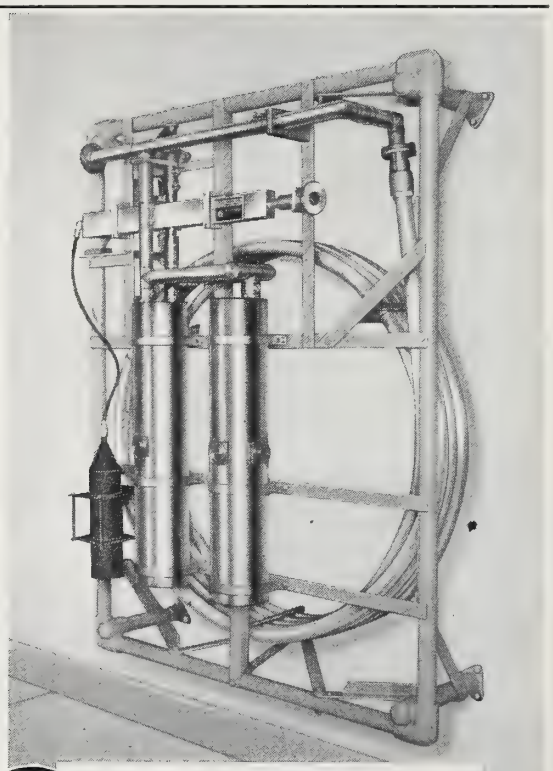
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Joseph Theriot in the matter of revocation of license for KLFT Golden Meadow, La. Action March 2.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to March 10 time to file responsive pleadings to petition for reconsideration by United Television Company of New Hampshire (WMUR-TV), Manchester, N. H., and to March 20 for replies in proceeding on United's application. Action Feb. 27.

■ Granted petition by Concert Network Inc., to extend to March 8 time to file exceptions to initial decision in proceeding on application of David L. Kurtz for fm facilities in Philadelphia, Pa. Action Feb. 28.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Beacon Bcstg. System Inc. to extend from Feb. 28 to March 1 time to file reply findings in proceeding on its application and that of Suburban Bcstg. Co., Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Feb. 28.

■ Granted joint petition by TOT Industries Inc., Radio Medford Inc., and Medford Telecasting Corp., applicants for new tv stations to operate on ch. 10 in Medford, Ore., approved agreement whereby Radio Medford would pay $6,700 to TOT Industries and $9,300 to Medford Telecasting in partial payment of expenses incurred in connection with their applications, in return for their withdrawal; and dismissed without prejudice TOT's and Medford's applications. Action March 1.

■ Scheduled hearings in following am proceedings on dates shown: April 14: Cummings Bcstg. Assoc., Palm Springs, Calif.. April 17: High-Fidelity Bcstrs. Corp., Norristown, Pa.; Rockford Bcstrs. Inc. (WROK), Rockford, Ill., et al. April 26: Yoakum County Bcstg. Co., and Echols Bcstg. Co., Denver City, Tex., and Hobbs, N. M. Action March 1.

■ Granted petition by American Colonial Bcstg. Corp., terminated proceeding, and dismissed with prejudice its applications to change facilities of WKBM-TV Caguas, and WSUR-TV Ponce, P. R. Action March 2.

■ Granted petition by Broadcast Bureau and extended from March 2 to March 17 time to file pleadings responsive to pending petition for approval of agreement involving dismissal of applications of Harry Llewellyn Bowyer Jr., which is consolidated for hearing with Dixie Radio Inc., both for am facilities in Brunswick, Ga. Action Feb. 27.

■ Granted petition by Broadcast Bureau and extended from Feb. 24 to March 10 time to file pleadings responsive to pending petition of Interstate Bcstg. Co. Inc. (WQXR), New York City, for leave to intervene in proceeding on am applications of Saul M. Miller, Reading, Pa., et al. Action Feb. 27.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain procedural dates agreed upon by parties at hearing held Feb. 28 as follows: (1) that proposed findings of fact and conclusions may be filed by April 4 and (2) replies thereto may be filed by April 18 in proceeding on am applications of radio station WHCC (WHCC), Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP), Maryville, Tenn. Action March 1.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau to extend from March 1 and March 15 to March 15 and March 21, respectively, dates to file proposed findings and replies in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc., for new am stations in Newton and Dedham, Mass. Action Feb. 28.

■ Scheduled further hearing for March 27 in proceeding on application of James J. Williams for new am station in Williamsburg, Va. Action March 6.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for March 16 in proceeding on applications of Stuart W. Epperson for new am station in North Wilkesboro, N. C., et al. Action Feb. 27.

■ Granted petition by M and W Co. and continued from March 6 to March 13 time to file proposed findings and reply findings now due March 27 shall continue to be due on that date in proceeding on M and W Co.'s application and that of Bethany Bcstg. Co. for am facilities in Yakima, Wash. Action March 3.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Hopkinsville Bcstg. Co. Inc. (WHOP), Hopkinsville, Ky., to extend engineering exchange date from Feb. 27 to March 6, scheduled a further prehearing conference for March 13 and ordered that March 17 hearing shall remain in effect in proceeding on Hopkinsville's am application. Action Feb. 27.

■ Granted request by Capitol Bcstg. Corp. Inc. (WKXL), Concord, N. H., to continue March 6 hearing to March 23 in proceeding on its am application, et al. Action March 2.

■ Upon request by Broadcast Bureau scheduled oral argument for March 9 on joint petition for approval of agreement by Norman A. Thomas and Greene County Bcstg. Co. Inc., in proceeding on applications for new am stations in Greeneville, Tenn. Action March 3.

■ With consent of both parties in proceeding on applications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA & aux., Pasadena, Calif., and for license to cover, extended from March 6 to March 13 time to file proposed findings. Action March 3.

■ Continued March 9 prehearing conference to date to be determined by hearing examiner in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford. KVNC Winslow, KZOW Globe, and KWJB-FM Globe, all Ariz. Action March 6.

■ Continued March 9 prehearing conference to date to be determined by hearing examiner in proceeding on applications of United Bcstg. Co., Inc., and Puritan Broadcast Service Inc., for fm facilities in Beverly and Lynn, Mass. Action March 6.

■ Granted petition by Broadcast Bureau and extended from March 3 to March 10 time to file response to petition by Beacon Bcstg. System Inc., for leave to amend its application for am facilities in Grafton-Cedarburg, Wis., and to reopen record in the proceeding on its application and that of Suburban Bcstg. Co., Inc., Jackson, Wis. Action March 6.

By Hearing Examiner Basil P. Cooper

■ Granted joint petition by applicants and continued March 1 hearing to March 22 in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co. Inc. (WRBL-TV), Columbus, Ga. Action Feb. 27.

■ Scheduled prehearing conference for March 17 in proceeding on am application of Hartford County Bcstg. Co. (WAMD), Aberdeen, Md. Action March 2.

■ Pursuant to agreement made on record at Feb. 14 hearing conference, received in evidence Radio Georgia Exhibit No. 2 and closed record in proceeding on application for am facilities in Thomaston, Ga. Action March 2.

■ Granted petition by Broadcast Bureau and extended from March 6 to April 6 and from March 20 to April 20 time to file proposed findings and replies in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kans. Action March 2.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Franklin Mieuli (KHIP), San Francisco, Calif., and continued hearing from March 2 to March 13 in proceeding on his fm application, et al. Action March 1.

■ Scheduled prehearing conference for March 10 in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co. Inc., for fm facilities in New York, N. Y. Action March 6.

By Hearing Examiner Millard F. French

■ On own motion, scheduled a further prehearing conference for March 7 in proceeding on am applications of The Middle Tennessee Bcstg. Co. (WKRM), Columbia, Tenn., et al. Action Feb. 27.

■ By agreement of parties, scheduled hearing for March 16 in am proceeding on applications of Southeastern Bcstg. System Inc. (WMJM), Cordele, and radio station

Continued on page 103

This is the business end of a Collins M-60 self-contained remote microphone. It is a combination one-channel transistorized remote amplifier and a high quality mike with ear plug headphone. The Collins M-60 performs successfully at fast-paced broadcast events where quality and mobility are equally important.

COLLINS

COLLINS RADIO COMPANY CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



18 ounces • 12-3/4 inches long • Dynaflex non-metallic diaphragm • six transistors • 600 ohm balanced output • ±1.5 db amplifier frequency response at 60-15,000 cps • less than 2% distortion at 12 dbm output • powered by 100-hour 5.4 v mercury cell.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo first letter. All replies in strict confidence. Box 447E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Executive selling opportunity in expanding station brokerage field. Prestige lifetime career for right man. Substantial earnings on commission basis. Creative and consistent advertising support program. Requirements: broadcast and sales experience; reputation for integrity and responsibility; and willingness to work. Submit resume, strictest confidence, Box 390E, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

Top job for top salesman in lush midwest market. could be you are strong enough for salesmanagers post, immediate opening. Rush resume and photo Box 445E, BROADCASTING.

Alaska tv and radio station needs effective time salesman to sell radio and tv as well as Muzak, opportunity for advancement and stock ownership to right party . . . Network affiliate (CBS) programming and good music conservative locally owned operation . . . guaranteed minimum and percentage . . . write KINY, 231 S. Franklin St., Juneau, Alaska.

Salesmen—Salary plus commission. Contact Powell-KVON, Napa, California.

Sales suburban Chicago AM-FM. 1 kw AM with 5 kw pending. 180 kw FM, young organization. 15 year old station. Original ownership. Advance with extremely liberal commission. All details first letter. WEAW, Evanston, Illinois.

FM sales man for WRFM. New York's most popular independent FM station. High commissions. Excellent opportunity. Send resume to WRFM, Woodside 77, NYC.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

50 kw California station has opening for announcer strong on production. 1st class ticket helpful. Send 7½" tape (cannot be returned). Box 442E, BROADCASTING.

Immediate opening—mid-western regional station for good combo announcer-chief engineer, must have good voice and must be capable maintenance engineer with 1st class license. Box 443E, BROADCASTING.

Immediate opening at 5000 watt independent with multiple station operation in metropolitan Philadelphia area. Staff man to do D.J., news and run own board. Good salary, profit sharing, benefits. Call DU 4-2100, Coatesville, Pennsylvania.

Announcer, runs own board to work pleasant evening shift at high rating, progressive, community minded station. Bill Dahlsten, KAFM, Salina, Kansas.

KBUD, Athens, Texas has immediate opening for experienced announcer-salesman.

Wanted: Announcer-engineer with good music and news interest. Send tape and resume to Manager, KWPC AM/FM, Muscatine, Iowa.

Wanted. One good first phone combo man to complete the sharp staff of the fastest growing station in Ohio. Work in news, sports and music. Primary includes station capital. Write C. R. Taylor, WDLR Delaware, Ohio or call 363-1107.

Top salary! Adult music station in progressive growing market needs experienced announcer. Excellent working conditions in progressive, friendly city of 75,000. Rush tape and resume to WFIX, Huntsville, Alabama, c/o John Garrison.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer with good news delivery. Must be capable of handling some programming, traffic and office details. Good salary and future opportunity. Small Carolina market. Send complete resume. No tapes. Box 455E, BROADCASTING.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Experienced announcer with first ticket, some engineering, general staff duties, salary commensurate with ability. Send tape, photo, and resume to: WJUD, St. Johns, Michigan.

Morning personality PD. Experience, mature voice, salary, profit sharing. Must know copy. WPAZ, Pottstown, Pennsylvania.

Adult Virginia 5 kw (CBS) has immediate opening for afternoon personality with experience and good taste. Good production mandatory. Send tape, photo, resume and salary requirement to Production Manager, WTAR, Norfolk, Virginia.

A good announcer-copywriter. Must be hard worker. WTWA, Thomson, Georgia.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Somewhere there's a reliable chief good maintenance — fair announcer, wanted to trade pressure for job security in small Colorado community. Family man who appreciates good hours, good pay and a good boss. Box 325E, BROADCASTING.

1st class engineer, combo announcer, immediate opening in midwest. Good voice a must. Good maintenance engineer for 1 kw operation, good job for right man. Box 444E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community . . . fastest growing city in Kansas. Good staff . . . good conditions . . . good pay. Bill Dahlsten, KAFM, Salina, Kansas.

First phone. announcer preferably. KTFI, Twin Falls, Idaho.

Chief engineer at once. Experience in directional, all phases construction. Some air work. Garden spot of the nation. Call Lyle Richardson, Manager, KUDE, Saratoga 2-8294, Oceanside, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

First class engineer wanted at a growing station. Contact Chief Engineer, WMAK, Nashville, Tenn.

First class engineer with first class announcing ability needed for Michigan CBS affiliate. Forward all details, including tape, photo, background and references to R. W. Phillips, WSGW, Mason Building, Saginaw, Michigan.

Help Wanted—(Cont'd)

Technical

Opening for engineer, first phone, experienced in AM-FM operation. Please list full particulars in first letter: experience, education, and salary requirements. Contact J. M. Foley, Chief Engineer, WSVA-Radio, Harrisonburg, Virginia.

Maintenance and control room operations for educational television and radio. First phone and some transmitter experience desirable. Presently doing closed circuit and broadcast training, with expansion inevitable. Contact W. L. Strausbaugh, Head of Speech Department, University of Maryland, College Park, Maryland.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

Experienced newsman. Gather, write and read. Mature voice, small amount additional board work, emphasis on news. Immediate opening. Send tape with full details, snapshot and salary requirements. Kent Roberts, Program Director, KFTM, Fort Morgan, Colorado.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark, WMFJ, Daytona Beach, Florida-Clinton 2-6491.

RADIO

Situations Wanted—Management

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

I've had it. Western boy who can't stand this east coast living wants to get back to the other side of the Rockies—where the golf-courses-are-not-crowded-all-day. If you are looking for a darn good manager—twelve years radio, including ownership—write to Box 314E, BROADCASTING. Okay on second spot in major market. I work hard and I'll cost you four figures a month—but not big ones. I'm working now, but not living. Can I do both in your market.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references available six to eight weeks. Box 344E, BROADCASTING.

Salesmanager to manage your station. Completely capable, reliable, family man. Employer will give regretful, but enthusiastic referral. Present income, area $14,000. Desire earn in excess—write fully please. Box 376E, BROADCASTING.

Canada-Minn.-Wisconsin-Michigan—10 year veteran. I believe in sales, and collections. Tight operations, top news coverage. Good music. Thoroughly versed in many money making promotions. 30 years old, married. We can both make money. Top references, billing reports, etc. Picture and resume on request. Box 398E, BROADCASTING.

Is your grass greener? Program director-assistant manager in one of top 100 markets ready to move up again. I've got a thoroughly proven, rating getting adult format that goes right along with me. Would consider small market management with right deal. Box 428E, BROADCASTING.

Are you a small market non-resident owner, who is losing his shirt on a station. Change constant loss to profit. Young, management, sales, production, engineering team, wants to overhaul operation into money making machine. Three man team currently individually employed in top fifty market, seeks agreement on profit sharing basis with owner. Replies held confidential. Box 436E, BROADCASTING.

Manager. Creative. Production. Copy. Sales promotion. Personnel. Big markets only. Box 440E, BROADCASTING.

My specialty? Profit! Mature, experienced. Creative ideas, copy, sales, management. Write or wire: Ready, 2628 North Beachwood, Hollywood, California, now!

Sales

Present sales manager for large national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent references. Your interest treated confidentially. Box 399E, BROADCASTING.

Billing, ratings down—Let my 12 years in radio help you. Go anywhere, any market. Prefer west coast. Box 408E, BROADCASTING.

Sales manager 8 years experience, 35, married, B.S. degree. Excellent record, finest reference. Relocation due to change of ownership. Box 420E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Outstanding air personality. Thorough experience . . . Top ratings . . . Top references. Major markets only. Box 310E, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Announcer-newsman—Wide background. 10-years experience. Now employed. Seek better opportunity. 2-degrees. Box 312E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

DJ wants new market—possibly all night. Experienced, first phone. Box 385E, BROADCASTING.

Young, talented, experienced dj wants to relocate. Will travel for right offer. Box 388E, BROADCASTING.

Experienced, tight production top 40 dj. Ad lib. Excellent references. Box 391E, BROADCASTING.

Experienced dj. Married, two years major market want to advance—top 40 preferred—minimum salary $100.00. Box 393E, BROADCASTING.

Announcer dj, married, would like to settle down. Good tight board—bright sound. Will relocate. Box 384E, BROADCASTING.

Young, ambitious announcer looking for position with swingin' operation. Some experience, graduate broadcasting school. Prefer central Pennsylvania area, but will seriously consider all offers. Box 395E, BROADCASTING.

Classical music broadcasting. Producer, narrator, announcer, music critic and record-reviewer for largest newspaper in city of half million. Business executive wants major responsibility in California-Arizona, minimum income five figures and worth it. Box 396E, BROADCASTING.

Experienced announcer. Formerly program and news director in metro market. Experienced in copy and production. Now employed. College, vet, top references. Box 397E, BROADCASTING.

Help! Want out of LA. Morning man with highest Hooper rating at number one station. Bright, tight show. Married, steady. Have 1st phone, will travel. Salary desired $500.00. Box 401E, BROADCASTING.

Have tape, will send. 18 month professional radio school grad. 2 years college, 6 years sales, sports or combo western states. Box 402E, BROADCASTING.

Announcer-DJ-news, comm; operate own board, 3 years college. Small station to start. Box 403E, BROADCASTING.

Experienced personality dj, news, sports, seeks station New York City vicinity. Tight production. Box 404E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Top country D.J. 12 years experience, sober, reliable, not a floater employed in major market. Tape and resume on request. Box 405E, BROADCASTING.

Cheerful, versatile DJ 7 years experience in depth, two in majors. Top morning show, adaptable to any time slot. Administrative experience, intelligent, outstanding knowledge all phases "modern" radio. 25 years old. Family. Salary open. Box 410E, BROADCASTING.

Quality announcer. Experienced AM, FM, TV. Presently leading Good Music FM station. Announce, program, copywrite. Married, vet. Box 411E, BROADCASTING.

Announcer-newscaster. Seeks New England position. 3 years experience. Box 412E, BROADCASTING.

HERE WE GROW AGAIN!

Crowell-Collier Broadcasting Corporation is *growing*. And is looking for disc jockeys who want to grow

If you are an entertaining deejay with individual style, personality, and showmanship—and not like 30 other deejays—we're interested right now.

Send tape and resume to:
Chuck Blore
Director of Programming
Crowell-Collier Broadcasting Corporation
6419 Hollywood Boulevard
Hollywood 28, California

Situations Wanted—(Cont'd)

Announcers

Good music and newsman, currently working major market, desires affiliation with progressive outlet. Box 413E, BROADCASTING.

Young, experienced. Tired of being trouble shooter for short periods, raising ratings, then being replaced by less talented, lesser paid men. Have done every type show, every type shift, almost every type station, top forty to after-hours. Soon to be married, want to settle down. Minimum: $150, year's contract, travel expenses. Box 415E, BROADCASTING.

Sports announcer—31, married, college degree, New York and vicinity. Strong on play-by-play. Experience in copywriting, business background. Can be used in a varied capacity. Box 417E, BROADCASTING.

1st phone announcer, experienced all phases, play-by-play. Married. Desire sports director position. Box 418E, BROADCASTING.

Top sports play-by-play basketbal, baseball, football, finest references. Box 419E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Experienced chief engineer, top rated announcer. Currently employed. Seeks advancement. Box 422E, BROADCASTING.

Announcer want to settle down. Not a floater or prima-donna. Tight production, married, bright sound. Box 423E, BROADCASTING.

Disc jockey graduate 28 years young, married, white, relocate immediately! Hard working, ambitious is my answer to experience. Call collect 6:30 P.M., Washington, D. C. Bill Provow, Jordan 8-6251. Box 431E, BROADCASTING.

Professional. Nine years, solid references. Finest of background program director, news experience. Veteran with college. Prefer coast or deep south. $105 weekly. Box 437E, BROADCASTING.

Experienced first phone morning man. Good maintenance, music, news. Box 438E, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful, adult music, news. Experienced. Tape. Box 439E, BROADCASTING.

Radio school graduate, former student Rutgers University, wishes placement in south to gain experience. Operate own board. Newly married. Tape and resume on request. Box 441E, BROADCASTING.

DJ-announcer. 5 years experience. 25, single, vet, college. Locate anywhere. Tape, photo, resume on request. Box 454E, BROADCASTING.

Announcer — married — dependable sell — authoritative news "easy style" DJ. College grad looking for first position with future. Box 458E, BROADCASTING.

Combo—Good man with three years experience, part tv. Box 464E, BROADCASTING.

Announcer, dj or sports director, wants play-by-play and board work. 2 years experience, adult programming and good references. Family man and available immediately. Box 466E, BROADCASTING.

Negro announcer with 2nd phone, but expects to have 1st phone in short time. What have you to offer? Solomon Brown, 5950 N. 16th St., Philadelphia 41, Penna.

Willing to learn, first phone announcer, sales, Jack Darrell, 164 Brittain Road, Akron 5, Ohio.

Radio-tv newsman-announcer-dj. 12 years all phases-network voice, family, prefer Pennsylvania-N.Y., N.J. Minimum $140. Bruce Davis, 8100 Roanoke Ave., Newport News, Va. Chestnut 5-6846.

Need announcer-dj with N.Y.C. experience? I've done news and dj for 3 N.Y. stations with conversational, soft-sell resonant voice. Write or call Domenico McKay, 1546 Second Avenue, N. Y. 28, TR 9-9120.

Situations Wanted—(Cont'd)

Announcers

How about personality? If we're "in tune," you're looking for a deejay with 3-years' experience, 24, married, best references and draft exempt—one that wants to grow with you. He's seeking a station with modern music and news presentation, but no "top 40" format—one that believes in popular and standard records, production spots and newscasts, but no segued programs. This personality is known throughout upper Michigan, northeastern Wisconsin and suburban Chicago. Namely: Warren Freiberg, 5369 West 89th Street, Oaklawn, Illinois.

See television ad—Dick Landfield.

Attention Texas and New Mexico, young dj. reliable, seeking larger market. Best references, details. Jerry Rogers, KERB, Kermit, Texas.

Announcer-engineer. Qualified, good voice and capable chief. Dale Woodbine, phone 2-3373, York, Penna.

Musicaster—Family, veteran, 7 years experience, former PD. Call or write Jim Zimmermann, 425 East Vaughn—Ironwood, Michigan. Phone 3504.

Technical

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

Suffering from trainee blunders? Want dependable maturity? Can offer twenty years professional AM-FM-TV background for staff or management. Exceptionally strong on transmitters and maintenance. Location and security of prime importance. Box 389E, BROADCASTING.

Three years radio, television. Technical school background, some maintenance. Any where. Box 434E, BROADCASTING.

Chief engineer—experienced. All phases construction, maintenance. Directionals-measurements. Proofs. High and low power. Box 435E, BROADCASTING.

Desire chief position. Experience AM-FM-TV-studio-trans.-automation, senior member IRE, college graduate, military field engineer, directional AM antennas, consulting and design, chief engineer, teaching, public speaking. 1st class radiotelephone and telegraph, SSB ham, member several respected engineering groups. Presently located in Detroit area. Will relocate. Box 450E, BROADCASTING.

Engineer—Experienced first class. Write Box 451E, BROADCASTING.

Engineer-announcer 10 years experience all phases of radio. Resume and tape available. Box 453E, BROADCASTING.

Chief engineer desires permanent position 18 years experience AM-FM-TV. Box 1452, Beckley, West Va. Phone CL 2-4060.

First phone, announcing, and sales. Experienced. Ray Estes, Box 942, Gadsden, Alabama. Telephone Liberty 6-3021.

3½ years chief with S.E., 1 kw. Personnel cut-back causes necessity for placement. Available March 15. Anthony Ostopoff, Box 326, Edenton, N. C. Phone—Edenton 3204.

Production—Programming, Others

Newsman—Experienced. Now employed in east. Write, gather, edit and air. 2-degrees. 10 years in radio. Box 307E, BROADCASTING.

Program director. Aggressive, imaginative, creative. Thoroughly experienced in all phases of programming. Top references from major market operations. Box 392E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

A boy Friday? That's me! Good copy, good production, good dj show! College degree. Desire combination in medium market. Box 426E, BROADCASTING.

Program director? Am now disc jockey at 50,000 watter in midwest, want fulltimer in Michigan or northern Illinois. Box 456E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

News director? Want spot on fulltimer in northern Illinois, southern Michigan. Now at 50,000 watter in large market. Box 457E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest states-offers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Technical

RV studio engineers. Excellent opportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Experienced tv transmitter engineer with full power VHF station in Montana's largest metropolitan area close to excellent fishing and hunting. Position available for engineer who likes maintenance and operation . . . forty hour week. Write P. O. Box 2557, Grant French, KOOK-TV, Billings, Montana.

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervision. Man will head department of midwest competitive market station. On-the-air experience not necessary. This man is not concerned with hours worked and is not an arm chair director. If you are the hustler we need, rush your story to Box 315E, BROADCASTING.

Producer-director for educational tv station in midwest city. Creative career opportunity; work with community, civic, educational and cultural organizations on local and network live and tape programs. Year's experience minimum. Operate switcher; $6,000. Box 461E, BROADCASTING.

Wanted immediately, director for photography-film department. Will direct three man film department and supervise photography five man news staff. Will also handle commercial photography. Must be thoroughly experienced all phases. Rush full details including salary to Tom Matthews, WNEM-TV, Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

Sales promotion director desires position with major market tv and/or radio station. Twelve years total experience. Promotion, merchandising, sales, production and advertising. Idea man, college graduate, will relocate, now in mid-east major. Box 342E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

TV management or sales management—Prefer southwest. Full details without obligation. Box 400E, BROADCASTING.

Announcers

Announcer with on camera sell-ability wants to relocate in challenging market. Sober, affable. 8 years experience. Box 424E, BROADCASTING.

Nine years, quality tv announcer, personality. Deep, resonant, selling voice. TV jockey, news, weather, etc. Desire tv, but will consider joint radio-tv. VTR available. Box 429E, BROADCASTING.

Experienced—On camera television—50,000 watt radio. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Dick Landfield, 5053 N. Troy, Chicago, Illinois.

Technical

1st phone. Radio technical experience and tv background. Married, dependable. Box 409E, BROADCASTING.

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Engineer with 2nd phone but expects 1st phone in short time. Solomon Brown, 5950 N. 16th St., Philadelphia 41, Pennsylvania.

Production—Programming, Others

Experience. Film editor, both tv and motion pictures. Box 386E, BROADCASTING.

7 years experience all phases of tv and film production. Box 387E, BROADCASTING.

Top notch pro director producer with a difference. Commercials that do sell, plus, musical-variety teen and kids shows. Currently producing in Canada, want to return to U.S. Box 416E, BROADCASTING.

Cameraman, editor and production coordinator, capable of handling film department. Military, educational and Federal agency experience. Request resume. Box 433E, BROADCASTING.

Newsman with solid background in journalism and broadcasting available for challenging tv news spot. Write Box 460E, BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family, B.A. Prefer midwest. Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. KATI, Casper, Wyoming.

FOR SALE

Equipment—(Cont'd)

Two PT-63 series Magnecords including amplifier, and tape deck. Good condition. In use. $300 each full price. Call Radio Station WARU, Peru, Indiana. GR 3-4448.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turtables $100.00 each—7" Collins audio rack $25.00. WENN, Birmingham, Alabama.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

Collins 12Z 4 channel remote amplifier. Good condition, reasonably priced. WGTS-FM, Takoma Park, Maryland.

Complete, brand new, uncrated, for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors and 5820 tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Truscon 370 foot self-supporting tower, insulated, leg spread 32 feet, complete with obstruction lights. RCA Pylon 2-bay FM antenna with power gain of 3, all fittings for mounting on tower. 400 feet copper coaxial 1⅝" line. Immediate delivery at bargain price $9,750 for complete package FOB factory. You had better call us for this deal is not going to last. Phillips Tower Co., 124 E. Lachappelle St., San Antonio, Texas. CA 6-4616.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will invest $10,000 in solid Virginia or Florida station. Must serve as general manager. Give all details in strictest confidence. Box 449E, BROADCASTING.

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 462E, BROADCASTING.

Equipment

Self supporting tower, 250-300 feet. A-1 condition and reasonable. On east coast. Box 304E, BROADCASTING.

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Pay cash everything for 500-watter. Transmitter, monitors, speech, tape, 200-foot towers, etc. Airmail Box 950, Auburn, California.

Wanted: One "R.E.L. Precident" FM monitor. Please state the condition and price in first letter. KEAR, San Francisco 24, California.

WANTED TO BUY

Equipment—(Cont'd)

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Used 1 kw transmitter wanted by missionary station, Korea. Reasonable or donation. Advise RAVEMCCO, 475 Riverside, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Mountain Match Co., Hannibal, Mo.

RADIO

Help Wanted—Management

STATION MANAGERS WANT TO SELL EQUIPMENT???

Once in a lifetime opportunity for a few station managers or chief engineers with business experience to team up with a leading broadcast equipment manufacturer. Several good territories are open. An Electronic background, either a first class license or good familiarity with transmitting and audio equipment is essential.

These are high paying career positions for men who love to sell, who want to sell, and who have demonstrated their sales ability.

If you want a greater selling challenge and an opportunity to increase your earnings to the high five figure, then selling broadcast equipment is for you. Replies confidential, of course. Send resume and photo to **Box 448E, BROADCASTING.**

Announcers

SECRET!!

is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send tapes and resumes unless you have authoritative delivery, knowledge of radio news and are a workhorse. Radio announcers we can get, radio newsmen are what we want. Sorry, material will not be returned.

Box 354E, BROADCASTING

LIVE DJ's

Young (20-25) enthusiastic, ready for the step up.

National chain.

Send tapes with full details immediately. Replies held in confidence.

Box 465E, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

Help Wanted—(Cont'd)

Production—Programming, Others

UNUSUAL OPPORTUNITY

Experienced sales promotion man wanted for leading radio transcription company in New York. Strong local radio sales promotion experience required. Must be able to write effective sales promotion and marketing copy. Position offers excellent pay and growth potential for the right man. Send detailed resume of experience to:

Box 301E, BROADCASTING.

RADIO

Situations Wanted—Management

EXPERIENCED MANAGER *AVAILABLE*

Presently vice president-general manager of highly successful chain. Excellent record of profits. Good national and regional connections. Have very best references including present employer. 40 years old, family man who can make money for you.

Box 406E, BROADCASTING

***ATTENTION* HONEST OWNERS**

Young, successful, radio manager seeks position of responsibility with above board organization. Intelligent, highly capable family man asks security in exchange for loyalty. Will consider No. 2 slot with right station.

Box 407E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

NEWSMAN

Broadcaster with diversified experience spanning 14 years, now heading news operation at top-rated station. Thoroughly acquainted with all facets of writing, production and editorializing. Radio or television. Mature family man, excellent education, veteran.

Box 463E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

ALL STAR D.J. SHOW

Taped for your station EXCLUSIVELY! "WALLY GEORGE IN HOLLYWOOD," starring CBS DJ "PERSONALITY OF THE YEAR" award winner: Wally George. PLUS TOP HOLLYWOOD STARS as guest D.J.'s. Stars participate in YOUR STATION BREAKS and COMMERCIALS! Also: Hollywood Hit Parade, Hollywood Gossip, Contests, Prizes, etc. FREE audition tape! Budget to suit you! WRITE: WALLY GEORGE PRODUCTIONS, 18102 Malibu Road, Malibu, Calif. PHONE: Gladstone 4-1935.

LOOKING FOR ME?

Past 3 years Todd Storz, WHB, Kansas City, KOMA, Oklahoma City. Mature 14 years radio background. Seeking new challenge in modern radio programming. Top references. Proven ability. Available immediately. George Wiley, 430 E. 45th St. North, Kansas City, Missouri.

NEED PERSONNEL?

Someone for camera, floor, film, continuity, directing or sales? We have graduates who can handle the job. With 3 schools to serve you — and graduates throughout the nation, you'll find our services as close as your telephone.

NORTHWEST SCHOOLS

1221 N.W. 21st Ave., Portland, Oreg.
737 N. Michigan Ave., Chicago, Ill.
6362 Hollywood Blvd., Hollywood, Cal.

TELEVISION

Help Wanted—Announcers

IMMEDIATE OPENING

For experienced on-camera commercial announcer, strong on news. Upper Midwest locale in attractive, friendly, progressive capital city. Send tape, photo, detailed resume with references. SOF if possible.

Box 322E, BROADCASTING

Technical

TV BROADCAST ENGINEERS

Opportunities for technicians having basic knowledge of TV theory with some operational experience. Write Corinthian Broadcasting Corp., 302 South Frankford, Tulsa, Oklahoma.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN-SPORTSCASTER

Wanted by one of Virginia's oldest and most powerful TV Stations—experienced newsman. This man must have experience in gathering, writing and broadcasting news. He also must be able to do good air job on sports. Must be real hustler, alert, dependable and have strictly news and sports background. Good starting pay, fine fringe benefits. Write to: Joe Moffatt, News Directors, WSLS-TV, Roanoke, Va.

TELEVISION

Situations Wanted

Production—Programming, Others

NATIONALLY KNOWN

TV news-special events producer, director chief cameraman in major market desires change after 14 consecutive years in one organization. Have won several national awards including Radio-TV News Directors Association for "Most Outstanding TV News Operation" and "Best Single TV News Story in Nation"; received Sigma Delta Chi award for "Best TV News Operation." Also National Press Photographers Association for "Best TV News Operation" and NPRA award for "training cameramen for highly creative work and ingenuity." Have produced numerous documentaries; know all phases of 35 mm, 16 mm motion picture work including producing, shooting, editing, lab work and aerial photography. Have pilot license. Pioneered in development of photofax. Thoroughly familiar with video tape, closed circuit TV, and local color operations. Married. Five children. Age 42. The best of references.

Box 452E, BROADCASTING

PRODUCTION MANAGER
available immediately

A complete dossier will be rushed to all inquiries. Write: Apartment 1, 1024 West Ottowa St., Lansing, Michigan. Inferior production positions also considered.

FOR SALE

Equipment

Automatic dehydrators, brand new, with spare parts kit. Dielectric Products Model 22, $150.00; Andrew Model 1910, $135.00. P & O Sales Co., 1236 40th Avenue, Sacramento 22, California.

STATIONS — FOR SALE

OUTDOOR SPORTS ENTHUSIASTS

New Fulltime station exclusively serving a famous western resort area. Ideally suited for an owner-operator or husband and wife team who enjoy skiing and other outdoor activities. Priced at $45,000 with low down payment and good payout.

Box 432E, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations — Management
Appraisals — Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Florida	single	fulltime	$ 65M	terms
Florida	single	daytimer	40M	10dn
Florida	small	daytimer	46M	8dn
Florida	small	daytimer	40M	10dn
Florida	medium	fulltime		
Florida	medium	regional	230M	29%
Florida	metro	regional	165M	20dn
Florida	metro	regional	190M	cash

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CENTRAL FLORIDA

Growth area—profitable for owner-manager. $100,000 on long term payout. Write including proof of financial responsibility, Mass Media Managers, 3301 West Central Avenue, Toledo, Ohio.

FOR SALE

Equipment

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

GUNZENDORFER

SOUTHERN CALIFORNIA. $110,000 with *$31,900* down. 1000 watter with 5 acres land. A money maker for owner-operator. *A GUNZENDORFER exclusive.*
ARIZONA. *$15,000* down for a 250 watt fulltimer. *A GUNZENDORFER exclusive.*
FM STATION IN CALIFORNIA'S big market. $62,000 with *$12,500* down. Others.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

FOR SALE

Stations

To Buy or Sell Radio-TV properties contact

PATT McDONALD CO.
Box 9266
AUSTIN, TEXAS
GL 3-8080

Bill Trotter
Box 5411, EX 7-3219, Memphis, Tenn.
Paul Yates, Jr.
Box 1396, FA 2-5488, Sanford, Fla.
Mrs. Gerry Switzer
1670 W. 3rd, EL 2-2163, Taylor, Tex.
Jack Koste
60 E. 42nd, MU 2-4813, New York 17.
Dick Watts
Box 3503, DR 4-2236, Amarillo, Tex.

STATIONS FOR SALE

CALIFORNIA. Full time. Absentee owned. Needs home ownership. Market of 35,000. Asking $40,000 but plenty of room for Negotiation.

SOUTHWEST. Full time. Network. Always a profitable operation but present owners not radio people. Asking $75,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

WSNT Inc., Sandersville, both Georgia. Action March 6.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled a further prehearing conference for March 8 in Wilmington, Del., tv ch. 12 proceeding. Action March 1.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for March 14 in re proposal by Nathan Frank (WNBE-TV), New Bern, N. C., for specification of trans. and ant. site. Action Feb. 8.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by WDBQ Bcstg. Co. (WDBQ), Dubuque, Iowa, and accepted its notice of late appearance in proceeding on am applications of Value Radio Corp. (WOSH), Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ), Beloit, Wis. Action Feb. 28.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of rulings taken at March 1 hearing with respect to Group V applications in consolidated am proceeding. On oral motion by applicants, and without objection, severed from consolidated proceeding applications of Midland Bcstg. Co. (WMDN), Midland, Mich., and Shawnee Bcstg. Co. (WBEX), Chillicothe, Ohio, effect of action made moot applicants' Feb. 27 petitions for severance; on oral motion severed from consolidated proceeding applications of The Marion Bcstg. Co. (WMRN), Marion, Ohio; East Liverpool Bcstg. Co. (WOHI), East Liverpool, Ohio; Central Corp. (WKBV), Richmond, Ind.; Gerity Bcstg. Co. (WABJ), Adrian, Mich.; Friendly Bcstg. Co. (WJMO), Cleveland Heights, Ohio, and Paul A. Brandt (WCBQ), Whitehall, Mich. Action March 2.

■ Accepted in evidence exhibits by Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., and Knorr Bcstg. Corp. (WSAM), Saginaw, Mich., and concluded evidentiary hearing in Group II of consolidated am proceeding. Action March 2.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of March 3

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf-tv repeater stations: B and J Television Services, channels 9, Death Valley National Monument, 11 and 9, Baker, all Calif. (KRCA-TV), ch. 4, KNXT-TV, ch. 2, both Los Angeles, Calif.

KASE Austin, Tex.—Granted acquisition of positive control by **E. J. Lund** through purchase of stock from **Jacob A. Newborn, Jr.**, trustee for Nancy and Nena Newborn.

WCHS-TV Charleston, W. Va.—Granted mod. of license to change name to WCHS-AM-TV Corp. (main trans. & aux. ant. & aux. trans.)

■ Following stations were granted extensions of completion dates as shown: KUSD-TV Vermillion, S. D. to July 1; WPTZ (TV) North Pole, N. Y. to October 1; KCRA-TV Sacramento, Calif. to October 1; WLPA (TV) Alpena, Mich. to October 1.

Actions of March 2

WCRR Corinth, Miss.—Granted request for cancellation of license; call letters deleted.

Actions of March 1

WPDR Portage, Wis.—Granted assignment of license to **Comstock Publishing Co.**

WLLY Wilson, N. C.—Granted license for am station.

KMBC Kansas City, Mo.—Granted mod. of license to operate main transmitter by remote control.

WTAD Quincy, Ill.—Granted mod. of license to operate transmitter by remote control.

WDDY Gloucester, Va.—Granted mod. of license to change studio location and remote control point.

WTRP LaGrange, Ga. — Granted cp to change antenna-transmitter and studio location and make changes in ground system; condition.

KHFI (FM) Austin, Tex.—Granted cp to change ERP to 860 w, antenna height to 36 ft., studio, antenna-transmitter location, and make changes in antenna system.

KCMC-FM Texarkana, Tex.—Granted cp to change antenna-transmitter location; type transmitter; antenna; make changes in antenna system (side mounted FM antenna at top of proposed tower of station KCMC-TV); increase ERP to 93 kw and antenna height to 1,450 ft.

WTIX New Orleans, La.—Granted cp to make changes in nighttime directional antenna pattern.

WRFD-FM Columbus-Worthington, Ohio—Granted mod. of cp to change type antenna and make changes in antenna system.

WSPT-FM Stevens Point, Wis.—Granted mod. of cp to change ERP to 15 kw; type transmitter; type antenna; remote control permitted.

WETZ New Martinsville, W. Va.—Granted mod. of cp to change studio location and operate trans. by remote control.

WVOT-FM Wilson, N. C.—Granted mod. of cp to change type trans. and type ant.; condition.

KSEY Seymour, Tex.—Granted authority to operate from sign-on at 6 a.m. to sign-off at 7 p.m. for period ending June 1.

KRKS Ridgecrest, Calif.—Granted authority to sign-off at 8 p.m. for period beginning Feb. 13 and ending April 9 except for special events.

KYEW Phoenix, Ariz.—Granted authority to remain silent for period ending June 1.

Actions of Feb. 28

WOKW Brockton, Mass.—Granted assignment of cp to WOKW Inc.

KYNG Coos Bay, Ore.—Granted mod. of license to change name to Pacific Western Bcstrs. Inc.

WHCC Waynesville, N. C.—Granted mod. of license to change studio location and remote control point.

WMCK McKeesport, Pa.—Granted mod. of license to operate trans. by remote control while using non-directional antenna.

KBEC Waxahachie, Tex.—Granted cp to replace expired permit which authorized changes in directional ant. pattern.

KAOL Carrollton, Mo.—Granted change of remote control authority.

KHBR-FM Hillsboro, Tex.—Remote control permitted.

■ Following stations were granted extensions of completion dates as shown: WALA-TV Mobile, Ala. to October 1; KOVR (TV) Stockton, Calif. to September 27; KXTV (TV) Sacramento, Calif. to September 27; WPGH (FM) Pittsburgh, Pa. to August 1.

Actions of Feb. 27

WPKE Pikeville, Ky.—Granted involuntary transfer of control from **Jack L. Hatcher** to **Margaret C. Hatcher**, administratrix of estate of Jack L. Hatcher, deceased.

WSCM Panama City Beach, Fla.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Panama City Beach, Fla.; remote control permitted.

KLO Ogden, Utah—Granted mod. of license to operate main trans. by remote control.

KBMO Benson, Minn.—Granted cp to install a new trans. (main studio location) as an aux. trans., and new 30 ft. ant. on roof-top of main studio building for emergency use only.

WPTT (TV) Augusta, Me.—Waived Sec. 3.613 of rules and granted mod. of cp to change type trans., type ant., trans. location, studio location, make changes in equipment and ant. height; ERP vis. 316 kw; aur. 158 kw; ant. height 720 ft.

WOOD-TV Grand Rapids, Mich.—Granted mod. of cp to change type ant., reduce ant. height to 970 ft., and make other equipment changes; ERP vis. 282 kw; aur. 141 kw (main trans. & ant.)

WMRT Lansing, Mich.—Granted mod. of cp to change ant.-trans. location, type trans. and specify studio location.

KMUZ (FM) Santa Barbara, Calif. — Granted mod. of cp to change trans. and increase ERP to 105 kw; remote control permitted.

KHYD (FM) Fremont, Calif. — Granted mod. of cp to change type trans., type ant., ant. changes and specify studio location and remote control point.

KLAK Lakewood, Colo.—Granted mod. of cp to change type trans.

KCFM (FM) St. Louis, Mo.—Granted mod. of cp to increase ERP to 88 kw; decrease ant. height to 420 ft., and change type ant.

WFFF Columbia, Miss.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KMUZ (FM) Santa Barbara, Calif. to Apr. 1; KSTN-FM Stockton, Calif. to Mar. 31; WIPE (FM) Detroit, Mich. to May 16; WDBM-FM Statesville, N. C. to Mar. 15; KHYD Fremont, Calif., to Apr. 1; WLKW Providence, R. I. to Apr. 3; KSCB Liberal, Kan. to June 7.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 9

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,528	31	133	801
FM	777	71	195	116
TV	486[1]	55	84	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 9

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

License renewals

Following stations were granted renewal of license; Chairman Minow not participating: WENC Whiteville, N. C.; WEZY Cocoa, Fla.; WRKT Cocoa Beach, Fla.; WACK Newark, N. Y.; WBRD Bradenton, Fla.; WJMX, Florence, S. C.; WCDJ Edenton, N. C.; WEEX-AM-FM Easton, Pa.; WNSM Valparaiso-Niceville, Fla.; WTWB Auburndale, Fla.; WESC Greenville, S. C.



GOOD THINGS HAPPEN + WHEN YOU HELP RED CROSS

NEW DIFFERENT TIMELY

"MEANWHILE, BACK ON EARTH"

(13½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster footage on the CHILEAN EARTHQUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

ANIMATED TV SPOTS

(60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's loyal dog, Max.

These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS

With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS

(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY JOHN DALY
RALPH EDWARDS DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS

In New York, call MUrray Hill 9-1000
In Hollywood, call HOllywood 5-5262

THE ADVERTISING COUNCIL

New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

OUR RESPECTS to Lester Hayden Carr, president, DECO

A domain unbound by distances, on earth or in space

Les Carr is one broadcast engineer who has made it.

Thirty years ago he was an assistant engineer at KSTP St. Paul. Twenty years ago he was in charge of CBS Central Division's transmitters. Today, at 51, Lester Hayden Carr is president and owner of Developmental Engineering Corp., a Washington engineering firm which handles about $2 million worth of advanced engineering research and development business a year. Most of this work is for the government and extends 400 million miles into space and thousands of feet into the substrata of the earth.

DECO designed the first operational space satellite transoceanic communications system. This is the Navy's trans-Pacific circuit radio, from Washington to Hawaii, via the moon. DECO's portion of the $35 million moon-bounce project—which went operational in January last year—was the design of the antennas and the ground facilities.

DECO also had another first, the obverse of moon circuit, called project "Lithicom." In this operation, DECO transmitted radio waves through the earth itself in July 1960 from a 1,000-foot-deep mine near Carlsbad, N. M.

Right now the Carr enterprise is busy with two projects, both "way out" in the field of radio communications.

The first is in Cutler, Me., where DECO has designed a two-million-watt, very-low-frequency facility for the Navy. The other is in Arecibo, P.R., where the company designed, and is supervising construction of a 1,000-foot parabolic antenna inside an extinct volcano. This will be part of an Air Force radar telescope to probe the moon and other celestial bodies as far away as Venus and Jupiter. It will transmit a peak pulse of five trillion watts on 430 mc.

Country Gentleman ▪ DECO headquarters are on 200 acres of rolling hillside outside Leesburg, Va., about 35 miles from Washington, in a large country fieldstone manor house. Les Carr designed and supervised the building of the house himself, as he has the restoration of the estate's gate house and several former slave cabins.

The estate is called Fort Evans, after Confederate Brig. Gen. Shanks Evans, who surprised and beat back a Union force crossing the Potomac River at Ball's Bluff in October 1861.

About a hundred yards from the main house is the low, one-story, cinder block 200-foot-long headquarters laboratories of DECO. There, some 50 professional communications engineers and supporting clerks are always busy.

Outside the DECO building are several acres of antenna installations, all shapes and arrays. DECO also has a branch office at Boulder, Colo., where the National Bureau of Standards' radio propagation laboratory is located, with about 18 scientists, and in Boston with about 15 professionals. The Boston office is headed by Dr. Wilbur Davenport, a professor at Massachusetts Institute of Technology's Lincoln Labs.

Distinct from DECO, but part of the Carr organization is Scatter Communications Inc., Bethesda, Md., from which about 30 engineers install scatter communications links for customers, mainly the government.

Les Carr was born in Elk River, Minn., June 16, 1910. While attending the U. of Minnesota, he put in a full 60-hour trick (4 p.m. to 1 a.m. daily) as master control operator at KSTP St. Paul. He received his E.E. degree from Minnesota in 1934 and immediately became assistant chief engineer of the St. Paul radio station. Later he was promoted to chief engineer, and was also technical director of the Minnesota Network, a statewide group of radio stations.

On to Chicago ▪ He left KSTP in 1940 to become transmitter engineer in charge of CBS Central Division's stations. This covered WBBM Chicago and KMOX St. Louis. One of his major responsibilities was the installation at WBBM of the first 50 kw, high level modulated transmitter.

Production models were scheduled to be built by Federal Telephone Labs in New Jersey. James F. Weldon, a transmitter consultant widely known throughout the broadcast industry was hired to supervise this design. It was this association that culminated in Weldon & Carr, a consulting engineering firm in Washington.



DECO's Carr
His hi fi won't work

But before this took place, World War II intervened. Mr. Carr joined the Navy's Bureau of Ships as an electronics consultant. During this period, he was responsible for the design and installation of radar beacons, used for aeronautical navigation in the Aleutians. He also was responsible for Loran ground installations, another electronic navigational system. In the last years of he war, he was a special consultant to the Navy's communications system design group.

DECO was established in 1952 as an offshoot of the research and development work undertaken by Weldon & Carr. Originally DECO specialized in antenna research and design, but in 1957 the company moved into its present field, advanced communications systems.

Mr. Carr is not the only former broadcast engineer in the DECO organization. The director at Leesburg is Lucian Rawls, formerly with WSM Nashville. The associate director is William Alberts, formerly with Crosley Broadcasting Corp.

Mr. Carr married the former Helmi Lukkarila of Mountain Iron, Minn., in 1933. They have a son, 17, and three daughters, 14, 10 and 8.

Leesburg is in the Virginia horse country and the Carr family has nine saddle horses. But true to their Minnesota background, the Carrs also ski and have a toboggan slide.

Les Carr's hobbies are close to his profession. In his youth, he was a ham operator, in fact, was the second radio amateur in Minnesota to receive a WAC (worked all continents) card, in 1927. When Admiral Richard E. Byrd led the first full scale U.S. exploration of Antarctica in 1928, young Les Carr in Minnesota handled personal traffic for members of that expedition.

Amateur radio was so important to him in high school that all the money he earned playing in a local dance orchestra (sax and clarinet) went into parts for his rig.

Today, he is a hi fi enthusiast. A standing joke among his friends is that Les Carr's hi fi is always out of commission; he continually rips it apart to add newer and better components. His stereo collection, a large one, is all on tape. His only other hobby is collecting guns, to the extent that he and his son mold their own bullets.

Color thrust

TWO events of recent weeks suggest an awakening interest in color television.

Zenith announced it would market a line of color sets.

Eastman Kodak announced it had moved its sponsorship from Ed Sullivan in monochrome to Walt Disney in color to get the benefits of color advertising.

We find significance in these events because they show a mutuality of interest in color television between two companies with different purposes.

Zenith wants to make money as a manufacturer of color sets. As a canny marketer, Zenith has noticed a softening in black-and-white television sales and is looking for new products to arouse consumer interest.

Eastman wants to get maximum impact from television advertising for products that are already attuned to the growing public interest in color photography.

We do not doubt that other television equipment manufacturers will begin to think of color as a stimulant for equipment sales. As they do, they will provide the sets that color television needs to become an influential advertising medium. As color set circulation rises, more advertisers are bound to follow in Eastman's steps.

For manufacturers, broadcasters and advertisers it's going to be hard to stay out of color much longer.

Suitable for framing

WE COMMEND to the attention of all departments of the government the observations that President Kennedy made last week in accepting an award from the Radio and Television Executives Society of New York.

"Of one thing you can be certain," Mr. Kennedy said in a message to the RTES, "this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts."

The full text of his observations appears elsewhere in this issue. It is suitable for framing and hanging on all bureaucrats' walls.

Collins on the move

NAB's new president, LeRoy Collins, is a man of action. Barely a month after he had assumed office, he told his employers what was wrong with them and their trade association and how he intended to go about achieving strength, prestige and respect for their profession.

In his startling speech to the NAB board on Feb. 10, Gov. Collins said he would present a plan for full-scale reorganization of the trade association at the next board meeting in June. He sought and received authority for outside assistance.

Last week Gov. Collins retained Robert K. Richards, former administrative vice president of the NAB, as special consultant to assist him in developing a reorganization plan. It is an ideal selection.

Although Bob Richards resigned his NAB position in 1954 to establish his own consulting business, actually he has never been out of the NAB fold. He was promptly retained as consultant to the late president, Hal Fellows, and has been on a retainer since. Mr. Richards has had extensive station experience (in the Storer organization). He was in the Office of Censorship during World War II and from 1944 until he joined the NAB in 1947, was editorial director of BROADCASTING. He is now part owner of radio stations in Muskegon, Mich., and Keyser, W. Va. His background and experience, therefore, cover virtually the full circle of broadcasting activities.

Gov. Collins will be the chief architect of the reorganization plan that inevitably will call for a more compact and harder-driving structure geared toward the twin goals of better government and public relations. Because he has not heretofore been identified either with broadcasting or trade association activities, he needed outside counsel.

Thank you, Mr. President

THE ground rules established in President Kennedy's recent news conferences strike us as a sensible compromise between those that obtained during Mr. Eisenhower's incumbency and those of the early Kennedy conferences that were broadcast live.

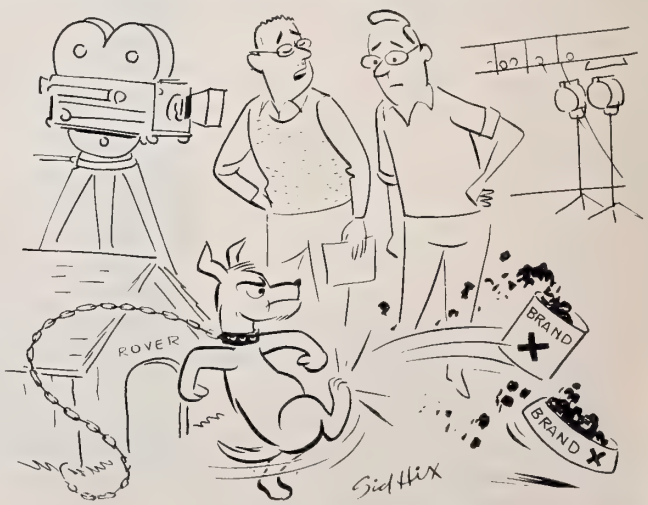
It now appears that most of Mr. Kennedy's conferences will be recorded on video and audio tape. Broadcasters can use the tape as they wish, in full or in part and at any time after the conferences are over. This is a substantial improvement on the rules of the former administration which insisted on controlling the content and timing the release of tapes made at Mr. Eisenhower's conferences.

Indeed the kind of taped coverage that Mr. Kennedy now permits has some advantages over live coverage. It gives broadcasters the editorial freedom to treat the conferences as news, to use as much or as little as their news values warrant. If a live broadcast is offered, it is hard to reject. Unless Mr. Kennedy turns out to be unique among all the Presidents in history, not all his conferences will be considered worth presenting in full text to every television and radio home in the nation.

This is not to say that live coverage should be entirely abandoned. There will be conferences that promise to generate enough interest to justify live coverage, and the White House has indicated, with good judgment, that on such occasions live cameras and microphones can be used.

Not unexpectedly, some representatives of the press have objected to the new status accorded radio and television in the White House. They wish for a return to news conference rules that favored newspapers and newspaper services. Broadcasters—and the American public—must be gratified by the refusal of Mr. Kennedy and his news secretary, Pierre Salinger, to knuckle under to the newspapers.

Under the coverage system now in effect, the public is getting the best news coverage that it has ever had.



Drawn for BROADCASTING by Sid Hix

"I think he's got it. Make the next one a take."

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book



SEAL OF GOOD PRACTICE

wfmy-tv

GREENSBORO, N. C.

'NOW IN OUR 12TH YEAR OF SERVICE'

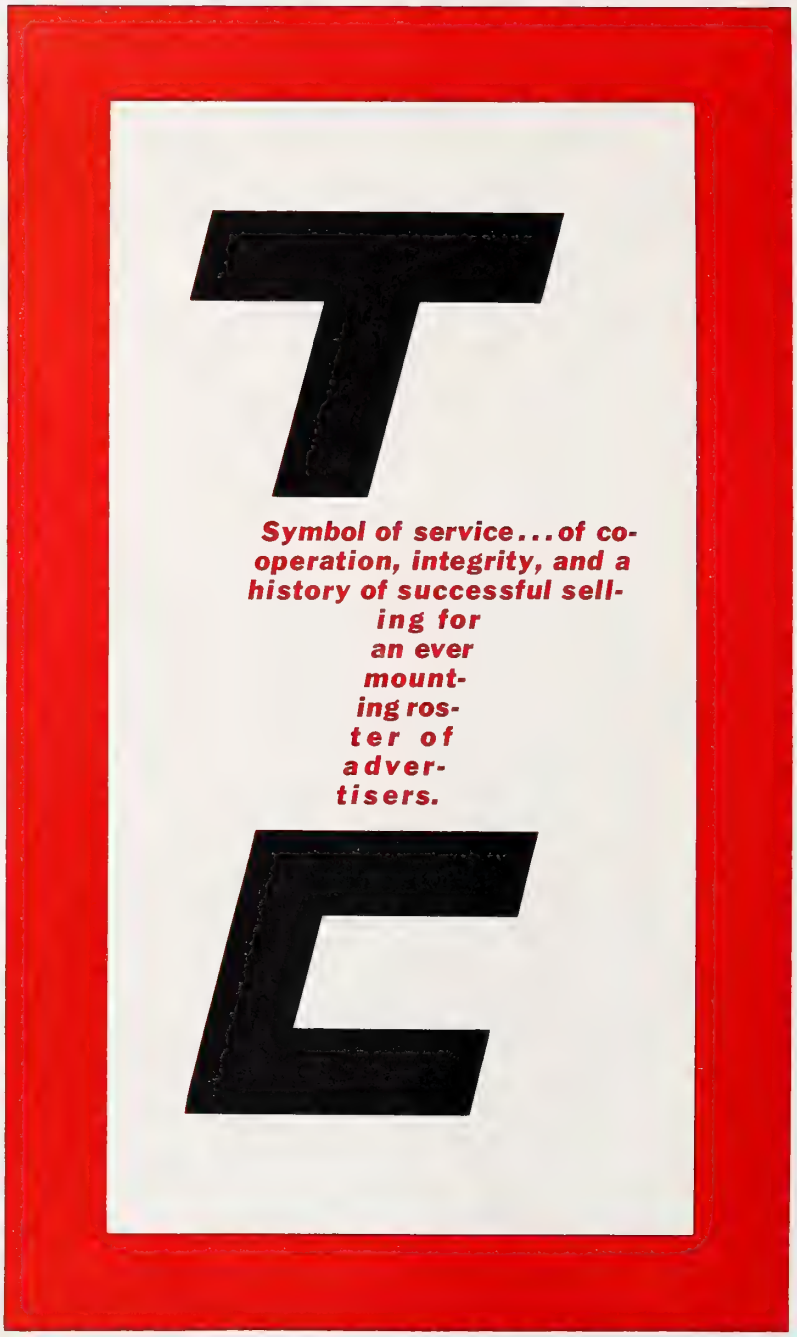
Represented by Harrington, Righter and Parsons, Inc

New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2

CBS

SYMBOL OF SERVICE



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.	Represented by Edward Petry & Co., Inc. The Original Station Representative
WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,	
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.	
WDAF-TV, WDAF-AM, Kansas City, Mo.	

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 20, 1961

L&M drops ABC's 'Untouchables'; withdraws $18 million billing from network 27

Product protection crumbles more as NBC-TV narrows separation more 30

West coast research shows public still likes the advertising it sees and hears 34

Peter Pan bras, latest advertiser to buy its own network for one-time special 48

COMPLETE INDEX PAGE 7



Miracle Medicine for sales . . .

DRUG STORE MERCHANDISING THAT WORKS ON AND ON

Now the hundred-odd member-stores of the Richmond Pharmaceutical Association give featured display and extra sales push to products advertised on **WXEX-TV!**

Buy **WXEX-TV** — first in Richmond and Central Virginia with the biggest **adult** audience, and first in merchandising with CCA, food chains, drug chains . . . and now a hundred-odd independent druggists. Buy **WXEX-TV** and sell!

V Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select n Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, go, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh eattle; **James S. Ayers** in the South and Southwest.

WXEX-TV NBC

RICHMOND, VIRGINIA

WTREFFIGIES Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

RESEARCH DIRECTOR

(SEER O' KNOW)



#3 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf-tv 7

316,000 watts NBC network color

CHANNEL

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS IN BALTIMORE LISTEN TO WCBM RADIO

This couple, with an eye to the future, is going through the big purchasing years of buying and furnishing a home, raising, feeding and clothing a family.

They must make daily decisions about their purchases. They must be influenced as to what, where and how much to buy!

You can talk to this mature couple—and thousands more like them—on the station that programs for an adult-level audience . . . the station that reaches people with the urge to buy and the money to buy . . . WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 680 KC & 106.5 FM

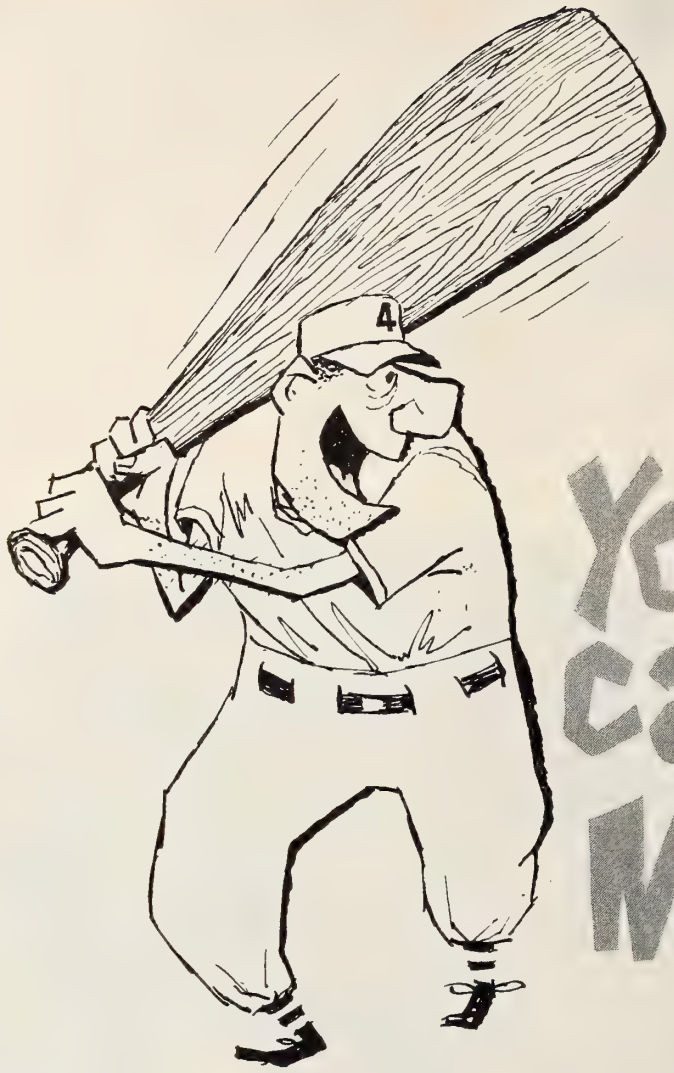
Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives





You can't Miss!

. . . in the Dallas-Ft. Worth market with Channel 4

KRLD-TV, as usual, has the Number One batting average in the great Dallas-Ft. Worth market.

According to the January-February ARB Market Report, Channel 4's average homes reached per quarter-hour from 9 a.m. to Midnight, Sunday through Saturday is **24.8%** greater than Station B, **31.6%** greater than Station C and **238.4%** greater than Station D.

Reach The Dallas-Ft. Worth Market EFFECTIVELY With Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Prime program prices

Now that buying in network programming for next season is well along, it's possible to arrive at what could be considered as "average" price being paid for film programs set for prime-time showing. Reliable agency sources report they are paying $50-53,000 net per new half-hour show, or $57.5-60,000 in terms of gross. Hour shows are coming in at about $90,000 net ($110-120,000 gross). These prices represent general increase of 10 percent over current season.

Prize for music contest

Broadcast Music Inc. has offered to put up $5,000 prize for international music competition suggested recently by Pierre Salinger, White House news secretary, and endorsed by his boss, President Kennedy. If more support can be raised, competition will be organized, and finalists will appear at special concert in White House. There's broadcast angle too: White House concert would be offered to live television and radio.

Rigged crime crusade?

Senate Juvenile Delinquency Subcommittee, which plans further hearings on effect of mass media on behavior of youth, is working diligently on project that would reflect unfavorably on both motion pictures and television. Study is being made of purported specific instances of crime and violence as related to motion picture and television programs. Example: Stabbing scene on air one day and a stabbing crime committed by juvenile within 24-hours.

Some 20 cases are being worked up, based on newspaper reports and police records. Presumably these will break next fall and there will be testimony of psychologists and juvenile authorities to back up thesis. Subcommittee Chairman Thomas J. Dodd (D-Conn.) has stated hearings will be held later as to relationship of "mass media" to juvenile delinquency (BROADCASTING, *March 13*).

Cuban channel jump

Castro's Cuba, which 'til now has honored North American treaty governing broadcast allocations to avoid interference, is in process of installing super-power (100,000 w) transmitter on Isle of Pines, with possibility that it will cause ruinous interference in this hemisphere. While precise frequency hasn't been disclosed, it's learned authoritatively that 100 kw unit has been built in Soviet satellite Czechoslovakia for Castro government for obvious purpose of spreading pro-Communist propaganda in Latin America on standard band.

Operation would violate NARBA treaty and conceivably could erupt into channel jumping, precipitating spectrum war. It's known that Castro government, which already has commandeered all privately owned tv and radio operations in Cuba, has reacted violently to operations of standard station from U. S. privately-owned Swan Island, south of Florida, which has espoused anti-Castro movement.

Interest in documentaries

Film documentaries are turning into this year's "sleepers" as substantial advertisers give serious attention to screenings and even pre-production options. Roll of dickerers with one producer alone includes Procter & Gamble, Tidewater Oil, Schaefer Beer and others, including unidentified national agency clients. Negotiations are for tv specials both on network and in spot.

SEC views payola

Speculation developed last week whether SEC order stopping Roulette Record stock offering because of pending FTC payola action would affect public issues of broadcast companies in cases where FCC is holding up license renewal for same reason (story page 67). Criterion employed by SEC is extent to which government proceedings will "materially affect" overall operation of company. So long as there is no indication FCC will actually revoke licenses on this ground and broadcasting company fully discloses any FCC warnings or sanctions, SEC will probably not turn down stock offerings.

Space co-ops

Legal rather than technical obstacles confronting development of space communications have been given first priority by FCC Chairman Newton Minow. Waiver of antitrust laws to enable leading research and operating entities to share ownership of satellites for international communication (including television relays) is being sought by FCC and contacts already have been made both at White House and Dept. of Justice. Rather than have AT&T or RCA deal directly with other governments (such as monolithic USSR) it's felt U. S. itself should negotiate arrangements acting in behalf of common carriers.

In charge of allocations planning is FCC Commissioner T. A. M. Craven, one of world's foremost authorities who was chairman of American Delegation to International Telecommunications Conference in Geneva in 1959 which laid groundwork for space allocations. Mr. Minow personally has taken over legal aspects. There's precedent for co-op common carrier communications enterprises. Years ago Aeronautical Radio was formed by airline carriers and, at about same time, Press Wireless was established by press associations and leading newspapers. But then anti-trust laws were not as stringently invoked.

NBC woos Italo-Americans

While ABC has troubles with Italo-Americans because of *The Untouchables* (see story page 27), NBC is reportedly seeking their commendation for its *Salute to Italy*, week of special programming over WNBC-TV New York that ended yesterday (Sunday). Programming observed worldwide centennial celebration of Italy's unification.

Rep. Santangelo (D-N.Y.), president of New York state group warring against *Untouchables*, has received request for endorsement of program dealing with Italo-Americans' contribution to society. Although happy about program, he is holding off on letter until he checks out *Cain's 100*, scheduled to start on NBC-TV in fall. He understands it may be another *Untouchables*.

Minow-Collins Entente

Plan of NAB President LeRoy Collins for two prime hours of "blue ribbon" programming per week by each of three networks on non-conflicting basis doesn't go far enough for FCC Chairman Newton N. Minow. He has stated informally that he feels that there should be much more time devoted to high-level cultural programming and he intends to extend his efforts in that direction.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

Another thinly disguised WJR success story



Response to a commercial has never been higher

A new "high" in response to a WJR commercial has been established! It happened just recently in a private plane some *5,000* feet over Michigan. A Grand Rapids businessman, listening to WJR while his pilot flew him home, heard a one-minute commercial explaining some of the advantages of expansion through a business loan. He was interested—*so* interested that he set up his portable typewriter, wrote a response *on the spot*, and mailed it upon landing! The deal that resulted from this mile-high response—not to mention five others from earth-bound businessmen—paid for the investment company's WJR schedule "many times over."

Proof again that advertising on WJR pays off with *immediate response*—because the *right* people hear it, *wherever* they happen to be. Why not get all the facts yourself? Give WJR or your Henry I. Christal rep a call today.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta · Boston · Chicago · Detroit · San Francisco



Everyone enjoys listening to WJR because WJR has something for everyone.

WEEK IN BRIEF

A boycott picks off L&M from 'Untouchables,' other ABC-TV shows, and network's down $18 million in fall billings. It's only latest of a rampant crop of power plays in network-advertiser jockeying over time periods. See . . .

POWER PLAYS HIT LINEUP 27

There's likely to be a loud locking of horns between the White House and the Hill if President Kennedy holds firm to his plan to require secret monthly reports from the FCC and other aegncies. See . . .

THE EYES OF JFK 70

Wide separation of competing commercials, which advertisers like and broadcasters find burdensome, appears to be on the way out; and the trend received a push from an NBC move last week. See . . .

TV'S JERICHO WALLS TUMBLING 30

The FCC indicates it will disqualify WCKT (TV) Miami as holder of ch. 7 and two other applicants for improper off-the-record activities before the 1956 grant and will grant to Sunbeam Tv, as examiner recommends. See . . .

CH. 7 TO SUNBEAM PLANNED 78

If there's an anti-advertising trend abroad in the land, the public apparently doesn't know about it, researcher Barlow tells ANA at annual west coast meeting. Delegates hold three days of activities. See . . .

PUBLIC STILL LIKES ADS 34

The FCC's Newton Minow makes official his choice of top lieutenants. Paglin, Geller, Ohlbaum, Cahill to general counsel's office; Meyers, Rosenbloom, North, Sheridan, Coe as Minow aides; Juntilla to Broadcast Bureau. See . . .

CHIEF MINOW'S INDIANS 72

Networks could get nettled if many more advertisers decided to go it alone in their national promotion by buying their own shows, picking their own stations. Latest is Peter Pan bras with 'Valentino.' See . . .

PETER PAN IN SPOT SPECIAL 48

The Broadcast Bureau asks that KRLA Pasadena-Los Angeles license be lifted from Donald Cooke in renewal hearing, charging he abdicated control of station to his brother, Jack, and doctored program logs. See . . .

BUREAU ASKS KRLA DENIAL 82

The head of Gardner Advertising, Charles Claggett, hints advertisers may find a way to get along without radio-tv if broadcasters don't do something about multiple rates, triple spots and ratings. See . . .

RADIO-TV'S DEADLY SINS 38

Scores of radio stations have their own disc jockey, and in each case it's Jim Ameche, who tailors tapes for each station from a stupendous record collection, using automation and a fool-proof system. See . . .

JIM AMECHE'S LOCAL APPROACH 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

OUR FIRST PEACOK.

Our first peacok was got by us in 1953. He worked hard for 2 years. But the onlyest color he did was Network. He needed help so we got us a local peacok. He did much alive color in 1955. Alive Opera. Alive Olympic Boxing. Alive Wrestling. We have got even MORE peacoks now. They work 40 hours a week with NO days off. One day they worked 17 hours and broke the record. We called that a broke record with 17 hours in one day! Petry will tell you more colorfull stories. This is a color advertisement for **KMTV-3 OMAHA**



A PEACOK.

Agencymen air views on term 'creativity'

Word "creativity" got rough treatment Friday from four advertising agency executives who discussed "How to Make Ads That Stand Out in the Crowd" at ANA's West Coast meeting (see story page 34). But they all agreed creative function is essential to good advertising.

Admitting hostility, Crofton Jones, senior vice president, Hixson and Jorgensen, L.A., said: "When I walk down the office corridor and see the sign on the door reading 'Creative Department' I sense there's a strong implication that the rest of us in the organization are a bunch of clods."

"Creativity" is "used, abused, and confused," in advertising jargon, William V. Batten, vice president and plans board chairman, Lennen and Newell, S.F., asserted. Creative advertising is narrowed to mean only ads based on gimmicks or ones that are 'way out," he noted, whereas it should be synonymous with "effective advertising, advertising that actually does the job of selling goods at a profit."

Creative advertising is "the result of more than just the typewriter, the T-square and the tv camera," according to Robert O. Bach, vice president and managing art director, N. W. Ayer, Philadelphia. "Faith in the function of advertising is essential," he said. "Cynicism and creativity are poor partners."

"Mass communication" is another overworked term in advertising these days, Courtenay J. Moon, vice president and creative director, Johnson and Lewis, S.F., commented. "But you can't have communication without communion, he said, "and you can't have real communion without a common bond. That bond is human experience. Let's keep it intact. Let's keep it human, keep it interesting, and make it a little provocative. You'll find the response most gratifying."

Michael York, corporate advertising manager, Beckman Instruments, was session chairman.

NBC-TV public service shows

NBC-TV plans to program two public information shows "back to back" in early Sunday evening periods next season. Correspondent Frank McGee, will be featured in series starting at 6 p.m., preceded at 5:30 by as yet unselected public information show. Also settled for Sunday: new General Mills cartoon show, *Bulwinkle,* at 6:30, followed at 7 by *National Velvet* (Rexall Drug's show). Word is final also on Wednesday or Friday choice for Dinah Shore. She will be featured in Friday, 10-11 spot with *Brinkley's Journal* now final for 10:30 Wednesday, precededby still open half-hour. *Dr. Kildaire* goes into Friday, 8:30 period.

20 markets already

MCA-TV reported last Friday (March 17) that within one week of offering four hour-long off-network tv programs for syndication, sales were completed in 20 markets. MCA-TV had presold programs in 13 markets (BROADCASTING, March 13), and latest stations to sign are WISN-TV Milwaukee, WCCO-TV Minneapolis, WCPO-TV Cincinnati, WOAI-TV San Antonio, KTSM-TV El Paso, WFBC-TV Greenville, S.C., and WNEM-TV Saginaw-Bay City, Mich. Programs are *Riverboat, Suspicion, Cimarron City* and *Overland Trail.*

FTC, Alcoa sign consent barring tv commercials

Federal Trade Commission today (March 20) is announcing consent order against Alcoa for its Super Strength Alcoa Wrap tv commercials. FTC also is jumping on "fastest-relief-of-pain" claims by five painkiller preparations.

Alcoa consent judgment prohibits company from using demonstrations purporting to show superiority of Alcoa Wrap when proof actually is not given, prohibits disparagement of competitive products by untruthful statements or deceptive or misleading methods.

FTC filed complaint against Alcoa last year, claiming fraud in tv commercials which compared two hams, one wrapped in Alcoa foil and other in "ordinary" foil. Ham in Alcoa Wrap remained fresh with foil untorn; the other was dried out and foil was torn after alleged same number of rewrappings (BROADCASTING, Jan. 11, 1960).

Alcoa judgment came week after FTC ordered Colgate-Palmolive to stop representing that Colgate toothpaste with Gardol, pushed heavily in tv commercials, offers complete protection against tooth decay (see page 75).

In blast against claims for fast, fast, fast pain relief by analgesics, advertised heavily on radio and tv, FTC cited following for alleged false advertising:

American Home Products Corp. (Anacin), Bristol-Myers Co. (Bufferin and Excedrin), Plough Inc. (St. Joseph's Aspirin), Sterling Drug Inc. (Bayer Aspirin and Bayer Aspirin for Children).

Italian group reports on 'Untouchables'

New efforts to make ABC-TV's *Untouchables* more palatable to Italian community were announced Friday by National Italian-American League to Combat Defamation.

After Thursday night conferences with ABC officials and President Desi Arnaz of Desilu Productions, which produces *Untouchables,* league said points agreed upon included assurance that *Untouchables* will no longer use fictional hoodlums with Italian names in future productions, that greater importance will be given to character of Italian detective Nick Rossi, and that future shows will feature Italian characters in roles that emphasize their contributions to American way of life.

Surrogate Judge Samuel S. DiFalco, national chairman of Italian-American League, and former New York Supreme Court Justice Ferdinand Pecora, of league's advisory board, attended meeting, along with Michael J. Foster, ABC press information vice president, and Alfred R. Schneider, also of ABC. Judges DiFalco and Pecora indicated that Rep. Santangelo, head of another Italian-American group, Federation of Italian-American Organizations, which has been active in efforts to improve Italian portrayals in *Untouchables,* played important part in correcting "problems," but Rep. Santangelo was not present at meeting and spokesman for him said he knew nothing about it (also see page 27). National Italian-American League calls itself most important Italian-American group in country but does not disclose membership figures.

Unions oppose WROC-TV sale

Two unions asked FCC Friday to deny application for sale of Transcontinent Television Corp's WROC-TV Rochester, N. Y. to Veteran's Broadcasting Co. Inc. (WVET-TV there) (BROADCASTING, Feb. 13). AFTRA and NABET said sale contract, which also involves WHEC-TV, contains clause in which companies "agree to dishonor" contract between WROC-TV and unions.

more AT DEADLINE page 10

WEEK'S HEADLINERS

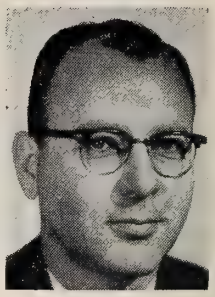

Mr. Dekker

William C. Dekker, formerly vp and director of media at McCann-Erickson, N. Y., joins Lambert & Feasley, that city, in same capacity. Mr. Dekker, who was with M-E for 17 years, previously served Ted Bates & Co., N. Y., as all-media supervisor from 1941-42. Before that, he was in national advertising sales for *New York Herald Tribune* from 1935-41, and media director at Procter & Gamble from 1933-35.

Ralstone R. Irvine, New York attorney and specialist in antitrust matters, named general counsel of All-Industry Television Station Music License Negotiating Committee. Mr. Irvine is senior partner in Donovan, Leisure, Newton & Irvine and at one time served as special assistant to former Attorney General William P. Rogers in antitrust law enforcement. Named associate counsel to the committee was **Joseph A. McDonald,** Washington attorney (Smith, Hennessy & McDonald) and formerly chief attorney for ABC and more recently for NBC. All-Industry committee was formed to negotiate license agreements with ASCAP for use of music on tv stations and networks. Hamilton Shea, WSVA-TV Harrisonburg, Va., is chairman.


Mr. Shelton

Edgar G. Shelton Jr., vp at ABC, Washington, announces resignation. Mr. Shelton, with ABC in various capacities since 1957, will form Shelton: National Affairs, pr and governmental relations agency, Washington, D. C. He joined ABC as assistant to vp in Washington office in 1957, was made assistant to president for national affairs and in 1960 was promoted to vp. Previously he was director of U. S. National Security Training Commission. In 1960, on leave of absence, he was consultant on special pr projects to Hon. Lyndon B. Johnson prior to national convention and during Presidential campaign.


Mr. Margulies

Robert Margulies, formerly production commercial supervisor on Brown & Williamson Tobacco Corp. account at Ted Bates & Co., promoted to newly-created post of vp in charge of commercial broadcast production for agency. Mr. Margulies joined Bates as commercial film producer in 1956 and was formerly tv producer with Young & Rubicam and producer-director with Screen Gems.

Walter A. Schwartz, who has been in charge of AM Radio Sales Inc.'s Detroit office since Westinghouse Broadcasting Co.'s radio rep firm opened in May 1959, appointed national radio sales manager for Westinghouse Broadcasting Co., New York, effective April 3. He replaces **Perry Bascom,** who becomes general manager of WBC's KYW Cleveland. In four years before joining AM Radio Sales, Mr. Schwartz was at WWJ Detroit, where he jumped from salesman to sales manager.

For other personnel changes of the week see FATES & FORTUNES

Post sets cutouts campaign

Post Division of General Foods Corp. early next month opens three-month saturation tv spot and network campaign which will offer children 400 million baseball trading cards. Ten Post cereals will have three to seven baseball trading card cutouts printed on back panel of each package. Post trading card commercials will be seen every week on *Andy Griffith, Angel, Bugs Bunny* and *Danny Thomas* shows and be supplemented with special spots on numerous children's shows. Agency: Benton & Bowles, N.Y.

Judge dismisses suit involving Moore, Crosby

New York State Supreme Court Justice Louis J. Capozzoli Friday (March 17) dismissed suit against AB-PT and General Motors brought by producer of CBS-TV's *Garry Moore Show* to prevent appearance of Carol Lawrence on GM-sponsored *Bing Crosby Show* tonight (March 20) on ABC-TV. CBS-TV was not litigant in case.

Under exclusivity terms of Miss Lawrence's agreement to appear six or seven times during season on *Garry Moore,* she was not permitted to appear on other tv shows 21 days before and seven days after *Garry Moore* appearance. Miss Lawrence had been signed to appear with Mr. Crosby when his show was originally scheduled for March 6, and she was released from March 7 engagement with Mr. Moore. But ABC re-scheduled *Bing Crosby Show* for March 20. Mr. Moore's Red Wing Productions Co. then filed suit to enjoin ABC-TV from presenting program on that date.

ABC officials Friday expressed satisfaction at suit's outcome and said dispute between parties merely involved clash of parallel contractual rights concerning one performer, not attack on validity of so-called exclusivity provisions generally covering services of performers.

Dichter, Sindlinger expound on recession

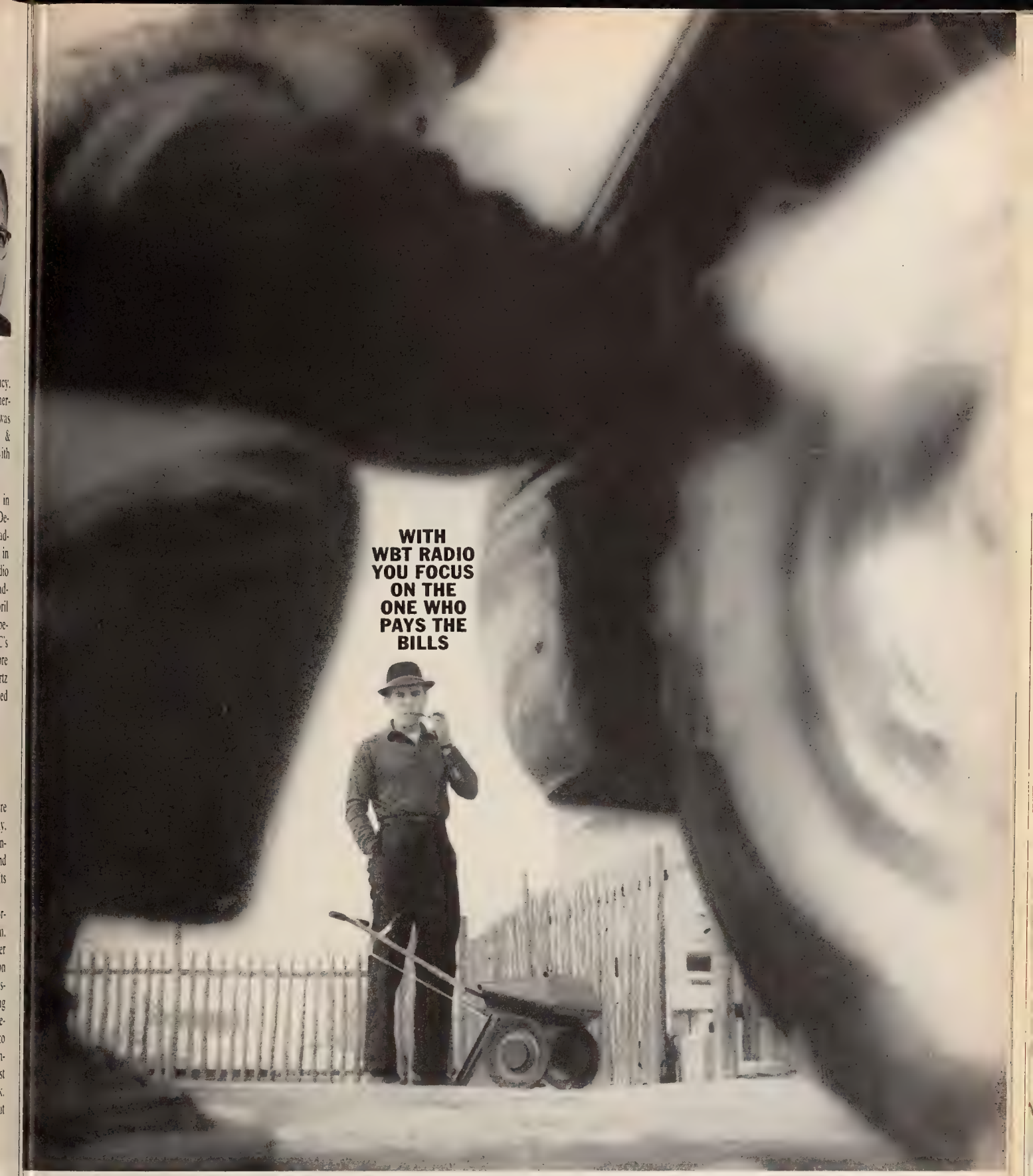
Two researchers, known for their different handling of broadcast research, at week's end were taking look at recession.

Ernest Dichter, president of Institute of Motivational Research, back from overseas trip, said U. S. is victim of Marxist philosophy that people are pawns of economic cycles. Contrarily, USSR has turned resignation into confidence with bold economic plans and faith that country will determine its own future.

Meanwhile, Sindlinger & Co., Norwood, Pa., offered 10 areas of optimism, most of them psychological. Sindlinger Economic Activity reports, based on 26,000 weekly interviews, say recession is "bottoming out," because, among other reasons, unemployment has declined from 5.86 million high Feb. 3 to 5.5 million March 10 and number employed increased from 63.6 million last week of January to 65 million last week. Public also has turned optimistic about local business, Sindlinger said.

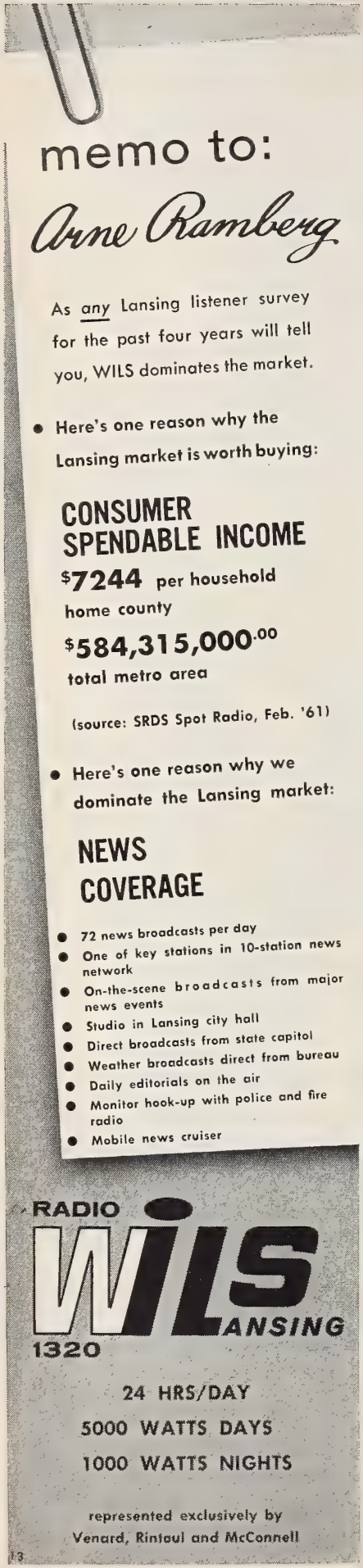
Bartley to succeed Lee as defense commissioner

Commissioner Robert T. Bartley Friday (March 17) was named defense member of FCC, replacing Robert E. Lee. Mr. Lee becomes first alternate and Chairman Newton N. Minow second alternate. FCC defense commissioner directs FCC activities, including Conelrad, in national defense.



"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the background... one of the nation's adults, who receive and control 98% of the U.S. income. WBT, for over 20 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches more of the adult listeners... **WBT RADIO CHARLOTTE**. Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

*March 22-23—**Art Directors Club of New York,** visual communications conference. Commodore Hotel, New York.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop. Report writing for management reading. Lever House auditorium, New York, 4 p.m.

*March 30—**Academy of Television Arts & Sciences,** Los Angeles chapter, meeting. CBS Tv City, Los Angeles.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 2-7—**Inside Advertising Week.**

April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—**Fourth Public Service Programming** Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

*April 11-12—**Illinois Broadcasters Assn.,** spring meeting. St. Nicholas Hotel, Springfield.

*April 14 — **Mississippi UPI Broadcasters Assn.,** annual meeting. Buena Vista Hotel, Biloxi.

*April 14—**Veterans Hospital Radio & Television Guild,** anniversary ball. Essex House, New York.

April 14-15—**Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.**

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.**

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.**

*April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.**

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.**

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

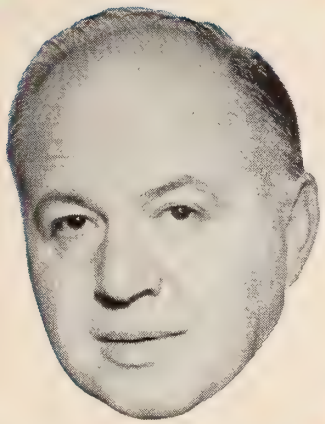
*April 28-29—**Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Com-**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.



You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

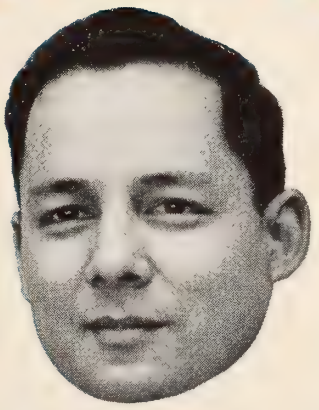
Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



Call your WLW Stations' Representative . . . you'll be glad you did!

the dynamic WLW Stations . . .

WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW Radio

Crosley Broadcasting Corporation, a division of Avco

THERE IS NOTHING AVERAGE ABOU

All through 1960, advertisers reached 28 per cent more homes in th
average commercial minute on the CBS Radio Network than on th
second network...117 per cent more homes than on the third netwo
...120 per cent more homes than on the fourth. This year, with a ne
and expanded program schedule—more news, more information ar

THE AVERAGE COMMERCIAL MINUTE

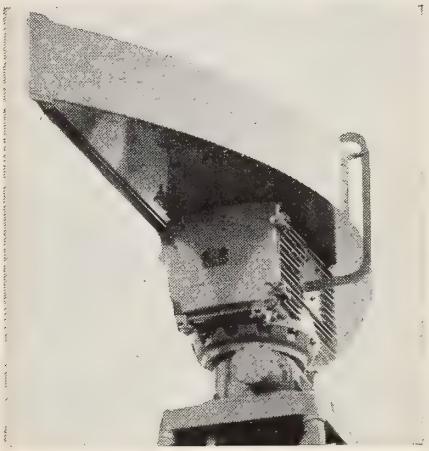
ecial features, more sports, plus the most popular personalities on
ny network—the CBS Radio audience lead promises to climb higher
nd higher. So whether you co-sponsor one five-minute show or buy
saturation campaign, there's nothing average about *your* average
mmercial minute

ON THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX, SPONSOR CUMULATIVE AUDIENCE SECTION; 12 FOUR-WEEK REPORTS, DECEMBER 7, 1959—DECEMBER 4, 1960.



At WSAZ-TV the weather is now as predictable as the dominance!



The strange-looking object in the picture is a radar weather scanner. It's part of the most accurate weather forecasting apparatus in existence today, and is now in operation at WSAZ-TV. Add this innovation to its already long list of exclusive viewer services, and you know why WSAZ-TV will *continue* to be the overwhelmingly dominant station in this great 72-county market.

Yes, you can count on WSAZ-TV's leadership just as surely as you can count the two million people who earn $4,000,000,000 a year in this concentrated industrial area. Because you know that WSAZ-TV reaches more TV homes in the Huntington-Charleston dynamic circle than the other two stations in the market *combined* . . . a coverage unmatched by any other NBC affiliate in the nation in a 3-station market!

Look to WSAZ-TV to continue to be the easiest media choice anywhere . . . just as WSAZ-TV viewers continue to look to this station as the one outstanding source of top local programming, regional news and public service.

WSAZ-TV can now predict the weather (it's the only station in the market equipped with radar and employing a full-time meteorologist). *You* can *still* predict the smartest buy in television!

WSAZ-TV CHANNEL **3**

Huntington-Charleston, W. Va. NBC

C. Tom Garten, Vice President and General Manager
Represented by The Katz Agency

merce annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

*May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.**

May 3-6—**American Public Relations Assn. 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."**

May 4—**American Tv Commercials Festival, Hotel Roosevelt, New York City, all day.**

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.**

*May 4-7—**American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.**

May 4-14—Brand Names Week.

May 5-7—**National Assn. of FM Broadcasters, Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.**

May 7-10—**NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.**

May 7-12—**Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."**

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 11 — **Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.**

May 12 — **Academy of Television Arts & Sciences, Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.**

May 13—**Illinois AP Radio-and-Television Assn. Northwestern U., Evanston.**

May 13-14 — **Illinois News Broadcasters, spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.**

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 20 — **California AP Television-Radio Assn., Paso Robles, Calif.**

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.



KEY MAN: The mainspring of advertising is still the mind with the selling idea.

YOUNG & RUBICAM, INC.,

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Toronto • Montreal • Mexico City • San Juan • Caracas • London • Frankfurt • Geneva


*
WCCO Radio . . .
one of the great stations
of the nation!
TOP
ACCEPTANCE

62.1%

SHARE OF AUDIENCE

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!



WCCO Radio	62.1%
Station B	10.1%
Station C	7.6%
Station D	5.4%
Station E	3.9%
Five other stations	10.9%

SOURCE: Nielsen Station Index, Nov.-Dec., 1960/6 AM-Midnight, 7-day week.

Look at any major market. Chances are you won't find any station that attracts both the overwhelming share of audience and degree of audience acceptance that WCCO Radio does in the Minneapolis-St. Paul market.

Truly one of the great stations of the nation, WCCO Radio delivers far more listeners than all other Twin Cities stations combined! Its 62.1% share of audience is the greatest ever recorded since Nielsen began measuring the market.

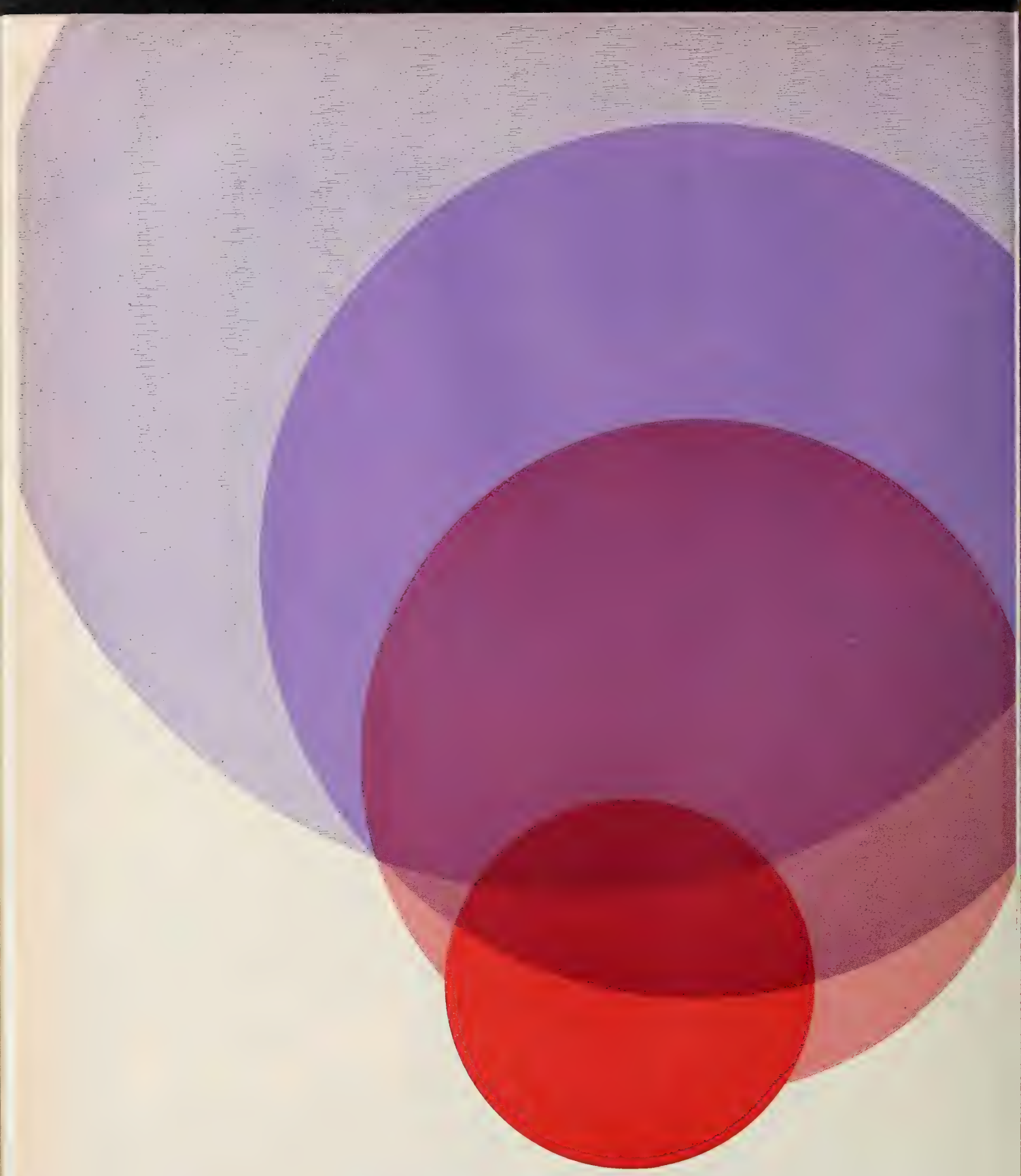
Yet years of listening loyalty are a daily habit with 1,022,610 radio families in a 114-county Basic Service Area. Add the welcome fact that WCCO Radio gives you the lowest cost per thousand—less than one-third the average of all other Minneapolis-St. Paul stations.

Chart your sales story to top acceptance with WCCO Radio.

WCCO RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by **CBS RADIO SPOT SALES**



population explosion in suburban connecticut!

You've got to sell 'em in the city, and in the suburbs, too! 1960 figures are out — showing that Connecticut's mushrooming population is moving out of the cities, into the suburbs, where WELI's full-throated 5000 watts comes in loud, clear, and welcome! It's powered for all New Haven County; and more — you get all of Middlesex County; most of Fairfield and Hartford Counties; and all of Suffolk County, Long Island, too! Try BIG Buy WELI—now bigger than ever!

***WELI** / 960 / 5000 watts / The Sound of New Haven*

National: H-R Representatives *Boston: Eckels & Company*

MONDAY MEMO

from JULES BUNDGUS, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y.

Needed in tv: a pulp and public service package plan

Because of the rising costs of television and because many of the slide rule boys primarily seek circulation and frequency, network television for the most part has adopted a magazine concept. Just consider the number of alternate sponsorships, the participating sponsorships and the chain break formulas.

The former continuing sponsor ownership of a program focused the attention of advertisers on viewer loyalty and identification which the advertiser hoped could be merchandised to the hilt. This philosophy presumed that some of the loyalty would somehow rub off at the point of sale; ergo, the consumer would buy the product out of gratitude, belief in endorsement claims, or pride in program content. And every advertiser buying this kind of show was hopeful that he would have an outstanding rating success. A natural outgrowth of this attitude has been an inordinate emphasis on ratings.

Little by little this concept has been compromised because of the costs of sole ownership of a show, and also because of the reach and frequency obtained by programming commercials accross the board on high-rated shows. To a very large extent the networks have usurped programming decisions. An advertiser climbs aboard a program with enthusiasm proportionate to the size of audience he hopes the show will reach. On this basis there have been some notable flops. The net result has been more program cancellations, more replacements and more dissatisfied television advertisers.

Shortsighted ▪ Oddly enough, the networks are to be blamed for their own shortsightedness. As a potential buyer of television programs, I have sometimes been courted by three or four salesmen from the same network: one selling daytime television; one selling nighttime, and on a number of occasions, special salesmen who deal only with special events and sports programs. Instead of selling a plan, they sell a show.

Under the new trend it seems to me that networks sometimes look at each tree instead of the forest. For they now have the means to offer advertisers what they had been seeking some years ago: identification with a show and with its concomitant stature, a sense of proprietary interest in the show's ownership and all the values sought for in the sole program identifications of the past.

Last year we entered a new phase in the television business. Under pressure from the government and desiring to mollify federal agencies who examined not only our teeth but also our tonsils, networks invested rather heavily in so-called public service programs.

Many were difficult to sell to advertisers looking for circulation and reach, and each successive time the network salesman called on an agency the price had decreased.

Room for Both ▪ Public service shows should be sold in a package combining high frequency mass audience programming, which gets high ratings, with proprietary sponsorship of public service shows. This should not be a matter of compromise at the eleventh hour for purposes of getting a sponsor, but planned programming and planned selling of programming. The advertiser can use the public service show's stature and prestige to sell his name and reputation, even his research and public service responsibilities, and he can use the mass circulation minutes in a high-rated show to sell his product and its merits.

I am not naive enough to think that the picture of a manufacturer's plant has ever sold his product; nevertheless, we are reaching the point in television programming where the large national advertisers should share the cost of public service programming along with the networks, provided that they accept and adopt principles of selling their goods, name, reputation and services.

This type of selling in a public service show, plus the hard sell of the actual packaged product and its virtues, is a double-barreled blast that can emphasize a convincing story of taste appeal and product superiority.

Balanced Diet ▪ An attractive enough package—combining advertising dollars in mass entertainment programs, added to the stature and appeal of sole ownership of one or several public service programs—would give an advertiser a balanced programming diet to feed the viewing public.

Of course, both the advertisers and the viewing public need pulp television, even if that seems a derogatory way of referring to many of the mass audience shows.

But television also needs and has the kind of shows that appeal to the qualitative buying public, attentive to every nuance of commercial sell, provided the latter has the type of adult creativity, plus showmanship in its selling virtues, that appeals to an adult purchasing market. More and more, public service shows present this type of attraction to the adult market and we can even see it in the increased ratings of many of these programs.

Each network has the same balance of entertainment that is contained in a wide spectrum of magazines. They should sell their programming, particularly to large advertisers, to cover this variety of buying public instead of pinpointing their sales efforts on a show *per se,* or a daytime plan of quizzes and soap operas.

This may seem like a radical approach to selling network television; on the contrary, it's the obvious one when you examine your total market requirements and the total programming structure offered by television today. It will do a great deal to take the onus off criticism leveled at a sponsor's sole purchase of murder, mayhem and mediocrity, and provide the advertiser with an image which characterizes him as not only a seller of products or services, but also as a company interested in qualitative programming and public service that nonetheless can sell products to a qualitative market.

Jules Bundgus, Kastor, Hilton vp-radio-tv director, joined Benton & Bowles, L.A. in 1938, as assistant producer, and started "Second Mrs. Burton" and "Maxwell House Coffee Time." After a period as advertiser consultant, he joined Sherman & Marquette (later Byron Houston), N. Y., in 1950 as supervisor on "Colgate Comedy Hour," later managing radio for BH. He went to Lennen & Newell in 1958 and joined Kastor, Hilton in 1959.



A R B CONF IRMS IT!



KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.° KELO-LAND TV 76.1. Others 23.9.

*ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

OPEN MIKE ®

Accurate reporting

EDITOR: . . . I certainly appreciate your accurate reporting of the objectives of our campaign, "The Sound of Advertising" [FANFARE, March 6]. . . . I was delighted, too, to receive several requests from radio stations who were anxious to assist in this program to create a better public image of advertising. . . . —*Marvin S. Cantz, Tilden & Cantz, Los Angeles.*

MBS champion

EDITOR: Read how KTOK Oklahoma City has become a "former MBS station" [THE MEDIA, Feb. 13]. Actually KTOK is one of Mutual's finest champions and is an affiliate of which we're justifiably proud. The sum total of its ABC tie-in is one hour daily of *Breakfast Club*. . . . KTOK does carry and plans to continue carrying as many as possible of our network-fed newscasts. In addition, it airs *The World Today* each week night and many others of our specialty shows in the public service theme.—*Harold Gold, Director of Public Relations, Mutual Broadcasting System, New York.*

Omitted

EDITOR: . . . Story (PROGRAMMING, March 6) dealing with the Freedoms Foundation Awards omitted . . . calling attention to the fact that WIBG was a Freedoms Foundation winner.

WIBG won its award in the general category, removed from the radio and tv category, because of the exceptional efforts of the station and its staff in various programs and contests, from a series on American History to a voter registration campaign.—*Roy Schwartz, Operations Manager, WIBG Philadelphia.*

Some points overlooked

EDITOR: I feel that some points pertinent to the stereo question were overlooked in the article (quoting Prose Walker) stating that the best stereo system is Zenith or GE [EQUIPMENT & ENGINEERING, Feb. 27].

The statement that Multiplex Corp. and Calbest are still in the developmental stages is extremely inaccurate. The Multiplex equipment used at the recent NSRC tests at KDKA Pittsburgh for these systems is identical to equipment installed in many fm stations, including WNCN (FM) New York. . . .

It seems to us that a stereo system should be authorized which will permit the best monaural quality for those not yet converted, require a minimum of expense to the present SCA (subsidiary communications) operator, and use equipment and standards presently in use and proven by numerous fm stations and covered within the framework of the present FCC rules.—*David Passell Chief Engineer, WNCN (FM) New York.*

Door opener

EDITOR: . . . The extensive article concerning our new organization was very gratifying [BROADCAST ADVERTISING, March 13]. I feel confident that the manner in which our introduction was handled will open the door to a successful venture. . . . —*Len Levy, Vice President, Modern Sound Inc., N. Y.*

Submarinery

EDITOR: We were really at sea concerning the picture that appeared (FANFARE, Feb. 27). As producers and distributors of the action-adventure series, *Assignment: Underwater,* we were delighted with BROADCASTING's perspicacity. Although we concede that being underwater can be interpreted as being undercover, we would like to call to your attention that the correct title of the NTA series—now in 70 markets—is *Assignment: Underwater,* not *Assignment: Undercover.* . . . —*Martin Roberts, Director of Advertising, Promotion & Publicity, National Telefilm Assoc., Beverly Hills, Calif.*

[The writer of the picture underlines looked at the girl in the bathing suit, and it being February, he thought she looked cold and that perhaps she wouldn't be so cold if she was under some, well, uh—cover.]

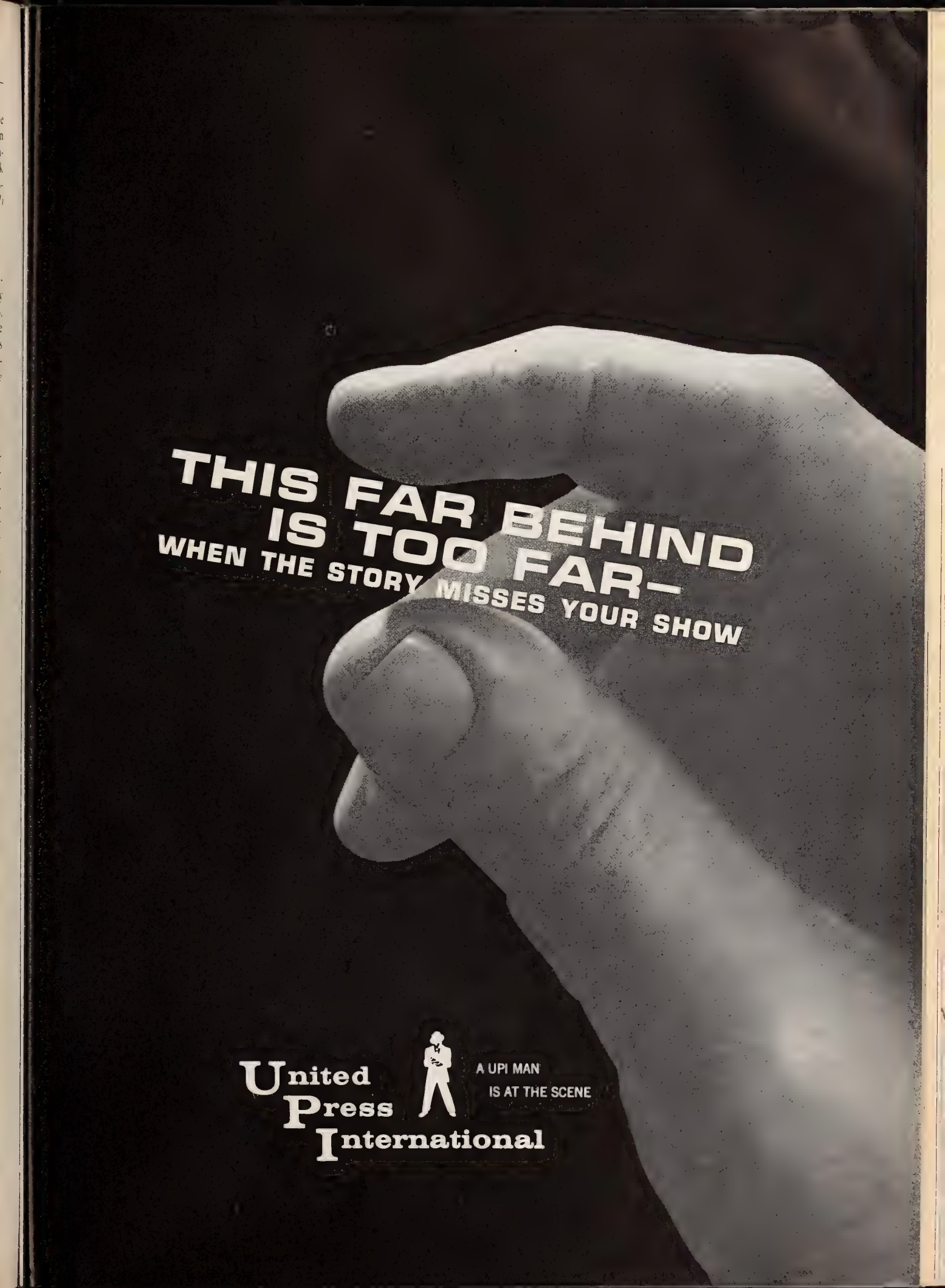
Conley takes contest

EDITOR: I thought you might be interested to know that J. B. (Steve) Conley, retired former general manager of Westinghouse Broadcasting Co. now living in Pebble Beach, Calif., won the Seniors Tournament hole-in-one contest at the Monterey Peninsula Country Club on Feb. 7. Steve put his iron shot within 10 inches of the pin on the 158-yard seventh hole.—*Ralph H. Heppe, Editor,* MPCC News, *Monterey Peninsula Country Club, Pebble Beach, Calif.*

The fm story

EDITOR: Please accept my congratulations on the most excellent fm article ("A dramatic spurt in fm development," PERSPECTIVE '61, Feb. 20). . . . It was inclusive, authentic and articulate in its championship of the important role fm is destined to play in the future of broadcasting.

We would like at least 500 reprints. . . . —*J. B. Kiefer, President, KMLA (FM) Los Angeles.*


THIS FAR BEHIND
IS TOO FAR—
WHEN THE STORY MISSES YOUR SHOW
United
Press
International
A UPI MAN
IS AT THE SCENE



Why sun yourself only at the water's edge?

. . . when **WJXT** television in Jacksonville puts you in the swim of booming business in the *entire* Northeast Florida—South Georgia region. An effective advertising effort requires the coverage *only* WJXT offers: 65 vs. 39 counties in the market as a whole! With 20 of the top 25 rated programs and thundering leads in homes delivered according to Nielsen, WJXT *consistently* delivers *more* viewers, more coverage, *more* opportunities to dip into a prime market!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D*

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 20, 1961 Vol. 60 No. 12

POWER PLAYS TOPPLE FALL LINEUP

Boycott threats, reshuffling of time periods all contribute to changes in network sponsorship and programming schedules

The sudden withdrawal of some $18 million in business from ABC-TV demonstrated again last week that the power play has emerged as a major strategic weapon in preparations for the 1961-62 television season.

The withdrawn business includes all of Liggett & Myers Tobacco Co.'s renewals pending for ABC-TV for next season (sponsorships in four shows and NCAA football games) and Coca-Cola's half of *Ozzie and Harriet.*

Boycott threats, network insistence on shuffling time periods and advertiser refusal to stay with the revised lineup all figured in ABC-TV's $18 million loss—virtually all of which the network said it had replaced almost immediately.

Boycott Bludgeon? ▪ The role of the boycott and picketing threats, which were aimed by a powerful Italian-American group at Liggett & Myers for its sponsorship in ABC-TV's top-ranking *Untouchables,* was widely disputed (also see story, page 28). Officials of McCann-Erickson, agency for L&M and designated by it as spokesman, denied flatly that the threats influenced the decision to drop out of that program.

Other authorities, in equally good positions to follow the deliberations, insisted the boycott move was the prime influence, and that the reason officially given—ABC-TV's insistence on moving the program period back a half-hour—was mainly window dressing. Other informed sources suggested that fear of a boycott was at least a contributing factor.

Moreover, it was apparent that ABC's decision not to disclose immediately the identity of its new sponsors in the programs being vacated by L&M may have stemmed at least partly from a desire not to give the boycott forces advance notice as to who the new entry in *Untouchables* will be. Remaining *Untouchables* sponsors—Whitehall (Anacin), Armour (Dial Soap) and Beecham Ltd. (Brylcream)—meanwhile presumably were bracing for boycott thrusts at their own products, though at least one said this was ABC's responsibility and it was sure ABC could handle it.

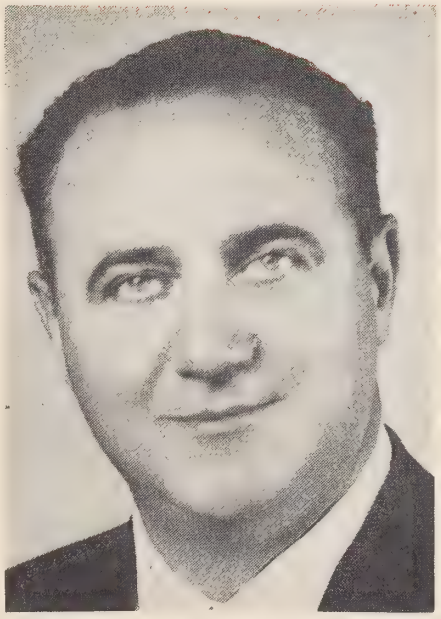
Timing ▪ Whatever role the boycott did or did not play in L&M's decision, authorities thought it probably the first time in tv history that a sponsor's decision to get out of a show had coincided so closely with announced boycott plans intended to achieve that same result.

The boycott organizers and "sympathizers"—the latter group including Anthony (Tough Tony) Anastasia, boss of the biggest international longshoremen's local union in the country—were happy to take credit for the outcome and quick to commend L&M on its decision (see page 28).

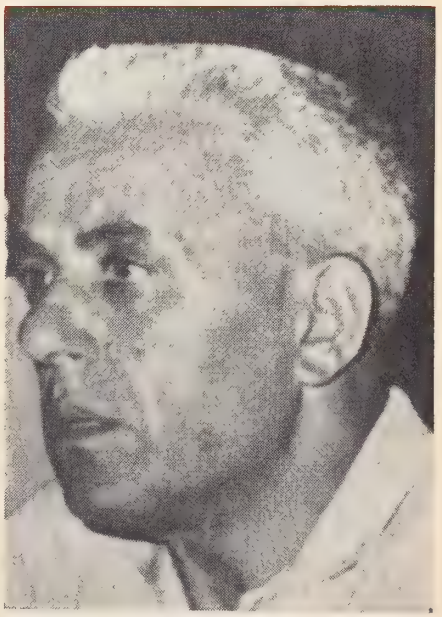
But the boycott has not been the usual power play in evidence in television this year. The peak viewing time period in prime-time appears to be the ultimate wedge in advertiser-network contests. Agency executives in recent weeks have complained increasingly that "the networks have never pushed us around as much as they're trying to do this season."

The power tactic has been employed by advertisers as well as networks—sometimes by both sides at once, as when NBC-TV and to a lesser extent ABC-TV went after General Foods' $25 million CBS-TV business (potential). In that case, CBS-TV kept the business (BROADCASTING, Feb. 13, 6). But the price it paid, it can be reliably reported, included the granting to blue-chip General Foods of three-year rights to three half-hour time periods, plus the right to bring in its own shows (CLOSED CIRCUIT, Feb. 20). These shows are *The Danny Thomas Show* (Mon. 9-9:30 p.m.), *The Andy Griffith Show* (Mon. 9:30-10 p.m.) and *Mother is a Freshman* (a new show that goes into the Wednesday, 9:30-10 p.m. slot next season).

Enter L&M ▪ Most recent episode to draw agency charges of "roughing up" at the hands of networks involved the ABC-decreed program time changes which were blamed by McCann-Erickson for the decisions of both L&M and



Rep. Alfred E. Santangelo (D-N.Y.) told BROADCASTING that the minimum price of his Federation of Italian-American Democratic Organizations for calling off their boycott of L&M tobacco products was cancellation of episodes of 'The Untouchables' his group finds offensive.



Anthony (Tough Tony) Anastasia, boss of Brooklyn's longshoremen, who had told L&M executives 'my men would not handle their stuff' was 'very happy' when told the tobacco company had cancelled the tv series. He denied that he would cause more trouble for L&M. See story page 28.

Coca-Cola to drop their ABC-TV programming next fall.

The L&M shows (L&M was a major participating sponsor) affected by the tobacco firm's pull-out from ABC-TV: *The Untouchables,* which moves in the fall from its 9:30-10:30 p.m. slot to 10-11 p.m. on Thursday; *Asphalt Jungle* (replaces *Islanders* April 2 and continues next fall), which backs up from 9:30-10:30 to 10-11 on Sunday; *Adventures in Paradise* similarly moves back on Monday, and *Rebel* (the latter show actually goes out of its 9-9:30 Sunday period and is pushed up to 7 p.m. to make way for the new *Bus Stop* in the 9-10 p.m. period on Sunday).

One version given by an informed observer of the L&M-ABC-TV hassle: L&M supposedly decided to pull out of *Untouchables* because of the boycott threat, lit upon the time period shift as the "excuse" and at that time decided to be "consistent" by pulling out of other similar shifts on the schedule.

The Coca-Cola "incident" also involves a time-period shift, from 8:30-9 p.m. on Wednesday to a new slot at 7:30 Thursday next season. In NCAA football, L&M is pulling its quarter sponsorship on what it calls "principle" —that is, since ABC-TV doesn't see it L&M's way, the advertiser is taking all of the business off the network.

Business Replaced ▪ ABC-TV says it already has replaced nearly all of the lost L&M business and thinks it's not greatly concerned about Coca-Cola because the soft-drink advertiser reputedly had decided against exercising its option renewal in any event.

McCann-Erickson, meantime, is busily considering other sponsorship possibilities on the two other networks (CBS-TV and NBC-TV) for client Liggett & Myers.

Another factor being cited in support of "roughing up" charges is that part of the program moves ABC wanted L&M to take—on Sunday night—was designed to make room for a program in which an L&M competitor is the main sponsor. L&M has been a sponsor of *Rebel,* which is being shifted to accommodate *Bus Stop,* which Brown & Williamson Tobacco Co. is helping to underwrite.

The projected move of *Untouchables* opens up a Thursday night half-hour which ABC-TV has sold—to top-spending Procter & Gamble—but for which no program has been set. Word last week that *Detectives,* now seen on Friday nights under P&G sponsorship, may transfer into this vacancy.

Some agencies—obviously not handling P&G or GF products—contend the importance of these two advertisers specifically is responsible for much of the alleged "bumping" they say has been occurring with unusual frequency this season. They profess to see a peculiar thread of coincidence in the episodes they cite:

1. Usually, they say, it's a cigarette company that gets bumped. One cigarette agency executive put it this way: "We don't have as much to offer as a food company—the billing is not as profitable."

2. More than likely, they also say, the period where the bumping occurs is apt to fall within the choice 9-10 p.m. time when viewing through the U. S. is at a peak (and when, therefore, the traffic in advertiser prospects is heaviest).

Among the tobacco companies previously in jousts with networks was American Tobacco. NBC-TV lost American Tobacco as a sponsor of *Bonanza* by moving that show into the 9-19 spot on Sundays for next season, under Chevrolet sponsorship (replacing Dinah Shore). NBC-TV also is moving two other shows identified with American Tobacco: *Thriller,* which is slated to go from 9-10 p.m. Tuesdays to 10-11 Mondays, and *Wells Fargo,* from 8:30-9 on Monday into a probable Saturday 7:30 spot. One authority said: "It disrupted every one of American Tobacco's time periods." But the situation calmed when American Tobacco ended up with one-half of an as yet untitled show that's slated to go into the period immediately following NBC-TV's well-rated *Wagon Train* on Wednesdays. But in spite of that the advertiser still moved some of its business, buying into ABC-TV's *Cheyenne* and moving *Bachelor Father* to ABC-TV.

Another tobacco firm that's had "problems," P. Lorillard, moved out of NBC-TV's Sunday 8:30-9 period to make room for Procter & Gamble's *Snow Whites*—Lorillard had half of *Tab Hunter* in that period, reportedly

They want full surrender

The Federation of Italian-American Democratic Organizations of New York, which claimed a "moral victory" when Liggett & Myers Tobacco Co. announced that it would not renew its participating sponsorship of ABC-TV's *The Untouchables* program next season (see story, page 27), is pressuring for unconditional surrender.

The Federation wants the cigarette manufacturer to sever its connection with the gangster thriller show effective immediately, even though Liggett & Myers' contract with ABC runs through October 3. The Italian-American group will hold a meeting today (March 20) to decide its future dealings with the firm.

Rep. Alfred E. Santangelo (D-N.Y.), president of the Federation, said in Washington last week that its minimum price for calling off the boycott at this time was Liggett & Myers' cancellation of those particular episodes his group finds offensive. He expected to hear from the company's agency, McCann-Erickson, before tonight's meeting.

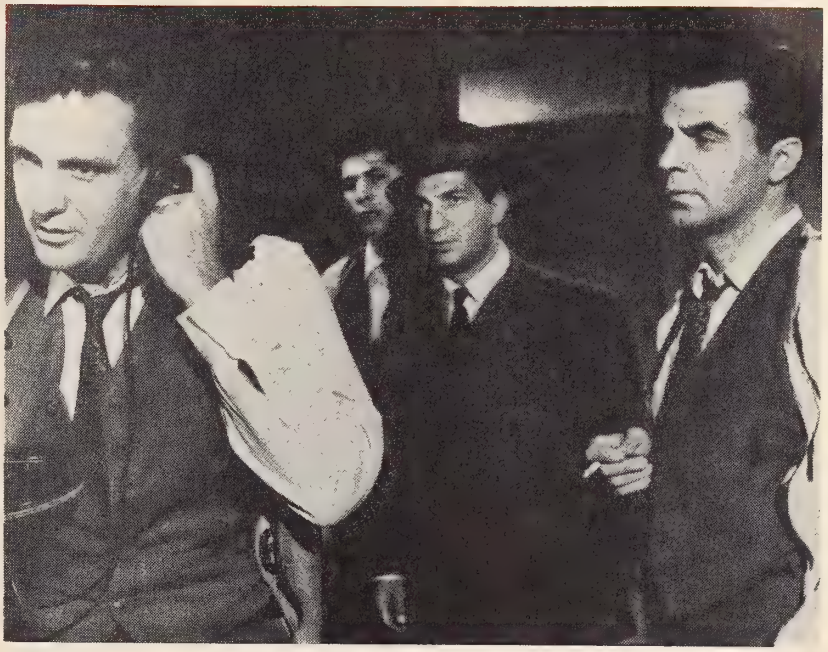
A spokesman for the group said in New York that his people have "no intention of letting Liggett & Myers off the hook," and he indicated that if necessary further action would be taken against the firm including the "flash" picketing of supermarkets that sold Liggett & Meyers' products. The Federation, which objects to *The Untouchables* because it "repeatedly has presented non-factual representation of Italians as criminals," announced on March 12 that it would boycott against Liggett & Myers' Chesterfield, L&M filters, Oasis and Duke cigarette brands (BROADCASTING, March 13). At the same time the Federation also reported that some 2,500 Italian-American groups would be enlisted in the boycott, and that more than 250,000 posters would be distributed nationwide to stores, offices and factories urging the boycott of the cigarettes, Rep. Santangelo said at least 2,000 vending machines in New York City have already stopped carrying the Liggett & Myers' brands.

The possibility that the boycott of Liggett & Myers products would spread to a number of large cities throughout the country developed in Washington last week. Rep Santangelo said Dominick Frinzi, president of UNICO, a nationwide organization comprised of 110 Italo-American clubs, had met with him Thursday and pledged his support. The Congressman said Mr. Frinzi told him he would request that member-clubs join in the economic sanction against Liggett & Myers.

Rep. Santangelo also said the Federation is "prepared to picket" the Liggett & Myers board of directors meeting in Jersey City, N. J., on March 28. A final decision on this proposal will be made tonight, he said.

The Federation's ultimatum was strongly backed when a more threatening element entered the fray. Anthony (Tough Tony) Anastasia, boss

of Brooklyn's longshoremen, told Liggett & Myers officials that his men would boycott against all the firm's products on U. S. and Canadian waterfronts. Mr. Anastasia, who is international vice president of the International Longshoremen's Assn. and also business agent for ILA, AFL-CIO local 1814, the nation's largest with some 10,000 members, said in a telephone interview with BROADCASTING that he contacted the "men from Leggett & Myers" and told them, "it's going to be tit for tat. You play ball with us and we'll play ball with you. I also tell them," Mr. Anastasia continued, "that my men would not handle their stuff. I say to them, I cause them as much trouble as I cause Mr. Castro." The Brooklyn labor chief was referring to the longshoremen's refusal to move goods coming from or going to Cuba as a protest against Fidel Castro's reported Communist leanings.



After Mr. Anastasia learned that the cigarette firm had decided to drop the ABC-TV program, he said he wired W. A. Blount, Liggett & Myers president, and expressed his "sincere appreciation on behalf of his membership and their families" for the decision. He's very happy about the situation now, Mr. Anastasia claimed, and he hoped that his efforts had something to do with the cancellation. At this time, he said, he has no reason to cause Liggett & Myers any more trouble, even though the company's contract with *The Untouchables* has several months to run.

A spokesman for the Federation meanwhile, denied that his group had any connection with Mr. Anastasia. "We didn't sanction anything he did," the spokesman said, but he admitted that the labor boss' efforts had been helpful to the Italian-American cause. The spokesman predicted that his group's meeting today might be expected to be a stormy one.

He promised that whatever else took place, the group would "definitely not leave the other sponsors of the show alone." Besides Liggett & Myers, *The Untouchables* current sponsors are Whitehall Labs, division of American Home Products Corp., for Anacin; Armour & Co., for Dial Soap; and Beecham Ltd. (Brylcreem).

A representative of Foote, Cone & Belding, the advertising agency handling the Dial soap account, said last week that the problems of *The Untouchables* had been discussed but that both the agency and Armour & Co. were convinced that it is "ABC's responsibility" and both feel "sure that the network can handle the situation adequately." The agency official declared further that neither his firm nor Armour had received any notification that they would be boycotted by the Italian-American group. The other sponsors of the program were not available for comment.

was then offered half of *Price Is Right* only to learn that its popular master of ceremonies, Bill Cullen, has a commitment with Reynolds Tobacco.

Reynolds itself is involved in a CBS-TV move of *I've Got A Secret* from 9:30 Wednesdays (Reynolds had half) to Monday at 10:30 (Reynolds still is reported as renewing the show on that basis.) Reynolds has been in the Wednesday night spot on CBS-TV for several years.

In the NBC-TV move of *Price Is Right* (from Wednesday at 8:30 to an as yet unannounced non-prime-time slot) Lever reportedly squirmed for a while but it, too, wound up retaining a half of the time period that immediately follows the hour-long *Wagon* on the network.

In that instance Lever lost a "show" but did not lose a time period on the network.

What happened to Shell's spots when it dropped tv

Shell Oil's defection from television touched off a 72-way scramble for vacated tv time, according to arithmetic of the Television Bureau of Advertising, New York. In a report to members, TvB summarized a study based on reports from 57 stations that had Shell business before the advertiser went all-newspaper this year.

Among the 57 responding, 31 said Shell's old time periods were snapped up by gas and oil competitors; there were 24 more cases where oil companies wanted the time but were beaten to it by other products, and in 17 cases oil people wanted the Shell spots but found them taken by other oil competitors.

TvB is researching effects of the situation, but meanwhile predicts, "Shell will return to television, and we hope soon, with a major effort to win back still more of these same customers from their new television competitors. Certainly all television stands ready to help them return."

Barnes Chase exits L. A.

Barnes Chase Co., San Diego, has turned over its Los Angeles accounts to Fletcher Richards, Calkins & Holden, Los Angeles. Concurrently, Nelson Carter, senior vice president and manager of Barnes Chase, Los Angeles, becomes vice president and manager of FRC&H, that city.

According to Barnes Chase officials, the move was prompted by the decision to concentrate within the agency's home office (San Diego) area. It will, however, retain a Los Angeles service facility for its clients.

Tv's Jericho walls: product protection

THEY'RE TUMBLING AS NBC-TV NARROWS THE SEPARATION EVEN MORE

Another crevice appeared in the slowly crumbling edifice of product protection last week as NBC disclosed its decision to reduce further the extent of its guaranteed separations between competing products.

The move, almost certain by its nature to be unpopular with advertisers and agencies, was seen as another inevitable step in the slow but steady march toward eventual disappearance of product protection as it has been known in the past (BROADCASTING, July 11, 1960).

Although CBS-TV and ABC-TV indicated no immediate plans for similar moves, the consensus last week was that not only the other networks but all network affiliates—for whom product protection is also a constantly growing headache—would in time put further curbs on their own protection guarantees. As long ago as last summer some experts were predicting that for all practical purposes product protection might cease to exist within two years.

For the present, however, CBS-TV authorities said last week their current protection practices, generally comparable to NBC's, appeared to be working satisfactorily at this time and that they had no plans for a change, although they acknowledged that the NBC move might produce pressures that could lead to revision. ABC-TV spokesmen said they, too, were trying to stick to currently accepted standards and did not plan to follow NBC's lead, but they pointed out that buying patterns make some exceptions unavoidable, so that occasionally they cannot now guarantee more than 13 or 14 minutes' separation, instead of the usual 15.

Basically, NBC authorities said, the new policy differs from its current guarantees in these three respects:

- Products enjoying protected status will be guaranteed a minimum separation of only 10 minutes instead of the present 15, fore and aft, from periods sponsored by directly competing products.
- Irregularly scheduled news, sports and public affairs programs and programs of indeterminate length don't count. Advertisers in these shows will be protected against competitive sponsors within the same show but not against competitive sponsors in adjacent periods. Nor will sponsors in the adjacent periods be protected against competitors in these programs.
- Protection on so-called "star products"—those whose commercials are handled by the star of the show—will be limited to the show in which the commercial appears. This means that in the future a star appearing in more than one program can do a commercial for Brand "A" in one show and a commercial for rival Brand "B" in another; for instance, Hugh Downs' commercial for a product on *Concentration* would not prevent his doing the commercial for a directly competing product on *The Jack Paar Show.*

NBC's new statement said policies regarding protection of products advertised in straight participation shows —*Today, Paar* and next fall's Saturday night movies, for example—would be announced later. But it did spell out the guarantees offered to advertisers using "participation type" programs (those sold in segments of one-third or one-sixth). On these the protection will be even more limited than in the case of regular weekly or alternate-week sponsorships: The 10-minute leeway will be figured from the time the commercial is given rather than from the beginning and end of the period in which it appears.

Advertisers using "non-regularly recurring sports, special events and news programs" or programs whose duration or scheduling cannot be reasonably predicted, will be protected only to this extent: "Directly competitive products . . . will not be advertised on the network within the event which the advertiser is sponsoring, except in instances where the event is sponsored on a regional basis."

Star Protection ▪ Advertisers have the right to designate a certain number of products which will be entitled to protection: Up to three in the case of conventional weekly or alternate-week sponsorships, two per quarter-hour in the case of daytime strip programs, two in the case of "participation-type" sponsorships, and one for "star-product" protection (if the program has a star personality who is available for delivery of the commercials). NBC makes the determination as to what shall be considered "competitive" in all cases.

This practice follows a pattern that has developed gradually over recent years but has often been tricky to apply: Some advertisers have been known to submit lists of 25 to 100 products that they considered competitive to their own and against which, therefore, they would like protection. The key phrase in recent years has been "directly competitive."

In addition to the basic number of "protected products" that each advertiser may nominate, he may also schedule other products on a non-exclusive basis—but may have to withdraw them if NBC sells adjacencies to directly competing products which are themselves entitled to protection.

While advertisers and agencies always have been anxious to get as much protection as possible, their trends in buying—multiple-product promotion and greater use of participation-type sponsorships, for example—have contributed to the gradual curtailment of the amount of protection that could be offered. In disclosing its new policy, NBC said it was designed "to meet the ever-growing demands by advertisers for greater flexibility in the scheduling of the advertising of their products. . . ."

The new policy is effective immediately on all new and renewed contracts.

NBC authorities acknowledged that the move probably would have a bearing on the protection policies followed by their affiliates in selling national spot business.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 9-15 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 9	**The Untouchables** (9:30 p.m.)	ABC-TV	32.2
Fri., March 10	**Flintstones** (8:30 p.m.)	ABC-TV	28.4
Sat., March 11	**Gunsmoke** (10 p.m.)	CBS-TV	25.2
Sun., March 12	**Candid Camera** (10 p.m.)	CBS-TV	32.0
Mon., March 13	**Danny Thomas** (9 p.m.)	CBS-TV	22.1
Tue., March 14	**Red Skelton** (9:30 p.m.)	CBS-TV	27.0
	Garry Moore (10 p.m.)	CBS-TV	27.0
Wed., March 15	**Naked City** (10 p.m.)	ABC-TV	22.7

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MAN WITH A GOLDEN PLOWSHARE!



The average Iowa farmer has an income of $14,187 per year. He runs his big operation in a state that has 25% of all the Grade A farm land in America, with almost as many top-income farm counties as the next *two* states *combined.*

WHO-TV reaches 57 counties in the heart of this great agricultural treasure house—and gives you Metropolitan Des Moines as a bonus! (Actually ¾ of WHO-TV's two-billion-dollar market lies outside of Metro Des Moines.)

Buying television in Iowa is different from buying coverage of the teeming masses you see from your window on Madison Avenue or Michigan Boulevard. Out here almost *everybody* has substantial discretionary spending-money—and farm people most of all. Ask PGW for all the facts on Central Iowa!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, January 1, 1961.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

Budweiser's 'Pick-A-Pair' budget up 20%

SATURATION SPOT SET FOR 770 RADIO, TV STATIONS

Television and radio will receive more than half of the $2.5 million consumer advertising budget in Budweiser's fourth annual "Pick a Pair of 6-Pak" promotion May 25-July 31. The total spending this year will be increased 20% over 1960.

Saturation spot schedules are to run on some 600 radio stations in 350 markets and on more than 170 tv stations in 140 markets. The event is described as the most intensive promotion of its kind in the world's beer industry and the "largest single product promotion in the entire food industry." Last year, 20 million six-packs were sold, and all other Budweiser package lines scored significant sales increases, too.

Advertising budgets and merchandising plans were outlined last week for three dozen of the key station representatives and broadcast executives involved in placing the business with stations. Details were presented by executives of the Budweiser agency, D'Arcy Adv., St. Louis, and brewer Anheuser-Busch Inc. Representatives for other media also attended.

The meetings were held at St. Petersburg Beach, Fla., and included a tour of Anheuser-Busch's new $30 million plant in Tampa with Board Chairman-President August A. Busch Jr. as host at dinner. Mr. Busch attributed the success of the "Pick a Pair" campaigns to the support of media, providing the vital communication link with the consumer and cooperating with retailers to show how the campaign theme can tie-in with other food lines and merchandising efforts.

Shows and Spots ▪ In addition to the radio-tv spot drive, "Pick a Pair" will get extra mileage from Budweiser's new syndicated tv series, the NTA *The Third Man* package starring Michael Rennie. The half-hour adventure drama series started in selected markets in January and by the start of the "Pick a Pair" campaign in late May will be running in 79 tv markets.

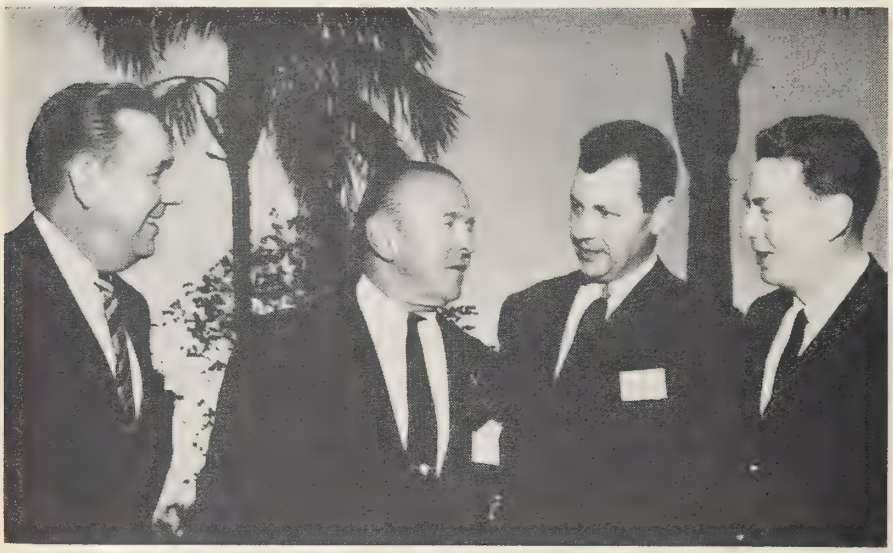
Television's impact on Anheuser-Busch's marketing pattern has resulted in the reorganization of districts and distribution channels during the past decade, Budweiser marketing officials noted. The change has been away from long-established state or geographic districts to groupings about standard television markets. Beer customers watch tv programs from stations whose signals have nothing to do with state boundaries or outdated marketing districts, they said, so distribution methods were changed.

Mr. Busch told the media representatives that the brewer's record year in 1960 was due to the extra beer volume produced by the "Pick a Pair" promotion. Nearly 8.5 million barrels of beer were sold in 1960. Volume in 1959 just topped 8 million barrels. Anheuser-Busch net sales last year were $308.7 million compared with $295.9 million in 1959. Net income was $15.4 million last year, $13 million in 1959.

Mr. Busch said that even though his firm has set records "never before achieved by any brewery in the world," the marketing effort must be sustained to hold that position and continue to grow. Other company officials emphasized the growing threat of the non-advertised brands of beer in the marketplace, especially in Florida and California supermarket and grocery chains where such brands are winning as much as 30% of the beer sales volume. In the food marketing industry, beer (all brands) ranks number five in sales volume.

Mr. Busch cited the communications link through advertising as the means by which the company can keep "personal" its friendship with the consumer. The personal approach, putting believable people in typical fun situations, is the key to Budweiser's ad theme of "Where there's life, there's Bud."

Anheuser-Busch practices its friendship doctrine at every level. The new Tampa brewery is a vacation-land showplace. Its 15 acres of gardens and exhibits of exotic birds are free to the public. More than a million visitors last year helped establish its claim as "Florida's No. 1 free attraction."



When you spend over $3 million in two months on media, merchandising and marketing for Budweiser's "Pick a Pair" campaign, the decisions start at the top. Reviewing plans at a media representatives' meeting last week at Busch Gardens, Tampa, Fla., are (l to r): Harry K. Renfro, vice president and radio-tv director of D'Arcy Adv., St. Louis, Budweiser agency; August A. Busch Jr., chairman of the board and president of Anheuser-Busch Inc.; Harry W. Chesley Jr., D'Arcy president, and Walter A. Smith, vice president of Anheuser-Busch in charge of advertising and sales promotion. Broadcast media are slated to get the major share of $2.5 million consumer ad budget for May 25-July 31 campaign.

Lever Bros. seeks ways to improve commercials

The improvement of broadcast commercials (as well as print advertisements) is the subject of a "major effort" at Lever Bros., according to an annual report released last week. The advertiser implied it would be a task for the "skill" of its several agencies.

Said Lever: "To be heard and to be remembered under today's advertising conditions requires very skillful work in the area of advertising copy.

"What was once outstanding has become fairly ordinary. To produce messages which are effective in today's climate—messages which get the interest of the consumer and leave her wtih a memorable and compelling idea—will require increasing skill on the part of our own marketing people and our agencies."

Lever sales messages in network tv alone in 1960 appeared in 21 programs seen and heard by more than 120 million viewers weekly. Of the 21 shows, 16 are in daytime hours. Of 5 evening shows (*Jack Benny, Have Gun Will Travel, Checkmate, Candid Camera,* all CBS-TV and *Price Is Right* on NBC-TV), Lever said 3 were consistently in the top 10 and the others "not far behind."



From its crystal-set beginning in 1922, WSB Radio has dedicated itself to serve the best interests of its listeners. Continuous dominance in market audience share attests to its success... as do many notable awards. Latest are the George Washington Honor Medal Award of the Freedoms' Foundation for the program 'Open Letter To Americans' and TV-Radio Mirror's award for Best Programming Southern States. For 39 years, WSB has pleased its audience, its community and its sponsors. It can sell your product to Atlanta's million. . and others throughout a six-state coverage area!

ATLANTA'S
wsb radio

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Ad aversion: public's not aware of it

SO SAYS RESEARCHER BARLOW IN TALK TO ANA'S WEST COAST MEETING

The public today has a generally favorable attitude toward advertising, Walter G. Barlow, president of Opinion Research Corp., told the opening session of the 15th annual West Coast meeting of the Assn. of National Advertisers, held Thursday - Saturday (March 16-18) at Santa Barbara, Calif.

But he warned these advertising executives and their agency guests that tomorrow "this picture could conceivably be less bright."

Mr. Barlow said several surveys indicated the public believes advertising to be helpful rather than harmful. Depth interviews conducted by Dr. Claude Robinson, among a test group of 100 housewives found 86% agreed that "We are better off with advertising than we would be without it," he said.

The past 10 years have seen great advances in income level, education, product use and sophistication, mobility, media awareness and the like, he said, commenting that advertising "can take credit for a great deal of this." But, with their post-war hunger for new products satisfied, consumers today are "more choosy" about their expenditures.

Advertising is like the barber who needs a haircut, the tailor with unpressed pants, Emmett McGauhey, executive vice president of Erwin Wasey, Ruthrauff & Ryan, told the session. But that must stop, he declared. Advertising men must begin doing for their profession the same kind of job they have always done for American business: they must get across to the public the fact that capitalism and advertising can't exist without each other.

Progress ▪ Jointly, the various advertising associations — ANA, AAAA, AFA and AAW—are making good progress in improving advertising's image with the public and the public's representatives in government, ANA President Peter W. Allport stated. A year and a half or two years ago, he said, there was a strong sentiment in Washington that advertising people didn't really care about anything but selling more merchandise at any price, without regard for the public, and that government control was the only answer. Today, the government view is that in general advertising is capable of handling its own housecleaning, he said.

One housecleaning activity that is proving succesful is the joint ANA-AAAA campaign for good taste in advertising, Mr. Allport reported. Broadcasting, criticized for triple spotting and other abuses, is a special area where ANA is trying to work in cooperation with NAB, Mr. Allport said.

Ernest K. Lindley, director of *Newsweek's* Washington bureau, told the ANA that business need not fear the new Kennedy administration, which he described as "very friendly" toward business and showing no signs of any revival of the New Deal of the early 1930s.

What advertising is doing to help stop the recession was described by three representatives of the Advertising Council. Allan M. Wilson, first vice president, told of a successful campaign for wide distribution of a summarized report by the President's Commission on National Goals. The second phase is the current "Confidence in Growing America" campaign. To come are reports on American attitudes and on an analysis of communism.

Alton Ketchum, vice president of McCann-Erickson, volunteer agency on the "Confidence in a Growing America" campaign, showed tv commercials and print ads telling how American research is creating more new products and more new jobs.

Commitments ▪ Fred Wile, West Coast vice president of the council, said that Union Bank and Folger's coffee have agreed to promote the new campaign in their radio advertising and Kaiser Industries on its tv programs, similar pledges have come from print advertisers.

Charles R. Stewart Jr., advertising director, Bank of America, was chairman of the Thursday morning session. Jack J. Leener, advertising manager Tidewater Oil Co., chaired the Thursday afternoon session on "Getting Better Value From Media Despite Higher Costs."

Glenn Mohrman, vice president, Gallup & Robinson, outlined important physical differences in magazines which give certain advantages and disadvantages to each.

Creativity is and must be a principal commodity of the advertising activity, Harry W. Lange, marketing vice president of Cutter Laboratories, said. "However, this creative ability should not be limited as to its use to advertising problems alone. It should also extend to the rest of a marketing activity in a business."

Dr. E. L. Deckinger, vice president and director of media strategy for Grey Advertising, called for more advertising dollars. The advertiser who has been standing pat on his advertising budget in recent years is "inviting the parade to pass him by," Dr. Deckinger declared.

Walter Guild, president of Guild, Bascom & Bonfigli Inc., blamed the current recession partly on a lack of creativity in many large companies and industries. In far too many companies, he said, "new ideas are not really welcome and creativity is disturbing."

Registration for the three day meeting had passed 150 by Thursday, George H. West, director of advertising and sales promotion, Consolidated Electrodynamics Corp., general program chairman, reported.



Meet the new tv salesmen of Sara Lee

Possibly as many as 80 markets in the next two months will meet these new tv salesmen for the bakery products of Kitchens of Sara Lee Inc., Chicago, placed through Cunningham & Walsh there. L to r: Southern belle named Dinah, young husband called Blake, old geezer named Ebeneezer and smart mother named May. Their bright 20-second limerick story sequences introduce 40-second live action photography stressing product quality. Eight markets have the spots now. Credits: Sherman Rogers, creative director, and George Maniates, artist, C&W; Hans Mandel, producer, Audio Productions, N. Y.


wmca 570kc
has New York
in the bag. Proven sales
results have kept 1
out of every 5 wmca
advertisers on the air
five years or more.
wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group



there's been a sudden movement in Boston



It happened, this movement did, on Jan. 1, when the television programs previously seen on WHDH-TV moved to WNAC-TV—new Boston affiliate of the ABC Network.

With it went the audience — moved by such magnetic attractions as *The Untouchables, 77 Sunset Strip, My Three Sons, The Flintstones,* et al.

In so doing, this audience moved WNAC-TV from a second place 31.5 share of audience delivered (Dec., 1960)* to a first place 36.0 (Jan.-Feb., 1961).* Percentage-wise, a 31% move.

Meanwhile, back at WHDH, *the CBS station,* the reverse was very much in reverse: a drop from 38.2 share of audience to 32.8 in the same period.

This happens too consistently, the facts say, for mere happenstance. As in Seattle-Tacoma, Portland, Ore., Richmond, Salt Lake City—where, following affiliate switches to ABC, average evening audience shares jumped from 28% at the least to 52% at the most.

All part, one must conclude, of that same nothing-is-harder-to-stop-than-a-trend trend.

ABC Television

*Source: ARB, Network Programming Sun.-Sat., 7:30-11 PM, EST.



OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!

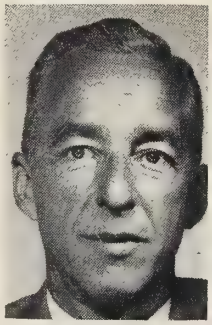


RADIO-TV'S DEADLY SINS

They're rates, triple spots and ratings, declares Gardner's Claggett, and industry must cleanse itself

Won't broadcasters do something about the three big headaches of the business—rates, triple spotting and ratings?

So pleads the chairman and president of an agency that spent $20 million last year in television and radio. Charles E. Claggett, Gardner Adv. Co., St. Louis, made the request last Tuesday before the Broadcast Advertising Club of Chicago.


Mr. Claggett

Mr. Claggett doesn't mean to imply Gardner doesn't like broadcasting, however. "We at Gardner believe in broadcast advertising," he said. "We know its effectiveness as a selling tool. Our allocation of client dollars proves it." ($16 million to tv in 1960, $4 million to radio).

Mr. Claggett indicted the "strange, disjointed rate structure that permeates the entire industry." He said he doesn't know the solution, but "please interpret the rate structure the same way to everybody. Let's eliminate the rank discrimination which exists today. Let's try to make sound business sense out of what has become a hazy rate structure."

Gardner's media department surveyed 488 radio-tv stations late last year on their rate practices and got replies from 422, Mr. Claggett related. Of these, only a third said their published rates are their only ones. The other two-thirds "came up with rate structures that included two combinations of national, regional, local, retail and special prices charged for air time." But even among these, he said, there was no clear-cut policy and even within stations themselves Gardner could find no definite rule about who qualifies for what rate. "Special" was the "most abused category" of all, he said.

'Not Scared' ▪ Mr. Claggett said Gardner doesn't mean to imply it is seeking a rate cut. But he warned that Gardner is "not scared of competition" and if the issue must be fought on that level, "we will not hesitate to do so." Gardner will seek the best and the most for its client's advertising dollar, he said.

On multiple spotting, Mr. Claggett recalled a report by Broadcast Advertisers Reports of 1,287 triple station breaks within a week in 25 markets. Obviously, Gardner doesn't like it, he indicated.

He recommended the long range view toward multiple spotting: "Television will not always be the darling of the communications business. There will not always be long lines of advertisers vying for availabilities. Those whose fingers are burned by such questionable practices may start another line of customers at the doorsteps of magazines and newspapers. Let's seek a cure while there is yet time."

On ratings, Mr. Claggett said the advertiser is concerned with numbers but he isn't so impractical as to "throw his dollars into a program or time segment which can't deliver a respectable number of potential buyers of his product or service." He said agencies could better advise such a client "on intelligent and discriminating broadcast buys if we had a more qualitative rating system than now exists." He felt magazines are proving themselves "imaginative and aggressive in this area," telling not only how many people read but also what kinds of people read.

'Numbers Game' ▪ He agreed that agencies should be more willing to try quality programs instead of playing "the numbers game." But he felt local stations can do a lot by developing imaginative and superior shows at that level. The networks often have been guilty of killing off a good program with low ratings, though the advertiser liked it and wanted to continue it, he said.

Mr. Claggett felt some progress is being made, however, noting the research work of TV-Q. "But we would like to see further research into these areas in order to make ratings more significant and more serviceable than they are today."

And who is responsible for seeing that all this new research is done? Not the agencies, Mr. Claggett said. The tv-radio industry should do it. "The agency profit structure is not such that we can afford to contribute heavily to this."

If broadcasters solve the triple-threat headache, he said, tv and radio will "fulfill their tremendous potential as an effective entertainment medium and selling tool."

The
Alfred I. duPont Awards Foundation
in the field of

Radio, Television and Allied Science

announces the following awards for the year

1960

STATION AWARDS

KDKA-TV	Pittsburgh, Pennsylvania
WAVZ	New Haven, Connecticut

COMMENTATOR AWARD

Edward P. Morgan

For excellence of broadcasting in the public interest

PROFILE
OF
WSPD
Radio
Toledo's
hardest working
sales clerk

1. Alive 24 hours a day with imaginative programming

2. Persuasive talent provides an effective showcase for your selling message

3. Integrity and believability — Toledo looks to WSPD for responsible community leadership

4. Audience domination around the clock — shown by both Pulse and Hooper

5. A rich market — more than 2 billion dollars effective buying income — with Ohio's highest per capita income

5 good reasons to put this potent combination of circulation and persuasion to work selling for you. Your Katz man will provide the complete WSPD Profile.

WSPD-Radio
NBC · TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

IDEAL TOY BUYS COLOR

Doubles budget for spot tv, network pre-Christmas drive

Ideal Toy Corp., New York, is joining the growing band of color tv advertisers this year with a tv budget nearly double that of last year. Reportedly the world's largest manufacturer of dolls and plastic toys, Ideal has earmarked some $2.5 million for spot television, and an as yet undetermined network color show and a number of pre-Christmas tv specials.

Melvin Helitzer, Ideal's director of advertising and public relations, pointed out last week that the new ad program is record-breaking from three standpoints: It is the largest single advertising budget in the history of the toy industry; it features full-color film commercials, the first entry of color tv ads in the toy industry, and it covers the broadest range of products in the industry, highlighting five Ideal divisions.

Ideal currently is negotiating with NBC-TV for one of three weekly half-hour programs scheduled for next season. Two of the shows are among the new color programs set for a fall start. The third is a carry-over from the present season. A 13-week tv spot drive will start in September in all major markets.

Needs Network, Too ▪ Ideal has previously sponsored such network programs as *Howdy-Doody* (NBC-TV) and *Captain Kangaroo,* (CBS-TV) but in 1960 the toy company concentrated on tv spot and network specials, including *Macy's Thanksgiving Day Parade,* which it will co-sponsor again this year. The move into a weekly network show was called for, Mr. Helitzer explained, because of the company's growth—"spot tv no longer can do the full job for us."

In the fourth quarter of 1960, Ideal Toy ranked 74th among national spot tv advertisers with its gross time expenditure at $445,900 (BROADCASTING, March 13). Ideal was surpassed in the fourth quarter ranking by General Toy and Louis Marx & Co. As a category, toys and games had fourth quarter tv spot billings of $3,641,000.

Most of Ideal's color commercials for the year have been completed. They were previewed last week for buyers attending the annual toy fair in New York. Grey Adv., New York, is agency on the campaign, which will promote three broad categories of toys: dolls and toys (heavy on network and spot tv), games (many of which are named for tv stars and programs and are heavy in spot tv with magazine support) and hobbies (network tv and magazines).

Why is color tv playing a key role in Ideal's advertising and marketing strategy this year? Mr. Helitzer noted the switch to color commercials is not only a way to keep ahead of the competition, but also it's apparent to Ideal that there's a sufficient number of stations equipped to carry color, and enough color programming available to make it worthwhile.



Ideal Toy Co. will introduce on tv later this year a challenger to the sales success last year of "Mr. Machine," of which more than one-half million were sold. Priced at $23, the Robot Commando shown above is a battery operated one-man army that responds to voice commands and moves forward, left or right, reverses, hurls missiles and launches rockets, all by remote control. It's the top item in Ideal's new line, which will be promoted in a $2.5 million tv campaign.

A related advantage to Ideal is the opinion that when Ideal Toy salesmen call on toy buyers in stores across the country, the buyers will be more impressed with the sales possibilities if they can see the commercials run off in color and are told that "this is the way your best customers will be introduced to Ideal toys on tv."

Unrealistic merchandising scored by GB&B exec

Radio's relations with advertising agencies could be improved by a more realistic approach to merchandising, Robert L. Whitehead, account executive at Guild, Bascom & Bonfigli, San Francisco, told a March 16 luncheon meeting of the Southern California Broadcasters Assn.

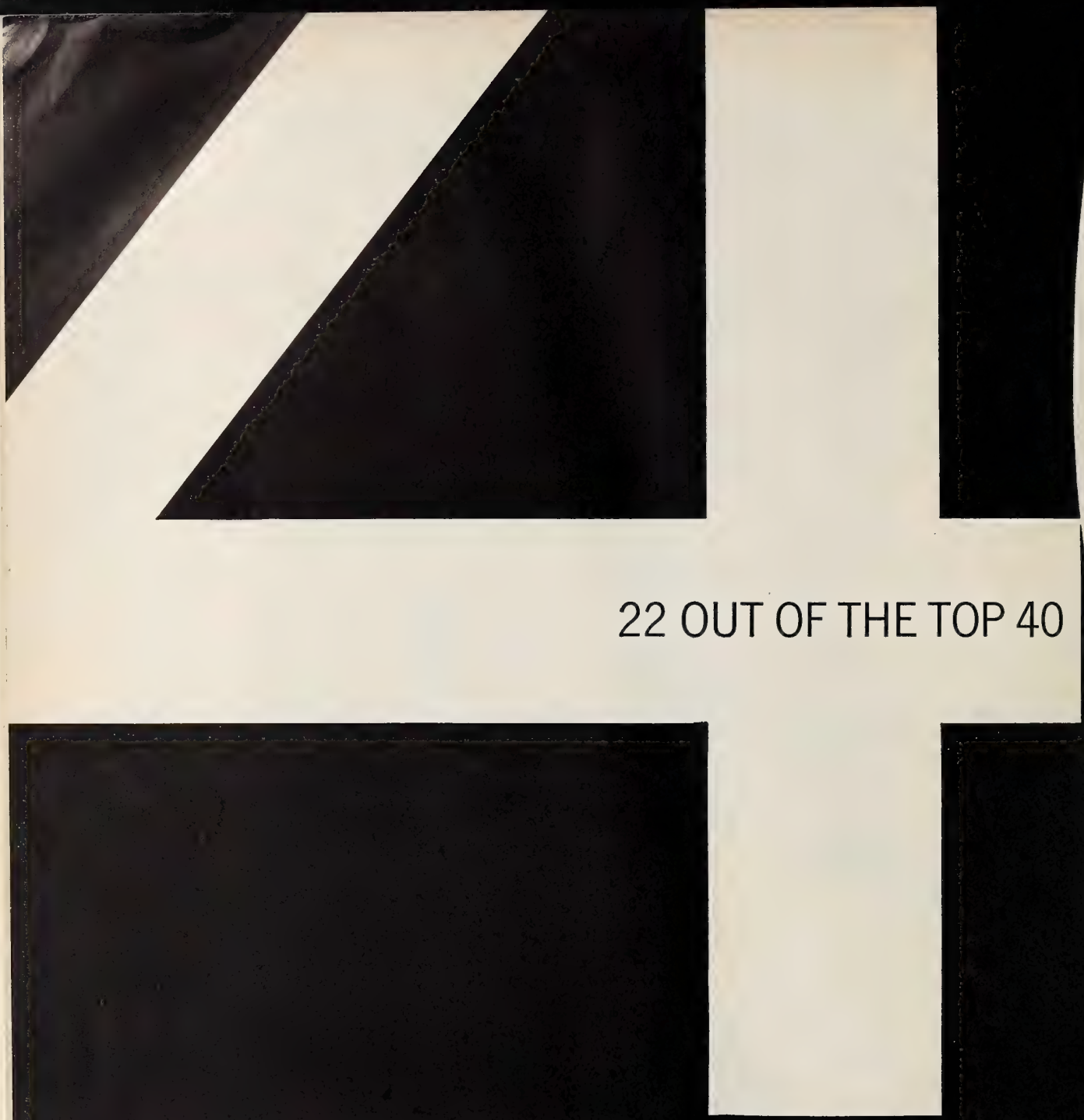
"Any self-respecting media buyer today buys a station for its advertising coverage and not because of merchandising promises," Mr. Whitehead stated. "Let's be honest with each other. The station that must resort to the 'giveaway' approach is offering either lip service and no action, or the property it represents is woefully weak and sadly lacking in audience. Stop downgrad-



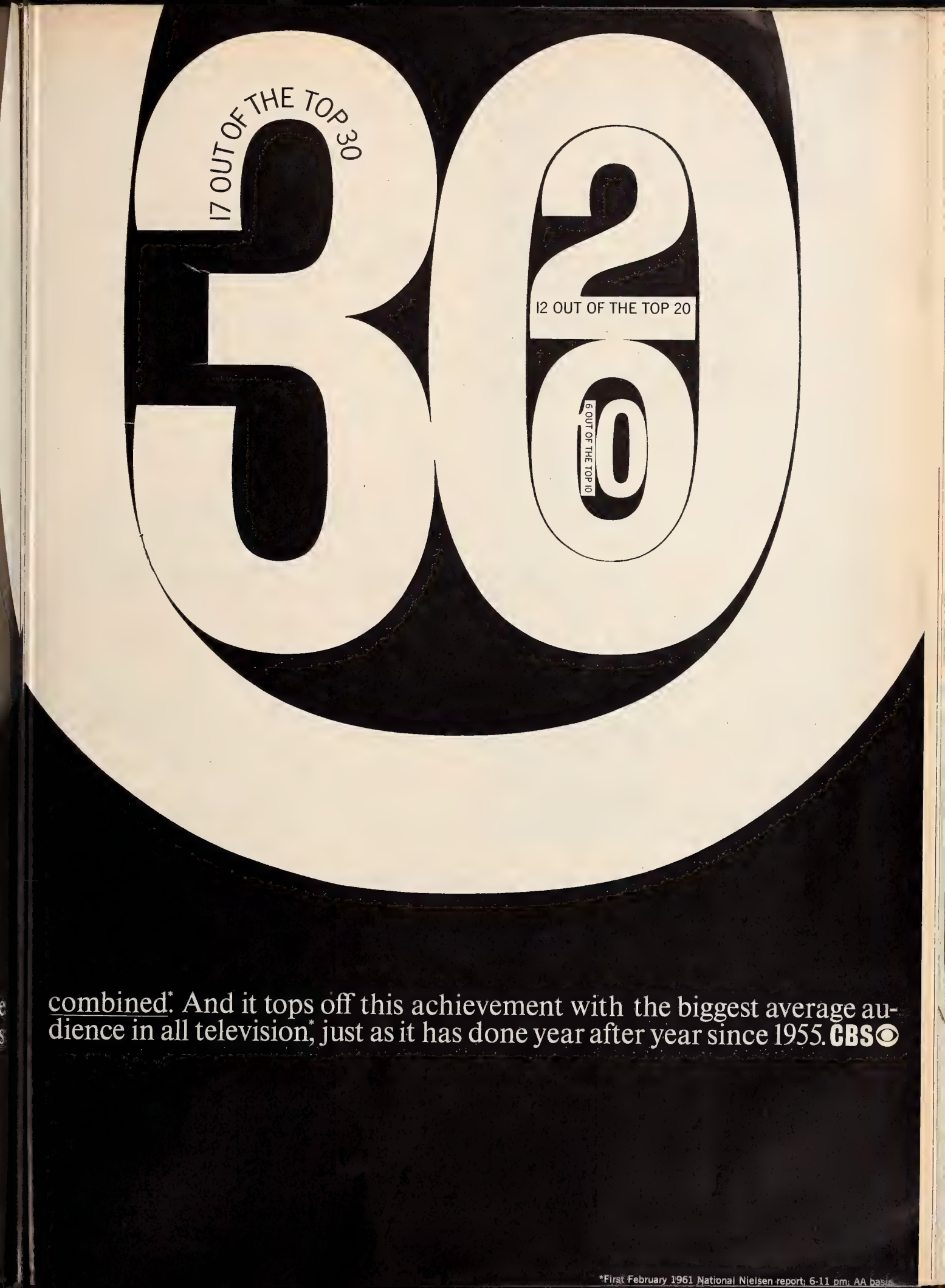
WHICH HALF? John Wanamaker, founder of the Philadelphia store bearing his name, once said only half his advertising expenditure did any good—but he didn't know which half. Here Mr. and Mrs. Metrodelphia are listening to part of the **good** half on WIP, just before they pass through Wanamaker's "carriage entrance."

Confidence Begins at Home. Philadelphia retailers do much of their selling on **WIP,** and with good reason. 40 years of unparalleled public service speak for the past. And Metropolitan's *fresh* concepts of news, service and showmanship are rapidly moving **WIP** to the foremost audience position in Philadelphia. More and more *national* advertisers, too, are doing their shopping on . . . **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock,** V.P. & General Manager. Represented nationally by **Edward Petry.**



INSIDE TELEVISION: The CBS Television Network broadcasts more of the most popular programs (Top 10-20-30-40) than the other two networks



combined*. And it tops off this achievement with the biggest average audience in all television*, just as it has done year after year since 1955. CBS

*First February 1961 National Nielsen report; 6-11 pm; AA basis

WHLI
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

GAS STATION SALES*
$165,590,000

SOME "BLUE CHIP" ADVERTISERS USING **WHLI** TO REACH BIG, RICH LONG ISLAND MARKET

Amoco
Cities Service
Esso
Gulf Oil
Sun Oil
Texaco

11TH IN GAS STATION SALES IN THE UNITED STATES

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

ing your product with this false hook."

Mr. Whitehead made it clear, however, that he was not recommending that stations abandon merchandising. "Just remember," he advised, "that merchandising can make a good station better, but it can't made a bad station good."

There are two types of station merchandising plans. Mr. Whitehead stated. "One—we might call this the 'quantity' plan—seems more designed to 'snow' the agency into buying the station than to aid the public in buying the sponsor's product.

"The other—and the kind we like—we might call 'quality' merchandising, which is the performance of certain, specific things, some of them even tailor-made for the particular client, which do something for the client he may not be able to do for himself. This kind, incidentally, may not completely 'snow' us, but it has a helluva lot of influence when deciding which of two or three equal stations to buy."

Merchandising help given two of his accounts—Mary Ellen's jams & jellies and Mother's cookies—has been largely of the "quality" variety, he said, and the results were "extremely beneficial" to their sales efforts. For example, he cited an important city in which Mary Ellen's commercials were broadcast but a leading chain stocked only half a dozen of the 33 varieties. When the client asked for more shelf space, Mr. Whitehead sought the help of both the station representative and station management . . . "by enlisting their first-hand knowledge of the individual involved we were able to spot the Achilles heel in the armor of a rather tough chain owner. Together we prepared a promotion that simply excited the hell out of this important retail merchant . . . Upon hearing it, he became so enthusiastic that eight weeks prior to the start of the promotion he instructed his buyers to increase their Mary Ellen's line and since that time they now handle 29 varieties. This . . . again only proves the tremendous power of radio plus completely coordinated merchandising."

Placing their entire advertising appropriations in radio, both companies have had more than satisfactory sales increases, Mr. Whitehead reported. Starting last June, Mary Ellen's in less than six months had sales increases of from 5% to 40% in markets where the spots were broadcast, while sales stayed about the same in markets were radio was not used. Mother's cookies again used radio spots in their leading markets and their "1960 sales were up 15% over their 1959 sales, which up to that time had been their greatest sales volume year."

Panel agrees sales only is test of tv commercial

Originality and novelty may win awards for a tv commercial, but they don't necessarily give it the sales effectiveness the advertiser hopes for when he pays, according to a panel of agency executives and tv commercial producers.

The panelists: Ken Snyder, tv-radio vice president, Needham, Louis & Brorby, Hollywood; Bob Redd, tv-radio vice president, Erwin Wasey, Ruthrauff & Ryan, Los Angeles; Jack Denove, president, Jack Denove Productions, and Adrian Woolery, president, Playhouse Pictures.

They discussed a charge by Rosser Reeves, Ted Bates board chairman, that "originality is the most dangerous word in advertising" at a shirtsleeve session of the Hollywood Advertising Club on how to make good tv commercials. They agreed the first goal of tv commercials, or any advertisements, should be to sell the product, to create or stimulate interest in it, or to establish public identification of the product.

Mr. Snyder summed it up this way: "Some of the best commercials of all time would never win an award; yet, they have become classics of interest and identification. Others so out-clever themselves as to lose or dilute vital ingredients of client or product identification."

The session-in-depth exploration of tv commercials, participated in by the audience of more than 60 as well as the panel, was moderated by Don Estey, chairman of the club's first International Broadcast Awards competition. More than 20 of the commercials that were finalists in the contest were shown.

Economic study

A new study by Interpublic Inc., New York, reveals that the four basic product categories that account for three-fourths of all consumer spending will approach peak levels during the second and third quarters of 1961. The analysis, prepared by Marplan, the research division of Interpublic, discloses that by the third quarter of this year, food and beverage sales should reach an all-time record of $83 billion; clothing and shoes should be back to the all-time record level of the second quarter of 1960; automobile and parts' sales should approach the all-time highs of the second quarters of 1959 and 1960, and furniture and household equipment sales should "improve substantially." Copies of the study may be obtained by writing to the Corporate Information Office, Interpublic Inc., 750 Third Ave., New York.

Why WGN-TV bought Warner's "Films of the 50's"

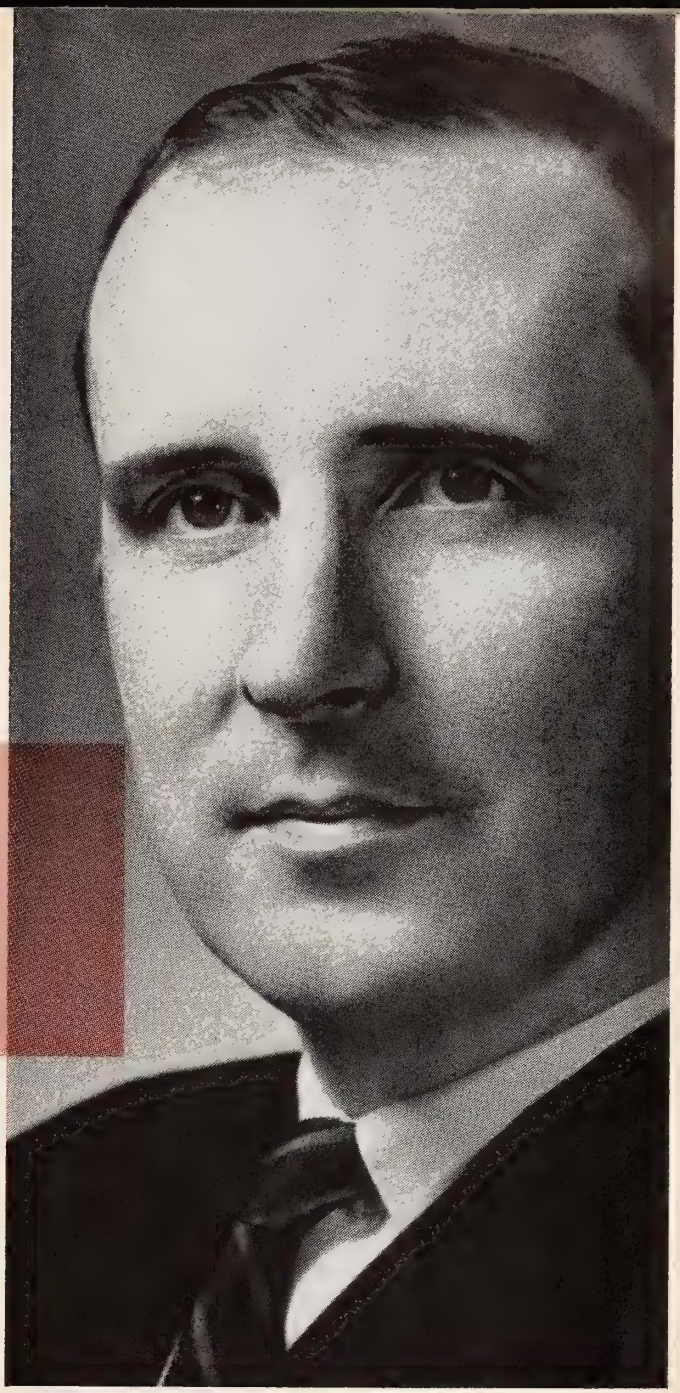
Says Edward A. Warren:

"Channel 9 was the first station to bring the best of the pre-48 features to Chicago. Therefore, it is naturally expected that we continue this tradition by delivering

the best of the post-50's

"This we have done in acquiring the distinguished features in the Seven Arts package. We know that we will deliver audiences to our sponsors, as well as add to our distinctive program schedule.

"The 26 films in color also will enable us to further this exciting dimension of our business. We know these films will do well in Chicago, because we know Chicago."



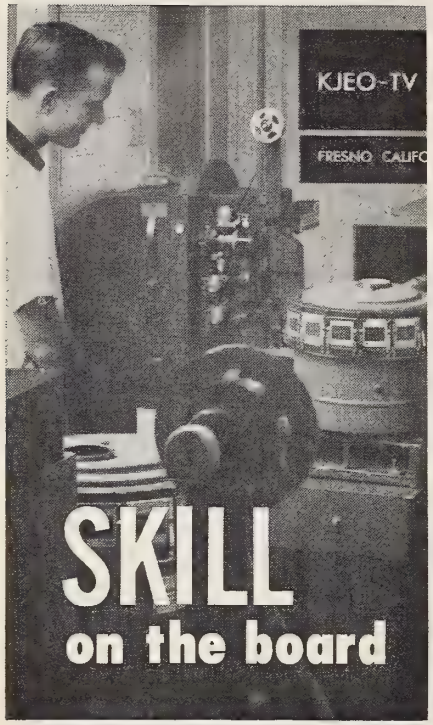
Edward A. Warren, Program Manager of WGN-TV, Chicago

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



Our "board of directors" is the technical best. The kind that knows how — and how important — the advertiser's message is. The "board" gets the word across. And with the kind of finesse that outstrips ordinary competition. The extras that mean "extra sell"— smooth handling of live or filmed commercial material to meticulous and bright delivery of local-live tie-ins — make KJEO-TV your right time buy.

KJEO-TV is talent. Right now, top announcers and top technicians are standing by ready to create the "air time corporate image" you want for your product.

In the Fresno market look no longer. You've got KJEO.

Ratings? We've got them! Starting with both the Nos. 1 and 2 shows in the market! (Nov. '60 Nielsen)

Check with your nearest H-R representative

network affiliation? abc Of Course!

KJEO

CHANNEL 47 Fresno, California

J. E. O'Neill, *President*

Joe Drilling, *Vice Pres. - Gen. Mgr.*

W. O. Edholm, *Commercial Mgr.*

NETWORK TV'S LEADING SPENDERS

Fourth quarter finds Anacin leading with $2.8 million

Anacin Tablets was network tv's leading brand advertiser for both the fourth quarter and for the month of December 1960, with estimated expenditures of $2,891,973 and $1,072,128 in the respective periods.

Television Bureau of Advertising's report today (March 20)on fourth quarter network tv billings by advertisers and brands was preceded this month by its release of top spot tv advertisers in the fourth quarter and gross time billings of national tv advertisers for the year (BROADCASTING, March 13).

National tv advertisers last year, it was reported, had record-setting gross time billings of nearly $1.3 billion. The network gross exceeded $682.3 million and national spot reached $616.7 million.

Procter & Gamble, American Home Products and General Motors lead TvB's fourth quarter list of top 25 network company advertisers and also its December list of top 15 company advertisers. The network tv gross time billing figures are compiled by Leading National Advertisers-Broadcast Advertisers Reports and are released by TvB.

The estimated network expenditures of the top 25 company advertisers range from Procter & Gamble's high of $11,911,680 to S. C. Johnson & Son Inc.'s $2,061,827. P&G's December expenditures came to an estimated $4,324,518. Three cigarette brands, Winston, Salem and L&M Filter Tip, followed Anacin as leading network brands advertised in the fourth quarter. In December, however, Anacin and Winston were followed up by Texaco Inc. and Crest Tooth Paste. Eight cigarette brands comprise the largest product category in the fourth quarter list of brand advertisers.

General Foods, which ranked second in fourth quarter tv spot billings, is in seventh position in network tv billings for the same period even though its expenditures were nearly equal.

TOP 25 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR
FOURTH QUARTER 1960

1.	Procter & Gamble	$11,911,680
2.	American Home Products	8,497,325
3.	General Motors	8,400,044
4.	Lever Bros.	5,834,086
5.	General Mills	5,740,264
6.	Colgate-Palmolive	5,255,139
7.	General Foods	4,714,695
8.	R. J. Reynolds	4,670,033
9.	Gillette	3,575,597
10.	Sterling Drug	3,562,272
11.	Texaco	3,147,088
12.	Philip Morris	3,069,438
13.	Liggett & Myers	2,843,632
14.	Brown & Williamson	2,816,376
15.	Ford Motor	$2,788,617
16.	Bristol-Myers	2,767,222
17.	National Biscuit	2,703,867
18.	Kellogg	2,621,780
19.	E. I. du Pont de Nemours	2,422,691
20.	Miles Laboratories	2,365,498
21.	American Tobacco	2,188,646
22.	National Dairy Products	2,180,338
23.	P. Lorillard	2,114,756
25.	J. B. Williams	2,064,780
25.	S. C. Johnson & Son	2,061,827

TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR
DECEMBER 1960

1.	Procter & Gamble	$4,324,518
2.	American Home Products	3,076,627
3.	General Motors	2,436,764
4.	Lever Bros.	1,781,095
5.	General Foods	1,763,643
6.	General Mills	1,744,335
7.	Colgate-Palmolive	1,730,370
8.	R. J. Reynolds	1,644,780
9.	Sterling Drug	1,291.356
10.	Philip Morris	1,239,331
11.	Texaco	1,066,822
12.	Bristol-Myers	1,035,096
13.	Liggett & Myers	992,959
14.	National Biscuit	982,561
15.	Ford Motor	965,752

TOP 25 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR
FOURTH QUARTER 1960

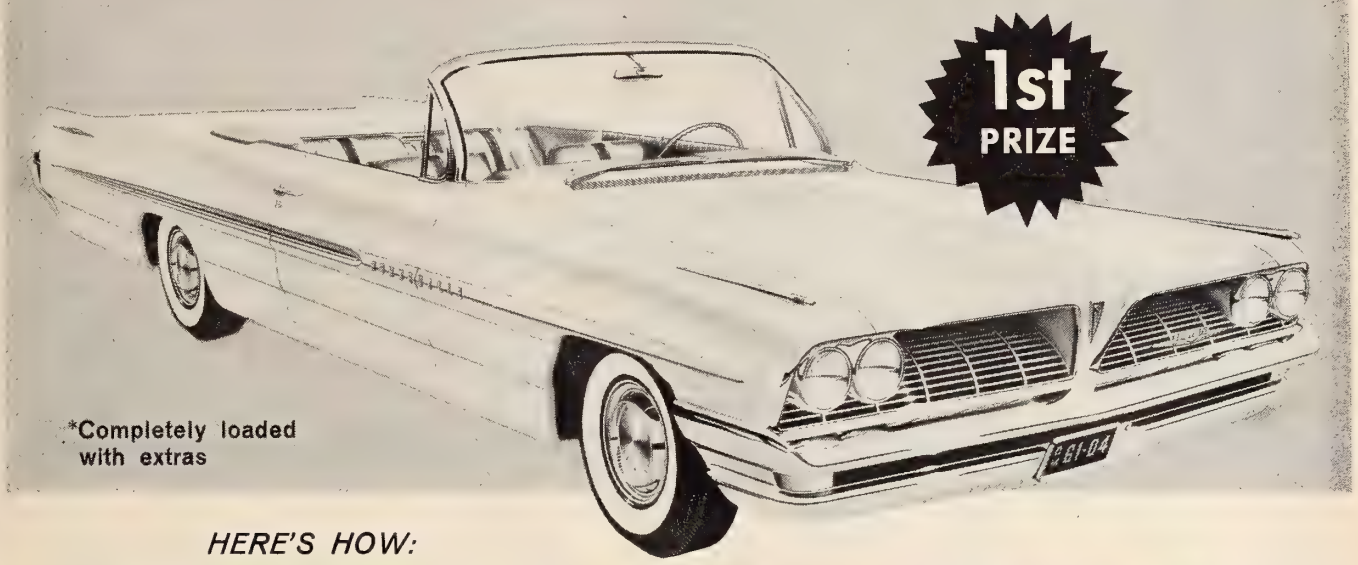
1.	Anacin tablets	$2,891,973
2.	Winston cigarettes	2,034,383
3.	Salem cigarettes	1,626,371
4.	L & M cigarettes	1,563,588
5.	Texaco (general promotion)	1,496,770
6.	Chevrolet (passenger cars)	1,470,326
7.	Colgate dental cream	1,414,295
8.	Bayer aspirin	1,387,188
9.	Dristan tablets	1,335,401
10.	Oldsmobile (passenger cars)	1,299,319
11.	Polaroid Land camera	1,279,529
12.	Crest tooth paste	1,276,155
13.	Betty Crocker cake mix	1,235,652
14.	Tide	1,216,602
15.	Bufferin	1,210,029
16.	Marlboro cigarettes	1,193,792
17.	Kent cigarettes	1,157,264
18.	Alka Seltzer	1,135,454
19.	Ford (passenger cars)	1,116.437
20.	Viceroy cigarettes	1,107,936
21.	Pall Mall cigarettes	1,104,473
22.	Commander cigarettes	1,085,811
23.	Phillips Milk of Magnesia	1,059.889
24.	Gillette (razors & blades)	1,048,351
25.	Gleem toothpaste	1,031,543

TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR
DECEMBER 1960

1.	Anacin tablets	$1,072,128
2.	Winston cigarettes	741,017
3.	Texaco (general promotion)	618,756
4.	Crest tooth paste	589.159
5.	L & M cigarettes	538,715
6.	Salem cigarettes	535,250
7.	Chevrolet (passenger cars)	471,176
8.	Bayer Aspirin tablets	468,079
9.	Colgate dental cream	466,289
10.	Kent cigarettes	464,926
11.	Bufferin	462,340
12.	Dristan tablets	459,922
13.	Tide	452,900
14.	Marlboro cigarettes	443,713
15.	Polaroid Land camera	428,278

ADVERTISERS! AGENCY PERSONNEL!....IT'S YOUR CONTEST!

WIN THIS 1961 PONTIAC Bonneville Convertible*



HERE'S HOW:

Guess How Many People Will Visit

WFAA-AM-FM-TV

"Communications Center®"

between April 5 & April 30



THESE FACTS WILL HELP YOU:

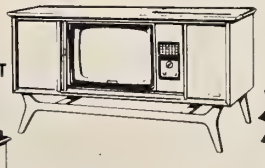
- Tours conducted weekdays 10 a.m. to 5 p.m., weekends 2 p.m. to 5 p.m.
- Newspapers, TV, Radio, Direct Mail to carry the Grand Opening story
- Top stars from ABC-TV and Hollywood will be on hand
- Souvenirs for adults and children who tour this fabulous new building
- 734,000 TV homes in the Channel 8 area... 1,400,000 radio homes under WFAA-820's powerful signal
- 2,500,000 people in the Channel 8 area, and over 5,000,000 blanketed by WFAA-820

CONTEST RULES

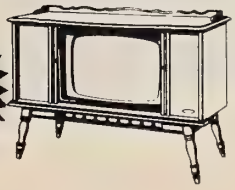
1. Contestants must guess the number of persons who will tour the new WFAA-AM-FM-TV "Communications Center" between April 5 and April 30, 1961.
2. All entries must be mailed to WFAA-AM-FM-TV, Young and Record Streets, Dallas, Texas on the contestant's business stationery and postmarked not later than midnight, May 5, 1961. Each entry must include the name of the contestant, firm and position held. Winners will be announced on May 15.
3. Contest is open to bona fide personnel of advertising agencies and their clients. (Southwest area agencies and clients attending Opening Ceremonies will participate in local event.) Employees of WFAA-AM-FM-TV, The Dallas Morning News, Edward Petry Co., and their advertising agencies are not eligible.
4. Decision of the judges is final. In the event of a tie, entry with the earliest postmark will be declared winner.

PLUS THESE OTHER VALUABLE PRIZES:

2nd PRIZE — Packard Bell HOME ENTERTAINMENT CENTER



3rd PRIZE



Packard Bell CONSOLE TV

Packard Bell TEACART PORTABLE TV



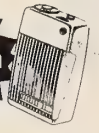
4th PRIZE

5th PRIZE



Packard Bell AM-FM RADIO

6th 7th, 8th PRIZES



Packard Bell TRANSISTOR RADIOS

WFAA AM-FM-TV DALLAS

Broadcast Services of The Dallas Morning News

PETER PAN IN SPOT SPECIAL

Bra firm goes it alone; signs up prime time in 25 big markets for 'Legend of Valentino'

Networks may wish they'd go away, but prime-time "spot specials" keep popping up.

A new advertiser is out this spring syndicating its own one-time show. Peter Pan Foundations Inc., New York, is clearing a coast-to-coast "regional" lineup of 25 big markets. It is a mixed selection of network affiliates (including one network-owned station, so far) and independents.

Peter Pan's show is *The Legend of Rudolph Valentino*. It will be broadcast the week of May 21 in the 10 p.m. hour on Sunday, Monday, Wednesday or Friday, depending on local availabilities. Ben Sackheim Inc. of New York, agency for the foundation garment maker, is clearing time and last week had worked about two-thirds of the way down the station list.

The Valentino documentary is by Sterling-Wolper Productions, the work of the *Silents Please* (ABC-TV) team of Saul J. Turell and Paul Killiam of Sterling Television Co., New York, and David Wolper, West Coast co-producer who was responsible for last spring's spectacular *Race for Space*, sponsored by Shulton Inc. on more than 100 stations through Wesley Assoc., New York.

Experimenting ▪ This is a new direction for Peter Pan, which has been using some network and spot announcements. If the spot special does well, it may go into other markets, possibly repeat in some, and there could be others to follow. *Valentino* does not, however, represent a deliberate move based on months of planning. It is just a show the Peter Pan people saw and liked. When they bought it, Herbert E. Mayer, executive vice president, and his colleagues didn't know quite how they would get it on the air but thought enough of it to buy it and then work out the means.

A national network was out of the question for the size campaign they had in mind, but they worked on the idea of a custom hook-up, using lines of Sports Network, New York (CLOSED CIRCUIT, Feb. 20). Stations were cooperative in preliminary discussions, but the complications of same-night clearance and production costs decided the issue in favor of market-by-market film distribution.

These are markets and call letters (where stations have been cleared) on the lineup for *The Legend of Rudolph Valentino:* WPIX (TV) New York, WBZ-TV Boston, Philadelphia, WCCO-TV Minneapolis, San Francisco, KYW-TV Cleveland, Cincinnati, Detroit, WTVJ (TV) Miami, WAPI-TV Birmingham, Los Angeles, WBBM-TV Chicago, WITI (TV) Milwaukee, WTTG (TV) Washington, KHOU-TV Houston, KMBC-TV Kansas City, St. Louis, KTVR (TV) Denver, WLWA (TV) Atlanta, Pittsburgh, KTVT (TV) Fort Worth-Dallas, KARK-TV Little Rock, WTTV (TV) Indianapolis, Richmond and Seattle.

Peter Pan products to be advertised will be the new Inner Circle Honeycomb and Wireless bras and Network girdle. The client and Sackheim are planning a big store splash involving a Valentino contest, and it is being suggested to retailers that they buy adjacencies to tie in. In-store and newspaper and special promotion plans are underway.

Joseph Battaglia Jr., radio-tv director of Sackheim, who is coordinating the job, said that prints of the documentary would be bicycled as much as possible but that 18 prints probably would be necessary.

Scenes that document the 13-year career of Rudolph Valentino have been gathered for tv from divergent sources. Photographs show his background in Italy, crossing the ocean as an immigrant in 1913 and other informal scenes from the five-year period during which Valentino became a national idol. Clips from his motion pictures, private home movies and newsreels are part of the record now being completed at the Sterling Studios in New York.

Peter Pan was on the air last summer with ABC-TV's daytime *Who Do You Trust?* and except for the new Inner Circle commercial, product emphasis on the spot documentary will continue as on the network. A year before, Peter Pan was the subject of a special survey by Television Bureau of Advertising which found high brand-awareness penetration in a single market after a one-month announcement campaign.

RAB would a-wooing go to tire, battery firms

Radio Advertising Bureau turned to the more than 400,000 U. S. retailers selling tires, batteries and automobile accessories. All RAB members received a series of sales tools to coincide with the start of the springtime selling push of TBA dealers. Included are a flip-card presentation, case history folders, a collection of promotion ideas and a special background report on the $4 billion TBA industry.

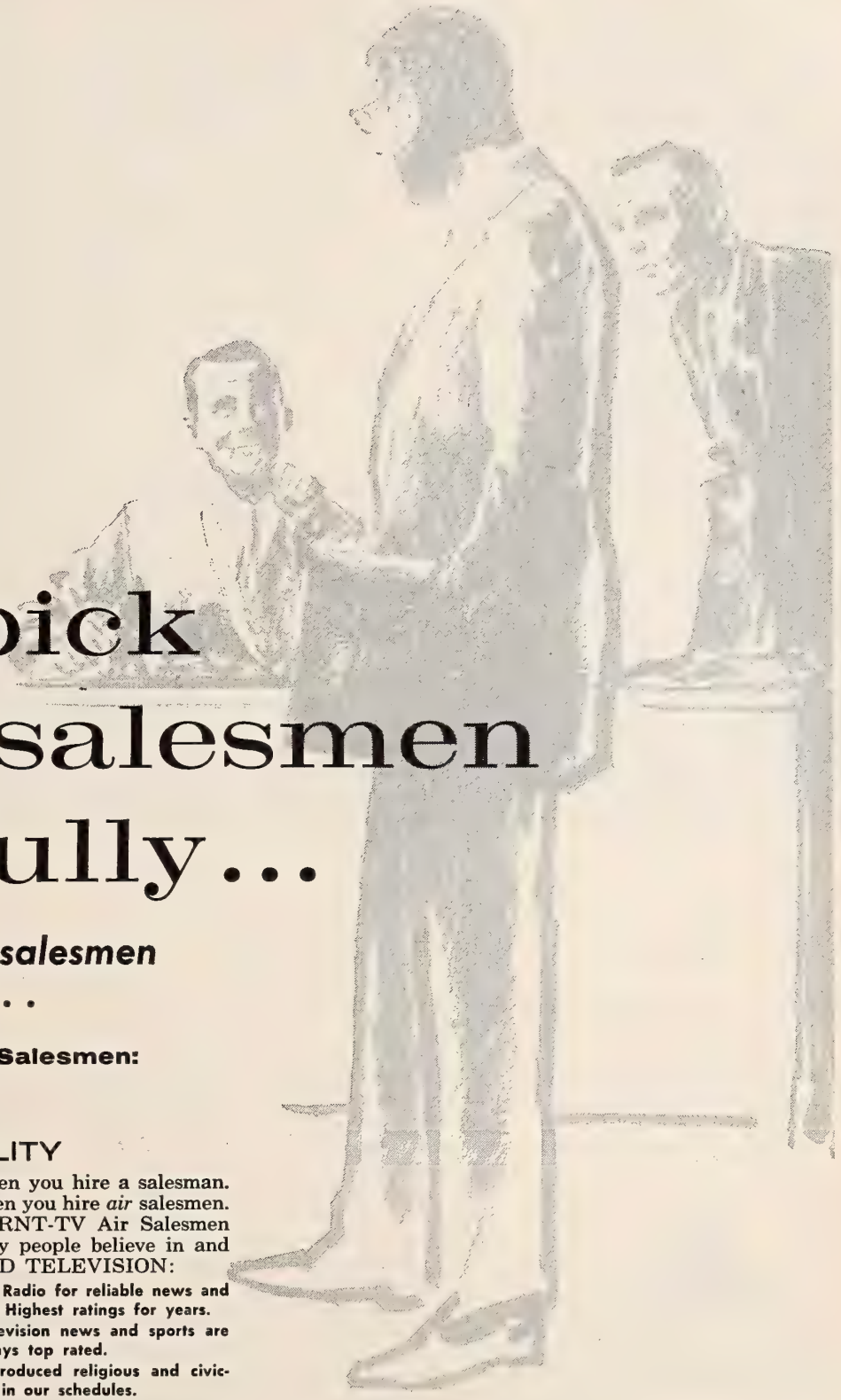
RAB also reported American women spend 943 million hours annually in



The program is 'The Legend of Rudolph Valentino,' a scene from which is shown above. It is taken from 'Beyond the Rocks' in which Valentino played with Gloria Swanson.



The product is the Peter Pan Foundation line of bras and girdles. Features of the Inner Circle, Honeycomb and Wireless bras are illustrated in commercials.



You pick your salesmen carefully...

Choose your air salesmen just as carefully . . .

Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

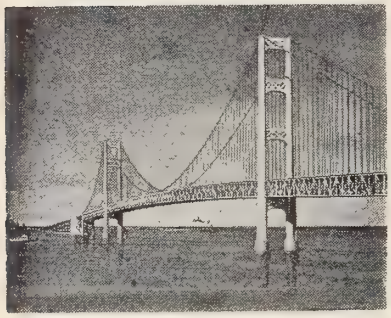
An Operation of Cowles Magazines and Broadcasting, Inc.

MICHIGAN'S

UPPER PENINSULA

IS EASILY AVAILABLE

NOW



The New $100,000,000

BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B
(M-F, 6 PM-Mid.)
2300 **MORE** Homes Reached Than Sta. B
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

110,000 beauty shops, an average visit of 1 hour and 35 minutes. RAB commissioned Fact Finders Assoc. Inc. to measure radio's penetration of beauty shops. More than 60% of the shops surveyed reported they normally keep radios on during business hours. Says RAB: this is another addition to the "medium's almost limitless out-of-home listenership."

RAB also has been conducting an off-beat mail campaign to make advertisers think twice about their present advertising techniques. The campaign consists of a mail barrage to department store executives from a William McKinley, head of We Have Always Done It That Way Inc. who salutes the stores for promotional methods "unchanged since the days of Benjamin Franklin." Both the firm and its president are RAB creations.

Information, news shows grabbed by CBS clients

CBS Radio last week reported a series of multiple-unit news and information program sales, firm for periods ranging from 6 to 29 weeks, and hoped it marks a network radio buying trend that would spread to other advertisers.

The purchases, for the most part representing more solid commitments than the in-and-out business evident in much of the network's informational programming, included the following:

Midas Mufflers (through Bozell & Jacobs, Chicago) signed for the five-minute *Sidelights* feature Mondays through Fridays for 26 weeks. Warner-Lambert's Fizzies drink (through Lambert & Feasley, New York) bought three five-minute periods a week in daytime news and Art Linkletter's *Houseparty* for 13 weeks. Ex-Lax (through Kastor, Hilton, Chesley, Clifford & Atherton, New York) picked up three five-minute periods a week in news, features and *In Person* for 29 weeks. Fram Corp.'s filter products (deGarmo Inc., New York) bought six five-minute units a week in late-afternoon news programs for six weeks.

CBS Radio officials also reported other business, principally in units of the network's morning personality programming block, signed by a number of advertisers, including Eastern Products Corp., Edison Chemical Co., Fels & Co., Sea Breeze Labs, General Mills, Mazola Margarine, Frank Tea & Spice Co., Scholl Mfg. and General Foods.

When not walking dog, they're watching tv

Next to dogs, tv is the pet owner's best friend. Television Advertising Representatives Inc., New York, which has concluded a study of pet owners in the five Westinghouse Broadcasting tv markets, reported in its latest Audience Dimension project last week that pet owners watch more tv than non-pet-owning families, dog owners, 19% more, and families owning pets of any kind, 16% more.

RAB calendar

Radio Advertising Bureau, New York, has prepared for station and agency copywriters an in-depth study in calendar form on selling trends in the men's wear industry. Suggestions on how to keep a customer on the air, or to set up an annual plan for men's wear prospects are included. The bureau's "Radio Copy Calendar for Men's Wear," which provides a month-by-month study of selling trends, reports November, December and June as the industry's best months, while March, when males buy clothes for Easter, is actually one of the poorest total volume months. RAB's calendar also includes a dozen pages of suggested copy lines and phrases.

Poor advertising support causes product failure

Relaxing at the advertising switch is probably the single most important reason that nine out of ten new products fail. Robert MacLachlan, director of new products operations of Lever Bros., underscored advertising's life-or-death role in a speech last week before the Marketing Executives Club of New York. Speaking on "Profit Considerations in New Product Introductions," he said marketing men must persuade management to spend enough at the beginning if they are to avoid failure or inhibit their maximum share of the market.

New products, "the lifeblood of most of our businesses," ought to get 18 to 24 months of intensive support during the introductory ad period.

Business briefly...

Pacific Ocean Park, Santa Monica, Calif., launches its 1961 pre-Easter opening March 20 with a saturation radio spot campaign on eight Southern California stations, plus newspaper space. Fuller & Smith & Ross, L. A., is agency.

Airequipt Mfg. Co., Superba Sonic wireless-controlled slide projector, New Rochelle, N.Y., which introduced the new line of projectors last fall on NBC-TV's *The Jack Paar Show*, will launch its biggest spring advertising



You roll it... let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality... Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you . . . assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming . . . give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than ½ second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

RCA Broadcast and Television Equipment, Camden, N. J.

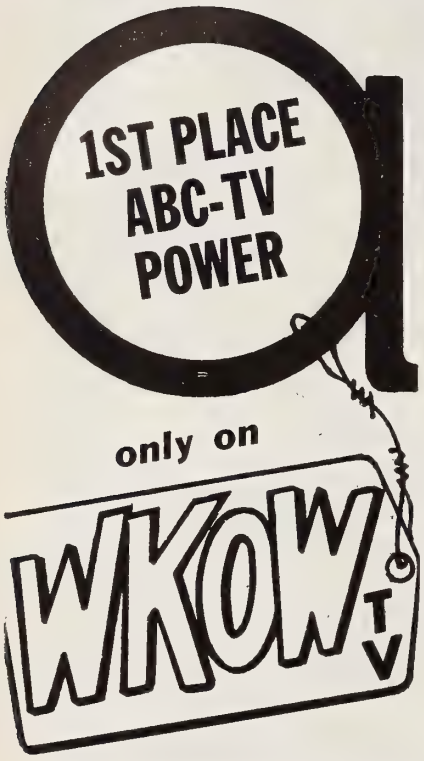
Get the full facts on the new RCA TK-21C Vidicon Film Chain- See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. SC-22, Building 15-1, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

IN MADISON



• Now in 1st place 6 p.m. to midnight (Mon. thru Fri.). **WKOW-TV** increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959; Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• **WKOW-TV** noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on **WKOW-TV.**

• The audience has switched to **WKOW-TV!** Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to **WKOW-TV.**

WKOW-TV

and 10,000-watt WKOW-AM

TONY MOE,
Vice-Pres. and Gen. Mgr.
Represented nationally by
THE BOLLING CO.
In Minneapolis by
WAYNE EVANS & ASSOC.



MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO RADIO Des Moines

program in April with a three-month schedule of weekly participations in the same late-night show. Agency: Sudler & Hennessey Inc., N.Y.

ASR Products Co., N. Y., a division of Philip Morris Inc., and manufacturer of razors, blades and shaving accessories, will introduce its new Pal Premium Edge Injector Blades with a more than $1 million advertising campaign, via Benton & Bowles, on tv, and in newspapers and national magazines. A "substantial portion" of the budget will be spent in advertising on such CBS-TV network programs as *Rawhide* (Friday, 7:30-8:30 p.m.), *Route 66* (Friday, 8:30-9:30 p.m.), *Douglas Edwards and the News* (Weekdays), *Perry Mason* (Saturday, 7:30-8:30 p.m., all times EST) and others still to be determined. A possible radio and tv spot campaign is being considered.

Sinclair Oil Corp., N. Y., has purchased for the summer period alternate-week sponsorship of the *Lawrence Welk Show* (Sat. 9-10 p.m.) on ABC-TV, with New England and West Coast areas omitted from Sinclair's 15-week stint that starts in June. J. B. Williams Co. continues as alternate sponsor. Sinclair agency: Geyer, Morey, Madden & Ballard, N.Y.

Pharmacraft Labs., N. Y., is planning a 50-market spot tv buy for its new Allerest allergy pill. The campaign, beginning in mid-April, will run through the summer. Agency: Papert, Koenig, Lois Inc., N.Y.

ARTS to be radio-tv department for agencies

WILL OFFER THEM ALL SERVICES EXCEPT TIMEBUYING

In another expansion of its activities, ARTS (Advertising Radio & Television Services Inc.), New York, last week revealed plans to function as the radio-television department of agencies without such a facility.

Gerald Auerbach, president, said the company has surveyed advertising agencies without radio-tv departments throughout the country and the response indicates there is "a real need for such a service." He pointed out that ARTS is in a position to offer all services related to the broadcasting field except timebuying, a media function .

ARTS, which has grown to an organization of 66 staffers from 45 four months ago, now can offer advertising agencies these services, according to



Gerald Auerbach, President of ARTS (second from r) discusses with his key executives a plan whereby ARTS offers its varied services to function as the radio-tv department of advertising agencies without such a unit. Grouped around Mr. Auerbach are (l to r) Henry Traiman, vice president and general manager of Gerald Productions, production arm of ARTS; Louis Mucciolo, vp and executive producer and Oliver Barbour, senior vp of ARTS.

MAGIC SEVEN



Start with our channel number on top (as indicated) and put a different digit in each blank square so that each row and diagonal totals fifteen.*

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publication, Inc., N. Y. (If you've already won it, say so in your entry and we'll send this one to your secretary.)

**Feel free to use the channel number of* any *Washington TV station within the squares (we're broad-minded that way) as long as ours is on top. This is only fair, as media buyers are putting us on top of their schedules since we became the top nighttime station in Washington.*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Mr. Auerbach—the creation of storyboards, writing of copy, production of commercials, distribution of commercials, program consultation and creation and physical distribution of programs. In the programming area, agencies may consult with Oliver Barbour, formerly vice president in charge of radio-tv programs for Benton & Bowles, who recently joined ARTS as a senior vice president. In commercial production, interested agencies can call on the services of two former Robert Lawrence Productions producers—Louis Mucciolo and Henry Traiman—who are respectively vice president-executive producer and vice president-general manager of Gerald Productions, the producing arm of ARTS.

Mr. Auerbach believes that of the 6,000 advertising agencies in the U. S., less than 10% have their own radio-tv departments. He is convinced that ARTS can prove to be a "valuable adjunct" to the agencies with accounts that possibly could use radio-tv if ARTS facilities were engaged; to the agencies that have only a few accounts in the broadcast media, and to agencies that have the print side of the account but not the broadcast billing.

'Vertical' Growth ▪ Gerald Productions was formed five and a half years ago by Mr. Auerbach with a $2,700 investment as a company that produced promotion spot announcements for the three tv networks. Since that time, it has set up various divisions aimed at offering advertisers and agencies "a complete service on a vertical basis." In addition to functions already cited, ARTS (the company's overall name) offers storage facilities for programs and commercials; dubbing of programs and commercials; production of industrial films and closed-circuit and live industrial shows.

The closed-circuit and dubbing operations were begun only a few weeks ago. Last week ARTS opened offices in Toronto and Montreal to distribute (but not sell) filmed programs and commercials to stations throughout Canada on the behalf of film organizations and agencies.

Future plans of the company include program production of its own, and, under Mr. Barbour's supervision, a 15-minute "game show" titled, *Public Eye*, is being presented to tv networks as a possible summer replacement. The most immediate large-scale project is the establishment of ARTS' own film laboratory and officials are now examining various sites in New Jersey, 15 minutes away from mid-Manhattan. Mr. Auerbach promises a film laboratory that "will be particularly cognizant of the requirements of the tv industry."

AFA awards deadline

Nominations for the Advertising Federation of America's third annual public service medal awards now are being accepted. Qualification for the awards, which honor living advertising people who have contributed outstanding achievements to advertising and public service, is that recipients be primarily advertising people who have spent a substantial part of their career in the media, agency or management side of the business. At the same time, AFA is inviting nominations for the 1961 election to the Advertising Hall of Fame. Nominations for this and for the public service awards must be received by AFA, 655 Madison Ave., New York 21, N. Y., not later than April 21.

EDITORIALS & ADS

Ads termed more believable on editorializing stations

So they editorialize at WOF in East Elbow. But does the timebuyer care?

Some dedicated editorializers took on this one at last week's (March 14) Timebuying & Selling Seminar of the Radio & Television Executives Society in New York.

The answer of Ben Strouse, president of WWDC Washington and WMBR Jacksonville, Fla., was in the title of his speech, "Broadcast Editorials: Key to Believability." John L. McClay, general manager of WJZ-TV Baltimore, seconded the thought and went further to stake much of broadcasting's future on editorial commitment.

The stature that grows from editorializing has a definite carry-over value to the advertiser, in the experience of Mr. Strouse's stations. He cited WWDC's progress in a local audience study that asked, "On what station do you think the commercials are most truthful?" WWDC took first place the last time around, but three years ago it was third, he said, adding, "We think at least part of the reason for our improved standing is our policy of consistently broadcasting hard-hitting editorials."

Civic, government and business leaders are asking now for editorial support of public-service campaigns, where in years past they would have been content with an announcement schedule, the president of WWDC Inc. reported. The Washington station has gained a "Mr. Fixit" reputation with listeners following campaigns against tv repair rackets and other crusades, and this "gives more meaning, more acceptance to commercials," according to Mr. Strouse, who played recorded samples from an editorial campaign on social problems of alcoholism.

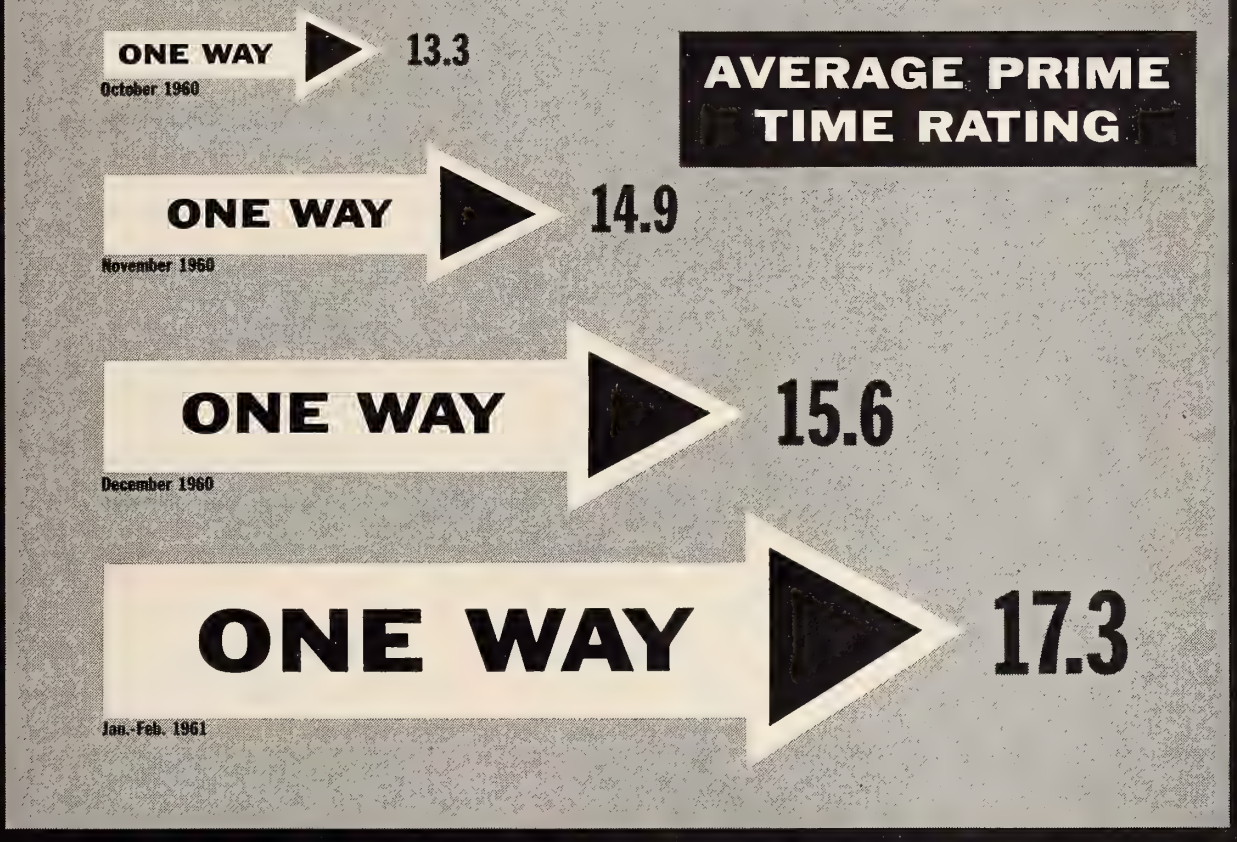
Opinion-Making ▪ WJZ-TV's Mr. McClay marked out for timebuyers several areas where the station which editorializes is a better buy than one which doesn't; station identity, news, responsiveness to the community and impact on the business community. Speaking for one of an editorializing group Westinghouse Broadcasting Co., he explained that just as readers commit themselves to newspapers, magazines and books because they have opinions, broadcasters similarly can become a factor in people's minds. The editorializing station does a better news job "not because its editorials will color its news, but because newsmakers are more conscious of, more anxious to inform any medium which has opinions." Similarly, business and the community turn to the committed station with awareness and respect, he said.

Timebuyers were reminded by Mr. McClay that advertising's essential function is to produce a decision process and "if, as I believe, the most important decision process between a station and its audience lies in the field of editorials, that's one reason editorials are of material interest to you." The FCC is encouraging editorializing to the extent that the subject has been proposed for license renewal applications, Mr. McClay reminded listeners. Editorializing stands to widen horizons of broadcasting altogether and it is up to sellers and buyers to recognize this as "relevant" information in the sales story, he urged.

All the Storer Broadcasting Co. stations are gearing to editorialize following a successful start on WAGA-TV Atlanta, according to Terry Lee, vice president and station managing director, who moderated the RTES session on editorializing.

Political Candidates ▪ Endorsement of political candidates remains a touchy area for broadcasters, speakers agreed in the RTES discussion period, but ground is being broken. Stephen B. Labunski, vice president and general manager of WMCA New York (and chairman of the RTES seminars), described his station's experience in endorsing John F. Kennedy last year. Republicans asked for newspaper advertising support equal to that given the editorial by Nathan Straus, board chairman of WMCA, which backed up the endorsement with pages in all New York newspapers. The station ended by buying a page in the *New York Times* to advertise Henry Cabot Lodge's reply to the Straus editorial. None of the groups before the RTES last week endorses candidates. "Broadcasting is going to come to it, but it takes long experience, and we're going slow," Mr. McClay said.

THERE'S NOTHING HARDER TO STOP THAN A ONE-WAY TREND



And according to Arbitron's latest report, it is very clear that the television traffic trend continues to point ONE WAY—to Channel 7

Jan.-Feb. 1961

Network Station X	18.5
WABC-TV	**17.3**
Network Station Z	14.6

(Arbitron: 7:30 to 11 PM, Monday - Saturday; 6:30 to 11 PM, Sunday)

CHANNEL 7

WABC-TV CHANNEL 7

Flagship Station ABC Television Network

THE MOST ENJOYABLE TREND IN TOWN

DUPONTS TO KDKA-TV, WAVZ, MORGAN

WAVZ repeats in winning one of 1960 radio-tv awards

Television station KDKA-TV Pittsburgh, radio station WAVZ New Haven, and ABC commentator Edward P. Morgan are the 1960 winners of the Alfred I. duPont Radio and Television Awards.

It's the second time the WAVZ station has won the duPont award. WAVZ won first in 1950.

The award to KDKA-TV is the first for the television station; KDKA radio was a 1945 winner.

Winners will receive engrossed plaques and checks for $1,000 at the annual awards banquet on March 24 at Washington's Mayflower hotel.

A panel of five judges, including Mrs. Jessie Ball duPont, who established the awards in 1942 in memory of her late husband, Alfred I. duPont, selected the winners from nominations submitted by the broadcasting industry and the general public. In addition to Mrs. duPont, the judges panel included Fred C. Cole, president of Washington & Lee U.; Mrs. E. Lee Ozbirn, president of the General Federation of Women's Clubs; Clifford J. Durr, a former member of the FCC, and W. McNeill Lowry, of the Ford Foundation.

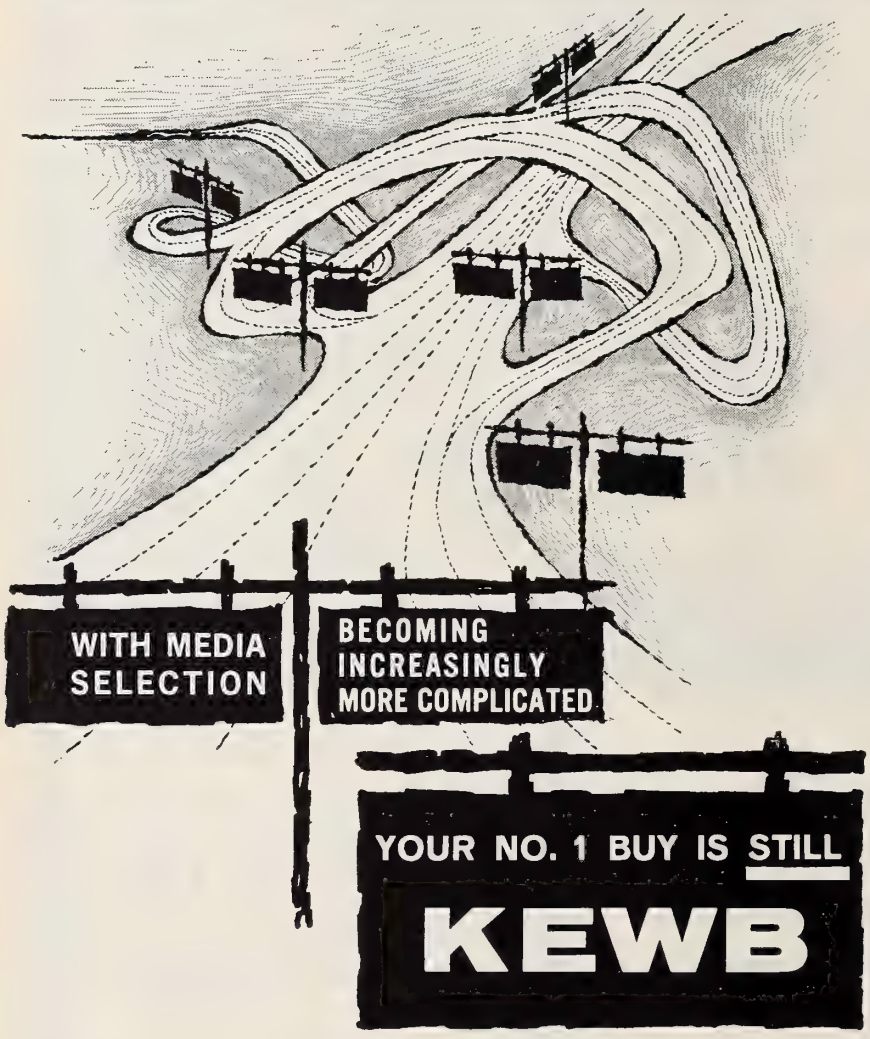
The judges cited KDKA-TV for "management policies which seek to enlarge the station's understanding of the interests, activities, and needs of the community and region served, as well as for a responsible programming policy resulting in a wide variety of cultural, scientific, editorial, educational, and public affairs programs, superior in production quality, and often broadcast at prime time."

WAVZ was praised for "active and helpful participation in the political, economic and cultural life of the community, resulting in editorial investigation and advocacy, aggressive reporting of public affairs, and such meritorious projects as the series of programs designed to acquaint young people with the problems of young people in other lands, with the distribution of teaching aids to local schools."

Commentator Morgan was cited "for the vigor of his independent pursuit of the elusive fact, for the soundness and thoroughness of his reporting, for his integrity in interpreting the facts as he sees them, and for his willingness to be forthright when he feels that the urgency of an issue requires it. While many of his conclusions are controversial, he represents the best tradition of vigorous commentary at a time when the personal commentator in broadcasting has often yielded to other forms of reporting and discussion of public affairs, and when voices in public debate are often muted by consideration irrelevant to responsible personal judgement and integrity."

Two other relatively large stations were commended by the awards committee, although it was emphasized that such commendation does not constitute a duPont award. Special mention went to WNTA-TV Newark, N. J. (New York City), and WHAS Louisville, Ky.

Washington & Lee U, with its president acting as chairman of the committee of awards and Prof. O. W. Riegel, director of the Lee Memorial Journalism Foundation, acting as curator for the awards, has administered the duPont Foundation's program since 1951.



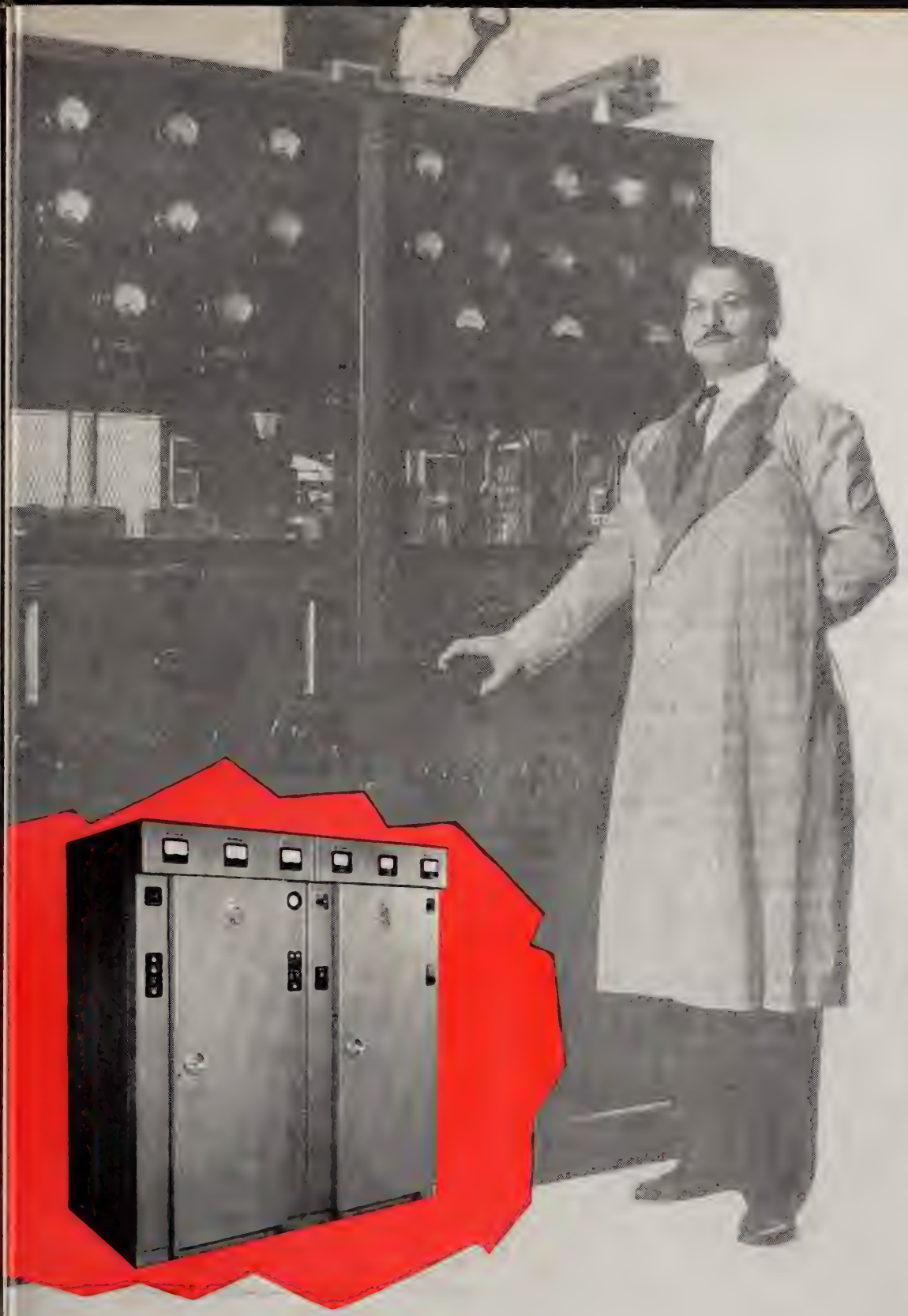
Analysis proves that in San Francisco, a two-station combination must first include KEWB, then another of the top four stations, to reach the greatest number of unduplicated homes at the lowest cost per thousand.

Source: A.C. Nielsen, one-week cume, 6 AM-7 PM, 24 anncts. Mar-Apr 1960, San Francisco/Oakland NSI Report.

national representatives: The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORP.

A SOUND CITIZEN OF THE BAY AREA



5,000 TRANSMITTERS AGO . . .

this fellow had 21 gauges, 12 hand controls, and numerous switches that required constant manipulation and frequent checking just to stay on the air.

TODAY'S LATEST TRANSMITTER,

Continental's 315B/316B 5/10 KW AM transmitter features push-button control for unattended operation, instantaneous power cut-back to 1 or 5 KW and tuning that is instant and reliable.

Get the details on tomorrow's transmitter today. It will be operating reliably 5,000 TRANSMITTERS FROM NOW . . .

Continental Electronics

MANUFACTURING COMPANY

4212 South Buckner Boulevard ■ Dallas 27, Texas ■ EVergreen 1-1135 SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Designers and Builders of the World's Most Powerful Radio Transmitters

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KRSI Minneapolis, Minn.: Sold by William E. Schons and associates to Red Owl Stores Inc. for $330,000. Red Owl is Minneapolis-based food chain. Upon FCC approval, station will have on board of directors John C. Cornelius, former executive vice president of BBDO and Osborne Advertising Agency and now president of American Heritage Foundation; Donald McNeely, St. Paul Terminal Warehouse; Erling E. Rice, Lawrence Rixe and Michael McMahon, Red Owl Stores. Mr. Schons will continue with station in executive capacity. KRSI is 1 kw day on 950 kc. Broker was Blackburn & Co.

▪ KFML-AM-FM Denver, Colo.: Sold by Evert Bancker and associates to Fine Arts Broadcasting Co. for $260,000. Fine Arts is subsidiary of Televents Inc., Denver, headed by Carl M. Williams and Bill Daniels, which holds cps for vhf television outlets in Gallup, N. M., and Lamar, Colo. KFML is 1 kw daytime on 1390 kc; KFML-FM operates on 98.5 mc, with 2.35 kw.

▪ WLOW Portsmouth, Va.: Sold by Joseph Maloney and associates to Tim Elliot and group for $250,000. Mr. Elliot owns WICE Providence, R. I. WLOW is 250 w on 1400 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ KRKD-AM-FM Los Angeles, Calif.: Sold by Jack D. Feldman, Al Zugsmith, Frank Oxarart and estate of Robert A. Yeakel to International Church of Foursquare Gospel for $1.5 million. Church already owns non-commercial KFSG Los Angeles which shares time on 1150 kc with KRKD; it is headed by Dr. Rolf K. McPherson, with broadcast station under management of Dr. M. D. Buchen. Upon consummation, KRKD will apply for full-time operation with KFSG permit being surrendered.

▪ WRAW Reading, Pa.: Sold by Robert S. Reider and associates to William F. Rust Jr. and Ralph Gottlieb for $307,000. Messrs. Rust and Gottlieb are principal owners of WKBR-AM-FM Manchester, WTSN Dover and WKBK Keene, all New Hampshire; WAEB Allentown and WNOW-AM-FM-TV York, both Pennsylvania. Charles Weiland, a present WRAW stockholder, will continue as 15% stockholder in new ownership. Chairman Newton N. Minow did not participate; Commissioner Robert T. Bartley dissented, voting for a hearing.

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Shreveport tv stations to switch networks

The realignment of television network affiliations in the Shreveport, La. area became official last week with announcement that KTBS-TV Shreveport would switch its primary affiliation from NBC-TV to ABC-TV on Sept. 3. KTAL-TV Texarkana-Shreveport (formerly KCMC-TV Texarkana, Tex.) was reported earlier to have signed to move from ABC-TV to NBC-TV, and it was assumed then that KTBS-TV would go to ABC-TV (BROADCASTING, March 6). KSLA-TV is the CBS-TV primary affiliate in Shreveport.

The KTBS-TV move was announced by E. Newton Wray, president and general manager of the station, and Julius Barnathan, ABC vice president for affiliated stations. KTBS-TV is on ch. 3, KTAL-TV is on ch. 6 and KSLA-TV is on ch. 12.

Fm day scheduled May 7

A special fm day is planned May 7 on the opening day of the NAB convention in Washington, D.C., running from May 7-10. Planning the fm function is a subcommittee of the NAB's fm radio committee including Everett L. Dillard, WASH (FM) Washington, and Fred Rabell, KITT (FM) San Diego. Mr. Dillard is chairman of the association's fm committee and will be responsible for the afternoon session. Mr. Rabell, president of the National Assn. of Fm Broadcasters, the sales promotion arm of the fm industry, will be in charge of morning activity. The subcommittee was appointed during a meeting of the fm committee in Washington, March 10.

KBAK-TV building new studio

KBAK-TV Bakersfield, Calif., has begun construction of its new $112,500 downtown home. The new facility, scheduled to be completed by June 1, is said to have more than double the space of the station's current main studio.

Overall cost of the operation (building, land, equipment and the impending transmitter site move) has been set in excess of $500,000 according to Ed R. Tabor, vice president and general manager.

The ch. 29 station is owned and operated by the Reeves Broadcasting & Development Corp., New York. Licensee is Bakersfield Broadcasting Co.

Collins wants 'high level' shows on tv

The television industry was urged last week by NAB President LeRoy Collins to eliminate "excessive violence" from programs and to improve the amount of "very high-level programming" in prime time.

Mr. Collins embodied these recommendations in a talk before the Radio & Television Executives Society of New York last Wednesday (March 15). Specifically, he called on the three television networks to present an agreed-upon amount of "quality programming" each week. He indicated that a combined total of six hours a week of such programs in prime time would be satisfactory. (CLOSED CIRCUIT, March 13).

The three television networks issued statements at the conclusion of Gov. Collins' talk, and generally endorsed the comments made by the NAB president. NBC issued a lengthy statement applauding Gov. Collins' remarks and pointed to "a large volume" of informational and cultural programming it has scheduled for the coming season.

The CBS statement that followed was terse: "We support Gov. Collins' objectives and look forward to the day when they can be realized." ABC cited its Winston Churchill series, *Closeup!* and *The Flintstones* as examples of the "quality programming" the network is carrying and pointed out that ABC-TV is against the "portrayal of horror or violence for its own sake."

He stressed that any effort to upgrade tv programming would be the concern of various facets of the industry and he cited such groups as the networks, the film producers, the stations and the advertisers as partners in "a cooperative venture." He added:

"If this degree of cooperation requires clearance from the Dept. of Justice, we shall try to get it."

Mr. Collins acknowledged that the "staple" of television programming will consist of the western, situation comedy, detective stories and variety shows, but he was firm in the view that "quality product" can succeed.

"The well-written, well-produced series will more and more attract a larger audience and bring a larger return than second-rate efforts," Mr. Collins declared. "To the extent that education and recognition can further this desirable emphasis on quality, broadcasters should utilize both."

He pointed out that although the broadcaster makes the final responsibility for the quality and the scope of broadcasting service, the advertiser and his agency can—and do— play an "important part in helping broadcasters to fulfill that obligation." He urged advertisers and their agencies to place their influence in program selection "on the side of quality and integrity." He also exhorted them to maintain advertising copy standards of "good taste."

Mr. Collins conceded that "broadcasting's house never will be in perfect order," but he urged the industry to assume "moral responsibility" and to show "highly dedicated and competent leadership."

WOWW begins broadcasting

WOWW Naugatuck - Waterbury, Conn., started broadcasting Feb. 26. Owned by Naugatuck Valley Service Inc., WOWW operates on 860 kc with 250 w daytime. Its national representative is Walker-Rawalt Co., New York. John T. Parsons is president and general manager.

Catv systems change hands

The sales of two community tv systems have been announced.

Leadville, Colo., system, with 800 subscribers has been sold to Televents Inc., a group owner of five other catv systems in Colorado, for $98,000. Televents total subscriber list is brought to over 3,000 with this purchase. The company is owned by Carl M. Williams, Bill Daniels and others.

With 330 customers, the Coleman, Tex., system has been sold to Charles Nolen, oilman and rancher, for $85,000.

Both transactions were handled by Daniels & Assoc.

NAB to elect 13 radio board members

Ballots for the election of 13 members of NAB's Radio Board will be mailed March 22. Listed will be 27 nominees for the 13 vacancies, with all ballots to be returned by April 6 and announcement of the results to be made April 7.

The winners will succeed 13 broadcasters now on the 29-member board whose terms expire May 10 at the conclusion of the NAB convention to be held in Washington May 7-10.

Nominees' recommended to run by colleagues in their district, are as follows (asterisk indicates incumbent):

District 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)—Richard E. Adams, WKOX Framingham, Mass.; Carleton D. Brown, WTVL Waterville, Me.

District 3 (Delaware, Eastern and Western Maryland, Pennsylvania, West Virginia)—*John S. Booth, WCHA

STATIONS FOR SALE

EAST—$170,000.00

Beautiful, New England property. Major market in *that* area. Asking between $160,000.00 to $170,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000.00

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest fulltimer with metropolitan area population of 140,000. This station needs strong management to return it to top position in the market. Price is negotiable with down payment of $115,000.00 necessary. Owners anxious for fast sale.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$105,000.00

Pacific Northwest fulltime radio station grossing in excess of $5,000.00 monthly. Has heavy fixed assets including own land and building. Priced at $105,000.00 with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC

NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

Chambersburg, Pa.; Roy E. Morgan, WILK Wilkes-Barre, Pa.

District 5 (Alabama, Florida, Georgia, Puerto Rico)—James L. Howe, WIRA Fort Pierce, Fla.; Malcolm Street, WHMA Anniston, Ala.

District 7 (Kentucky, Ohio)—Paul F. Braden, WPFB Middletown, Ohio; Hugh O. Potter, WOMI, Owensboro, Ky.

District 9 (Illinois, Wisconsin) — George T. Frechette, WFHR Wisconsin Rapids, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Egmont Sonderling, WOPA Oak Park, Ill.

District 11 (Minnesota, Eastern North Dakota, Eastern South Dakota) —Ross E. Case, KWAT Watertown, S.D.; *Odin S. Ramsland, KDAL Duluth, Minn.

District 13 (Texas)—*Boyd Kelley, KRRV Sherman; Dave Morris, KNUZ Houston.

District 15 (Northern California, Hawaii, Nevada)—John Cohan, KSBW Salinas, Calif.; *B. Floyd Farr, KEEN San Jose, Calif.

District 17 (Alaska, Oregon, Washington)—Lee Bishop, KORE Eugene, Ore.; Ray Johnson, KMED Medford, Ore.

Large Stations—John H. DeWitt Jr., WSM Nashville, Tenn.; John S. Haves, WTOP Washington, D.C.

Medium Stations—*Rex Howell, KREX Grand Junction, Colo.; Willard Schroeder, WOOD Grand Rapids, Mich.

Small Stations—*F. E. Lackey, WHOP, Hopkinsville, Ky.; Ben B. Sanders, KICD, Spencer, Iowa.

Fm Stations—Fred Rabell, KITT-(FM) San Diego; Ben Strouse, WWDC-FM Washington.

ABC News to open Rio bureau

ABC News is establishing a news bureau in Buenos Aires, headed by Robert N. Lindley, who has been a South American correspondent for ABC Radio and NBC-TV for the past eight years. ABC's announcement followed by a few days NBC News' announced plan to open two new bureaus—one in Buenos Aires and the other in Rio de Janeiro (AT DEADLINE, March 13, 1961). The move is James C. Hagerty's first in the international field since he began as ABC vice president in charge of news, special events and public affairs.

WITN-TV builds new tower

Construction has started on the new 1,521 foot tower of WITN (TV) Washington, N. C., at its Grifton site. The tower is described as the tallest man-made structure in the state. General Electric Co., Syracuse, and Dresser-Ideco Co., Columbus, are the contractors for the job. The new tower, it is said, will be able to withstand hurricane winds of 175 miles per hour. The present 919-foot tower, in use since the station went on the air in 1955, will be used as an auxiliary unit.



Carry a big stick

Fulton Lewis jr., Mutual Broadcasting Co. news analyst, last week was honored by the Irish-American War Veterans for his "long-standing, continual campaigning in behalf of American principles of freedom and democracy." He received the symbolic award—a shillelagh. Presenting the Erin-created walking stick to Mr. Lewis is William Hickey, Washington Commander of the IAWV.

Boost in gross reported by Wometco Enterprises

Wometco Enterprises Inc., broadcaster-movie chain-vending machine operators in Florida, reported a gross income in 1960 of $12,673,650 and a net income of $1,013,429 ($1.01 per share).

This compares with a gross income in 1959 of $10,396,241 and net income of $707,550 (79¢ per share). In 1959, Wometco also had non-recurring gains of $228,786 (24¢ per share).

The company reported that 42% of its income was paid out in dividends in 1960.

Consolidated balance sheet for Wometco showed total assets of $14,774,-990, with an excess of current assets over current liabilities of $2,084,543 at the end of 1960.

During last year, Wometco expanded its holdings by acquiring the Miami Seaquarium, a Pepsi-Cola bottling franchise in the Bahamas, an indoor playland in Fort Lauderdale and a new theatre in Miami. It also contracted to purchase KVOS-TV Bellingham, Wash., for $3 million.

Wometco, which is sold over the counter, owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla.; theatres in Miami, West Palm Beach and Tampa and vending and in-plant feeding activities in south Florida and Jacksonville. Annual stockholders meeting is scheduled for April 10 in Miami.

Radio-tv winners of Headliners awards

The 1961 National Headliners Club awards for journalistic achievement in all media, announced last week, showed broadcasters scoring heavily in the honors department.

Individually they were: The NBC-TV *Huntley-Brinkley Report* for consistently outstanding television network telecasting; WAGA-TV Atlanta for consistently outstanding editorials by a local television station; WTVJ (TV) Miami for consistently outstanding local coverage of news events; WTAE (TV) Pittsburgh, the public service by a local television station award for its comprehensive public service program and specifically for "Time for Decision," taking a stand on area problems.

Other awards: CBS News and George Markham, cameraman, for consistently outstanding newsreel coverage of news events as exemplified by the film coverage of the anti-DeGaulle riots in Algeria; Edward P. Morgan, ABC News, for consistently outstanding network radio newscasting; KCBS San Francisco for consistently outstanding radio editorials and specifically for its program, *Before It's Too Late . . .*; WSAC Fort Knox, Ky., public service by a local radio station as exemplified by its campaign on deplorable sanitation conditions in a school; KBOX Dallas for consistently outstanding coverage of local news events on radio.

The awards will be made at a luncheon April 8 during the 27th annual Headliners Frolic at the Ritz Carlton Hotel, Atlantic City, N. J.

Medicine by global tv predicted by Sarnoff

Brig. General David Sarnoff, RCA board chairman, last week predicted a bright future for television, particularly color television, in the field of medicine. He sees a "medical school of the world," which he asserted "will permit round-table discussions among medical experts anywhere on the globe."

The world medical school was one of three major proposals by the RCA chairman at the closing general session of the 1961 National Health Forum Thrusday in New York. He proposed a closer working relationship

between medicine and the electronic media.

"The more closely we work together, General Sarnoff said, "the more effectively we can contribute to 'better health' for all mankind." In another suggestion, he expressed certainty that the electronics industry would "cooperate wholeheartedly" with the American Medical Assn. in a joint study to consider the feasibility of a national medical clearing house.

The National Health Council's forum on "Better Communication for Better Health," attended by some 700 delegates, also heard Gen. Sarnoff call for a closed-circuit radio network that would link 100,000 to 200,000 doctors' offices, hospitals and medical schools in principal metropolitan centers. RCA, he said, has done exploratory work on an fm multiplex system for a private network to carry medical news at specified times daily.

Debenture issue set by C-C to buy WMGM

Crowell-Collier Publishing Co., which recently agreed to pay a record $11.1 million for WMGM New York to Loew's Theatres Broadcasting Corp., (BROADCASTING, Oct. 17, 1960) intends to finance the purchase through a debenture issue. The company is offering $12 million in debentures to holders of its common stock on the basis of $100 principal amount of debentures for each 25 shares of their common stock.

The proposal was filed with the Securities & Exchange Commission last week. Any debentures not subscribed for by stockholders will be offered for public sale through an underwriting group headed by Carl M. Loeb, Rhoades & Co.

The debentures' interest rate, record date and subscription price will be supplied by amendment. Under terms of the WMGM purchase the issue will enable the company to repay notes and bank loans and will free capital to put in its educational publishing endeavors. The debentures are not due until 1981.

In its SEC statement C-C listed its broadcast sales income for the year ended Aug. 31, 1960 as $3,539,000, compared with $2,470,000 for 1959. This is less than 10% of the company's total gross sales.

Crowell-Collier Broadcasting Division owns KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul. Listed in the proposal was the amount of equity each station held in the parent company's profit or loss for the year ended Dec. 31, 1960.: KFWB, $931,894 profit; KEWB, loss of $68,957; KDWB, loss of $346,700.

Robert M. Purcell heads the C-C broadcasting activities. Under a con-

A BRIGHT, NEW CHILDREN'S TELEVISION SERIES IN COLOR!

DAVEY AND GOLIATH

A TELEVISION PRODUCTION OF THE UNITED LUTHERAN CHURCH IN AMERICA

★★★★**IT'S A HIT WITH PROGRAM PEOPLE!**★★★★**"WOW! THE CHILDREN WILL LOVE THESE SHOWS."** *Doug Martin*, **WCHS-TV,** *Charleston, W. Va.* ★★★★★★**"EXCELLENT. I'M SURE DAVEY AND GOLIATH WILL ATTRACT A SIZEABLE AUDIENCE FOR US."** *John Day*, **WHDH-TV,** *Boston.*★★★★**WBKB IS HAPPY TO HAVE IT ON THE AIR."** *D. B. Schuffman*, **WBKB,** *Chicago* ★★★★★★**GREAT WARMTH AND APPEAL! WE'RE FEATURING DAVEY AND GOLIATH IN OUR SATURDAY MORNING CHILDREN'S PROGRAM LINE-UP!"** *Tom Severin*, **WMAR-TV,** *Baltimore* ★★★★★★★★★★



How to schedule DAVEY AND GOLIATH

GET IN TOUCH WITH YOUR LOCAL COUNCIL OF CHURCHES

or, write, wire, or call collect The Broadcasting and Film Commission

THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

475 Riverside Drive, New York 27, N. Y. RIverside 9-2200, Extension 2251



They're anticipating greater harmony

Apparent happy relations among broadcasters, community tv operators and Congress may be presumed from the smiles of (l to r) LeRoy Collins, NAB president; William Dalton, National Community Tv Assn. president; Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Sandford F. Randolph, Clarksburg, W. Va., NCTA chairman. The gathering took place at a reception last week in Washington during a meeting of the NCTA executive committee.

Principally occupied with association organization and budget, the executive committee also iterated its opposition to any legislation to place catv under the FCC (as proposed by the FCC in special cases), approved the Magnuson bill (to give each state $1 million for educational tv) and approved preliminary plans for the 1962 NCTA convention in Washington. The association's 1961 convention will be June 19-23 in San Francisco.

Commenting on the FCC-proposed legislation on catv submitted to Congress last month, Mr. Dalton said progress is being made through voluntary broadcaster-catv cooperation. "I am confident," he said, "that self regulation rather than legislation is the ultimate key to harmony between catv operators and local tv stations." He indicated there are now only about five "co-location" situations still to be solved; at one time there were over a dozen markets where catv systems duplicated local tv stations' network programs by bringing in tv signals from outside the community.

tract dated Jan. 1, 1960, he gets an annual salary of $40,000. He also receives deferred contingent compensation of $50,000 during the five-year perieod Jan. 1, 1961, to Dec. 31, 1965, in addition to $833.33 monthly for each month he serves with C-C through Dec. 31, 1964. The last amount will be paid over the period 1966-1970. An incentive bonus arrangement will pay him another $10,000 for 1960 if the company's broadcasting net income is $5.5 million in 1960 and the same for each subsequent year it grows in $500,000 increments through 1964. The contract is subject to standard employment clauses.

Media reports...

Honored ▪ Lee Fondren, station manager and director of sales of KLZ Denver, was presented with a certificate of membership in Alpha Delta Sigma fraternity at the U. of Colorado. He was presented with his membership by Lowell Thomas, for whom the chapter is named.

Sebring races on tv ▪ The Sports Car Endurance Races at Sebring, Fla., March 25, will be televised in color by the six Triangle tv stations. The coverage will be available to other stations throughout the country. Coverage wil also include radio. Charles Beidler, president, Porsche Club of America, will do the tv commentary. The Triangle stations are WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV Binghampton, N. Y., WFBG-TV Altoona, Pa., WLYH-TV Lebanon, Pa., and KFRE-TV Fresno, Calif.

WEMJ to CBS Radio ▪ WEMJ Laconia, N.H., will join CBS Radio as an affiliate on April 9. WEMJ is a new station which begins its broadcasts simultaneously with its affiliation with the network. It operates full time with a power of 250 w on 1490 kc. Owned and operated by the New Hampshire Broadcasting Corp. the station is managed by Irving W. Kaizer.

Tower replaced ▪ WKSK West Jefferson, N. C., has replaced a broadcast tower which wind blew down Feb. 26. The station stayed on the air with temporary facilities while it raised the new tower.

Storer switch ▪ Storer Broadcasting Co. has appointed McCann-Marschalk, Miami, to handle its corporate advertising with Robert Crane as account supervisor. McCann - Marschalk replaces Peter Finney Adv., that city, as Storer's agency. Stanton P. Kettler, executive vp of Storer, said that the seven radio and five television stations in the organization would retain their present local agencies.

Helpful manual ▪ Mohawk-Hudson Council on Educational Television, Schenectady, N.Y., announces the availability of "Producing Your Educational Television Program," a 95 page illustrated book. Published under a grant from the General Electric Co., the book sells for $1. It may be obtained by writing to Mohawk-Hudson Council.

Donation ▪ WOOD-AM-TV Grand Rapids, Mich., kicked off a "Buck-A-Brick" campaign fund for the new Grand Valley College there with a $10,000 contribution. Williard Schroeder, the station's president and general manager, made the donation. He also appeared on *Panorama* on WOOD-TV, urging the public to back the drive with contributions.

New fm station ▪ WAUX-FM Waukesha, Wis., on 106.1 mc, has begun operations. Broadcasting simultaneously with WAUX until 6 p.m. sign off, WAUX-FM then programs good music until midnight. The station is owned by Mig Figi and Charles Williams.

More MBS affiliates ▪ Mutual reports that four stations have joined as affiliates. They are: WPBC Minneapolis-St. Paul: WTYM East Longmeadow, Mass.; WMGY Montgomery, Ala., and WNDR Syracuse (nighttime only).

Adds 15 ▪ Keystone Broadcasting System, Chicago, has announced the addition of 15 new affiliates, to bring the transcription network's total to 1,125. Additions include: WILZ St. Petersburg, Fla.; KSKI Sun Valley, Idaho; KNIA Knoxville, Iowa; KWVY, Waverly, Iowa; KKAN Phillipsburg, Kan.; KEUN Eunice, Iowa; WEMD Easton, Md.; WLST Escanaba, Mich.; WGHN Grand Haven, Mich.; KGMT Fairbury, Neb.; WSMN Nashua, N. H.; KARA Albuquerque; WLLY Wilson, N. C.; WSNO Barre, Vt., and KPKW Pasco, Wash.

THAT WCKY SURE

drums up

BUSINESS IN CINCINNATI



Standard Rate can tell you the watt-power of a radio station. But it takes a local merchant—the butcher, the baker or the candlestick maker—to know its sales-power. Take Cincinnati for example. Regional advertisers by the score—ones who know the score—will tell you that if you want to take Cincinnati by storm, take WCKY. Daytime or nighttime—3 o'clock in the morning or 5 in the afternoon—WCKY drums up a storm of sales up and down the billion dollar Ohio River Valley . . . at a cost-per-million-Nielsen-homes so low it looks like it's a mistake. The men from AM Radio Sales beat the drums for WCKY—Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

Ampex, RCA reveal economy priced vtr

The economy-model tape recorder has arrived—but only for closed circuit usage.

Both Ampex, the developer of the first video tape recorder in 1956, and RCA last week announced new low cost, economical, simplified models for industrial, educational and government closed circuit use. Price for the Ampex single recording and reproducing head is $20,400, less than half the price of the broadcast model. The Ampex model was demonstrated last Tuesday (March 14) in Redwood City, Calif. RCA's announcement said only that the simplified model would be priced at half that of the broadcast model.

A Japanese video tape recorder is scheduled to be displayed at the IRE convention in New York this week.

Radio set sales drop 75% in post-Christmas slump

Retail sales of radio sets in January took a post-Christmas dive to one fourth the previous month's totals, EIA reported last week. In January, 580,680 radios were sold at retail, compared with 2,378,853 in December 1960. Tv set sales also dropped, almost to half. In January 399,791 tv receivers were sold, compared with 768,140 in December 1960.

EIA announced these figures:

PRODUCTION

Period	Tv	Radio
Jan. 1961	367,935*	1,090,073**
Dec. 1960	405,469	1,521,734

SALES

Jan. 1961	399,791	580,680***
Dec. 1960	768,140	2,378,853

*Includes 25,270 tv sets with uhf tuners.
**Includes 387,136 auto radios, and 50,421 fm receivers.
***Excludes auto radios.

Setmakers still oppose mandatory all-channel tv

Tv manufacturers still oppose any legislation to require them to make all-channel tv receivers.

This was the word from Edward R. Taylor, Motorola executive vice president for consumer products, during the spring conference of the Electronic Industries Assn. in Washington last week.

Mr. Taylor, speaking as chairman of EIA's consumer products committee, said the association has always been against such a requirement.

Too many people would have to pay extra for something they can't use, Mr. Taylor said. EIA also opposes the suggested legislation on principle, Mr. Taylor added. "We're against the government telling us what to make, or making the public buy something it doesn't need." He estimated that the inclusion of uhf tuning in a vhf receiver would cost the consumer $25 to $35 more per set.

The FCC proposed legislation to the Budget Bureau, for relay to Congress, that would require that all tv receivers receive both vhf and uhf signals.

The answer to the uhf problem, Mr. Taylor stated, is for the government to settle the spectrum allocation situation finally and completely. At present, he said, manufacturers cannot be certain that the tv allocation is permanent.

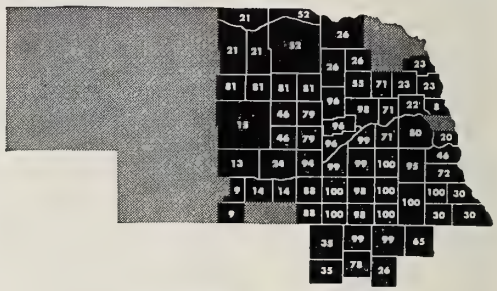
"We do make uhf receivers," Mr. Taylor said, "for those who live in uhf areas. They're good receivers and the people who buy them are getting a good picture." He saw no great advances in uhf receiving equipment in the near future.

Mr. Taylor said he believes color tv will become a marketable product upon



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....69,700 homes
Father Knows Best..77,700 homes
6:00 p.m. News...76,000 homes
10:00 p.m. News..64,000 homes

*February Lincoln NSI

Focus your attention on Nebraska's television markets, and you'll see there are just two big ones—the extreme East and Lincoln-Land.

Three top TV stations compete for viewers' attention in the Eastern market —obviously dividing it three ways. But in Lincoln-Land just *one* station really covers the area—that's KOLN-TV!

More than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time, according to latest Nielsen. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel will give you the complete story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

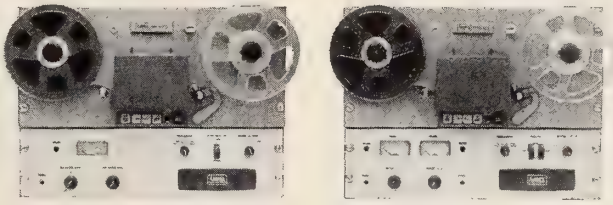
KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

AN AMPEX FOR EVERY PROFESSIONAL NEED

In sound quality... in features... in lasting economy... these four Ampex professional recorders maintain the highest performance standards for broadcasters, recording studios, educators and other critical users. For 7" reel requirements—the PR-10 series—newest in studio quality compact recorders, priced from $845. For 10½" reels—the 351/354 series—proven by more than 10,000 units in use throughout the world. Other 10½" Recorders include the 300 series multi-channel Mastering series with up to 8 tracks. Your Ampex dealer will aid you in selecting the Ampex which best fits your needs. And ask him about the new Ampex Finance and Lease Plans.

7" REELS

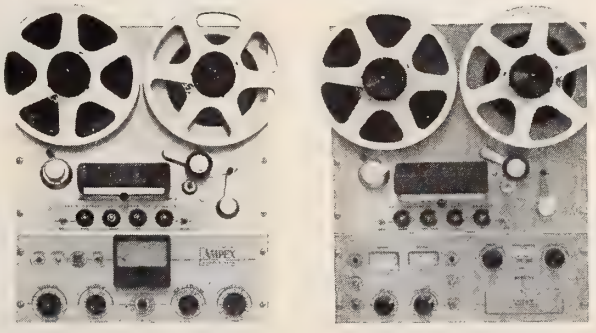
THE PR-10-1 MONOPHONIC,
Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



THE PR-10-2, STEREO/MONO
Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

10½" REELS

THE AMPEX 351 MONOPHONIC
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.



THE AMPEX 354, STEREO/MONO
Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

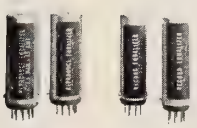
ACCESSORIES AND ASSOCIATED EQUIPMENT



MONITOR SYSTEM
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.



STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.



PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

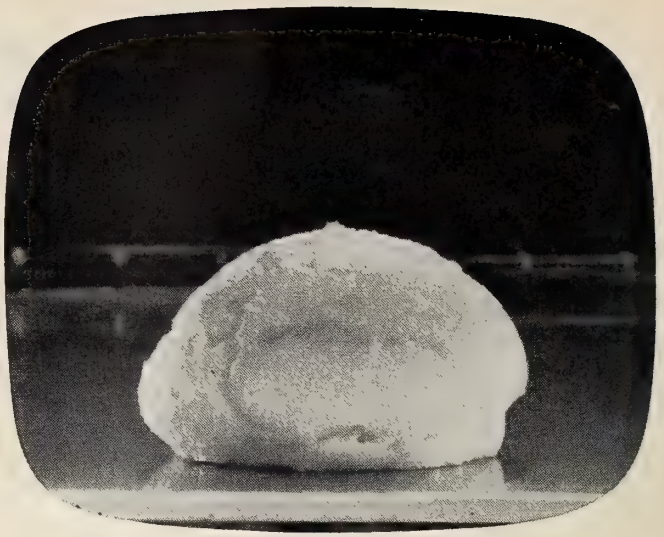
AMPEX

Complete descriptive literature also available on 300 series Mastering Recorder and High Speed Duplicators from Ampex. Write Dept. B-3

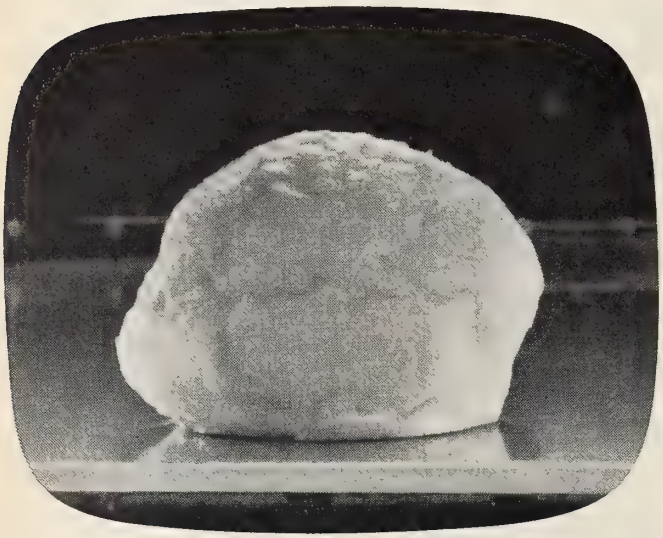
AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter Street, Redwood City, Calif.* • *Ampex of Canada Ltd., Rexdale, Ontario*



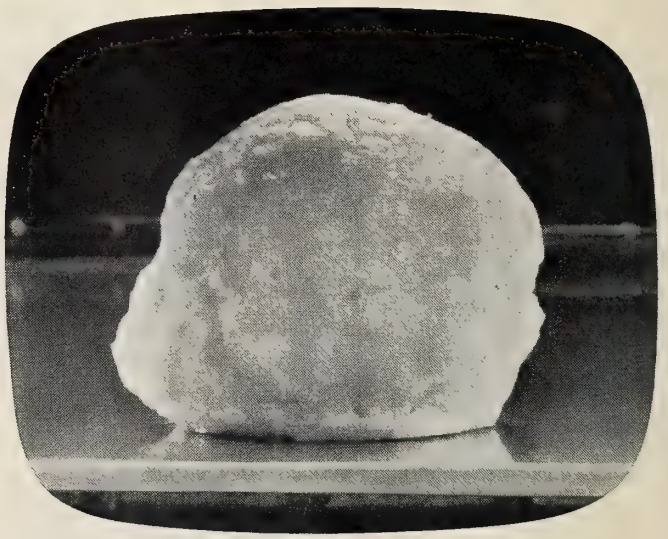
Right before your eyes . . .



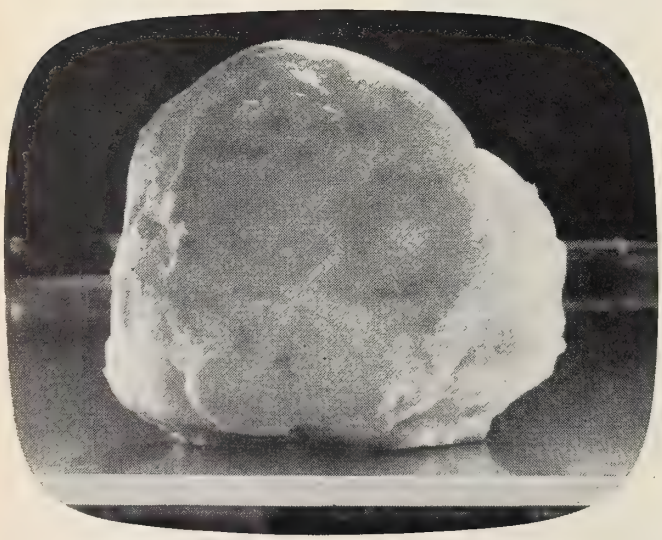
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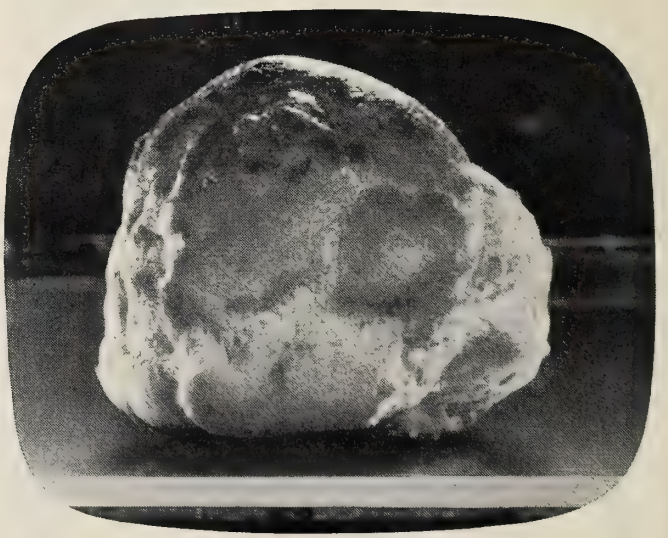
UP . . .



UP . . .



UP . . .



UP . . .

FILM does the "impossible"!

Think of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden shells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that packs minutes into seconds . . . magic that's possible *only with film!*

But that's only part of the story! Only part of the reason why so many advertisers are turning (or returning) to film. For film *and film alone,* gives you the optical effects you must have . . . gives you commercials—crisp, vivid, exciting—the way you want them—*and when!*

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
General Foods Corp.
AGENCY:
Young & Rubicam Inc.
PRODUCER:
MPO Videotronics

NEW AGENCY AT BAT

Roulette held payola counts from stock filing, says SEC

"The 'payola' inquiry has now been completed. Legislation has been formulated to eliminate this costly industry practice."

The foregoing statement, submitted by Roulette Records Inc., New York, when it filed for a public stock offering, doesn't tell the whole story, the Securities & Exchange Commission charged last week, in holding that Roulette's omission of its own special payola troubles from the filing violates the agency's anti-fraud provisions.

The SEC has ordered a temporary suspension of Roulette's filing to offer the public 100,000 shares of stock at $3 per share. Roulette has asked for a hearing on the suspension, but no date has been set by the SEC.

The SEC felt Roulette's Regulation A filing (which exempts a company from regular registration if the issue does not exceed $300,000) was false and misleading in making no reference to payola proceedings against the company by the Federal Trade Commission, to sanctions the FTC may take or to other possible consequences of the FTC charges .

The SEC also deplored the lack of material facts about "the acts, practices and methods by which [Roulette] has promoted the sale of its products," and the effect these methods would have on its sales. Roulette is one of 11 record companies and distributors charged with payola practices which have not agreed to an FTC consent order.

The SEC also questioned Roulette's financial statements, holding they don't follow "generally accepted accounting principles and practices." The SEC cited Roulette's writeoff of goodwill to earned surplus; amortization of the costs incurred in creating "master" records, and treatment of amounts paid to certain artists as advance royalties.

Registration Withdrawn ▪ Roulette filed a full registration statement one year prior to the suspended Reg A filing (BROADCASTING, Sept. 7, 1959). This statement sought to register 330,000 shares of common stock at $3.50 per share. It was withheld from public offering at Roulette's request and in March 1960 the company got SEC permission to withdraw it. In a letter to the SEC the company stated that an "unfortunate adverse climate [was] affecting the entire record industry. Accordingly it appears to be extremely difficult, if not impossible, at this time to make a public offering of the company's stock." The original underwriters had withdrawn and Roulette said it was unable to find others. This was during the House Legislative Oversight Subcommittee's payola proceedings.

Financial statements in the 1959 registration statement for the year ended Dec. 31, 1958, differed sharply from the 1960 filing. Final net in the former showed $144,021.78 loss as compared with $301,405.20 profit in the 1960 filing covering the same period.

In the 1959 registration the company was optimistic: "The Corporation's experience and technical abilities are such as to enable its products to gain increasing acceptance from the buying public." This prediction was issued before the payola hearings.

In the later (1960) filing Roulette

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 20-24, 27-29 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 20-24, 27-29 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 20-24, 27-29 (10:30-11 a.m.) **Play Your Hunch,** part.

March 20-24, 27-29 (11-11:30 a.m.) **The Price Is Right,** part.

March 20-24,27-29 (12:30-12:55 p.m.) **It Could Be You,** part.

March 20-24, 27-29 (2-2:30 p.m.) **The Jan Murray Show,** part.

March 20-23, 27-29 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 21 (10-11 p.m.) **Our Man in Hong Kong,** sust.

March 22, 29 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 22, 29 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 23 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 24 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine & Sons, through William Esty, Eastern U. S., and co-op.

March 25 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 25 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 25 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 26 (3-5 p.m.) **NBC Opera** ("Boris Godunov"), sust.

March 26 (6-6:30 p.m.) **Meet the Press,** co-op.

March 26 (6:30-8 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

March 26 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Jim Ameche—the national d. j. with the local approach

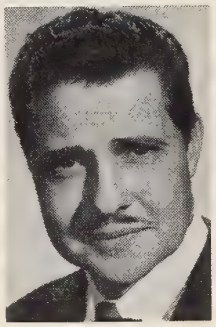
"Radio today is healthier than ever before. Not only are advertisers putting more money into radio year after year, but unlike the 'good old days' before television, these dollars are being widely distributed among local stations instead of being largely concentrated at the network level."

So said Jim Ameche. And Mr. Ameche ought to know. He's been in radio since the early 1930's when he started as an announcer in his home town, Kenosha, Wis. In Chicago in 1933, he got his first big break when he won the title role in the original *Jack Armstrong* series. For 20 years he starred in such network shows as *Grand Hotel, First Nighter, Big Sister, Hollywood Playhouse, Lux Radio Theatre*—the list could go on and on. In 1950, when radio responded to television by turning from drama to disc jockeys, Jim started a record show on WJJD Chicago.

Three years later, he moved to Hollywood to become one of the "Big Five" deejay team at KLAC, staying at that station until a change in format brushed out the personalities in one fell swoop. But some months earlier Jim had started taping a record program for KPAL in the lush tourist town of Palm Springs, Calif. Broadcasters from other towns, vacationing there, heard the show and asked if they could get similar service. Out of KLAC, Jim decided to become a national local deejay on tape as well as a network announcer (*The Amos 'n' Andy Show*).

Today, scores of U.S. radio stations, scores more in other countries, broadcast *The Jim Ameche Show* for an hour or two hours or more five days a week. Actually, there are four *Jim Ameche Shows,* one featuring middle-of-the-road music with lots of vocal recordings, another a "Top Tunes" program with the best selling discs of the moment, the third a "pops concert" of light classics and the fourth a "long hair" concert of pure classical music. The first three are two-hour shows; the fourth, one hour, and all are programmed for five-day-a-week broadcasting, making a total of 35 hours a week.

What He Does ▪ Jim introduces each musical selection. He delivers station break announcements, time and weather reports, station promo spots and the commercials of the local advertisers of the station, just as if he were physically present in the studio at the time of the broadcast. And to the average listener, he is. Typical is a letter from a lady in Florida who expressed concern over indications in his voice that he was coming down with a cold and sympathetically urged him to try a time-tested family remedy.



Jim Ameche

Actually, the programs are prepared in what was once the guest house on Jim's property in Sepulveda, Calif., a half-hour by freeway from Hollywood. Here are the shelves that hold a library of some 75,000 records. Here are the turntables on which the records are played, the machines which transfer the music and Jim's announcements to audio tape (Scotch 200) at 7½ ips and which copy the original tapes onto duplicates at very high speed, the control room in which the engineers see that the tapes are technically correct, the announce studio, the office and the shipping room. Here, the 11 employes of Jim Ameche Productions rub elbows so tightly that the garage is now being converted into additional business quarters.

Each evening, the Ameche station wagon takes a load of tapes to the post office, each tape packed in a specially designed carton of fiberboard with metal edges. "We don't bicycle any tapes," Jim explained. "Each station gets its own tapes, all mailed the same day, 10 days in advance of the broadcast date. We operate on a five-week cycle: the first week the program's being prepared, the second it's in the mail going to the stations, the third it's being broadcast, the fourth it's on its way back to us and the fifth is just in case there's a delay somewhere along the line."

No Editing Needed ▪ There's no occasion for the stations to edit or tamper with the tapes in any way, so they are not damaged and many of them are still in use after more than four years, Mr. Ameche said, commenting, "There's no reason they shouldn't be as they don't average more than nine or 10 plays a year."

Jim Ameche Productions now serves more than 200 stations, 67 directly, the remainder through Armed Forces Radio Service, with from five to 20 hours of programming per week. No station subscribes to more than two of the programs. Rates vary from station to station, market to market, ranging from $50 a month to $600.

Mr. Ameche is planning to expand his service by adding other personalities to what has so far been a one-man program operation. A pop personality show with Jack Smith and a humorous deejay series with Dick Haynes will be introduced shortly. Eventually, Jim wants to have a country-and-western program and another composed of religious music.

Jim is proud of the fact that his service is operative with the various types of automation machines in general use at radio stations and states, "We're about the only organization to provide stations with personality plus programming.' Stations tell him they've been able to sell participations in his shows to national and regional spot accounts as well as local businessmen, but he says he has no interest in trying to sell any advertising himself. "There'd be too many problems of local client conflict," he noted, "and besides, I've got enough to worry about producing 35 hours of programming and getting 4-5,000 tapes into the mail every week."

said: "The Corporation's operations has shown a decline in sales and earnings. This decline is consistent with that of the record industry as a whole. Trade sources, notably *Billboard, Cash Box, Downbeat,* etc., attribute a major portion of the decline to the congressional inquiry into 'payola' which began in the latter half of the year 1959 and 'Disk Bootlegging and Thievery' of popular records."

Sales figures for the three years preceding the 1960 filing, according to that year's filing:

Year ending Aug. 31, 1958: income, $3,816,917; net, $301,405.

Year ending Aug. 31, 1959: income, $2,562,481; net, $60,584.

Year ending Aug. 31, 1960: income, $732,387; net, ($99,372) (loss).

TPT's southern sales office

TelePromTer Corp., New York, has created a southern regional sales office at Huntsville, Ala., to porform sales and service functions for tv stations in eight southern states, an area formerly divided between the company's eastern and central regions.

Clifford H. Paul, who has been named

manager of the new office, will also continue as contractor representative for TelePrompTer's military tv operation at the Ordnance Guided Missile School at Huntsville. Edward Basista, who joined the company in 1952, was named assistant director of technical operations. The Huntsville office is located at 2700 S. Memorial Parkway. Telephone: Jefferson 4-1902.

Columbia post-'48 films now sold to 13 stations

The sale of post-'48 Columbia Pictures' feature films in eight additional markets was announced last week. Total sales on these features now number 13, since five CBS owned-and-operated tv stations bought them two months ago.

Latest stations to sign included WTIC-TV Hartford, WOAI-TV San Antonio, WKBW-TV Buffalo, WSYR-TV Syracuse, WAPI-TV Birmingham, WTPA (TV) Harrisburg, Pa.; WHBF-TV Rock Island, Ill., and WOOD-TV Grand Rapids, Mich. Stations bought post-'48 Columbia features and, in addition, acquired a varying amount of pre-'48 Universal films. They received at least 210 of 260 post-'48s and up to 100 Universal features.

Sales on the post-'48 features are handled directly by SG's New York office.

FDR series to follow ABC-TV's 'Churchill'

ABC-TV is preparing a program series on the years that Franklin D. Roosevelt was President of the U. S. for presentation in the 1962-63 season. Thomas W. Moore, ABC Vice president in charge of tv programming, announced that Mrs. Franklin D. Roosevelt will serve as consultant on the series and also will make appearances on the programs.

The network will make use of historical materials, tape recordings, photographs and films as well as the personal papers of the late President. The series will include an opening one-hour program and 25 half-hour programs. Robert D. Graff, executive producer of ABC-TV's *Winston Churchill: The Valiant Years,* will be executive producer of the Roosevelt series. Ben Feiner Jr., producer of the Churchill series, will serve in a similar capacity on the new project.

Revenue from c-c bout $2.4 million, says Kahn

TelePrompTer Corp. reports that revenue from the closed-circuit telecost of the Patterson-Johansson heavyweight championship bout last Monday is expected to reach about $2.4 million.

Irving B. Kahn, TelePrompTer president, based the estimate on figures received from 103 of the 207 locations where the closed-circuit program was carried. Mr. Kahn thought another $1 million would come from radio, tv and motion picture coverage. (In the U. S., there was no free tv coverage, but it was carried on ABC radio.

Film sales...

Assignment: Underwater (NTA): Sold to KOB-TV Albuquerque; KERO-TV Bakersfield, Calif.; KGHL-TV Billings; KHSL-TV Chico, Calif.; KKTV (TV) Colorado Springs; KTVR (TV) Denver; KCDA (TV) Douglas, Ariz.; KEZI-TV Eugene, Ore.; KLAS-TV Las Vegas; KNXT (TV) Los Angeles; KPHO-TV Phoenix; KOIN-TV Portland, Ore.; KPIX San Francisco; KXTV (TV) Sacramento; KSL-TV Salt Lake City; KFMB-TV San Diego; KXLY-TV Spokane; KOLD-TV Tucson; KTVW (TV) Tacoma, and KIMA-TV Yakima, Wash. Now in 70 markets.

12 One-Hour Public Affairs Spectaculars (Banner Films): Sold to WNBQ (TV) Chicago; KENS-TV San Antonio; KSL-TV Salt Lake City; KOCO-TV Enid, Okla.; KTLA (TV) Los Angeles, and KTVK (TV) Phoenix.



RECOGNITION...

for KLZ Radio is not unusual, but never less welcome for this reason! When the satisfaction of doing a job well is followed by an expression of praise, the accomplishment seems more worthwhile and encourages further striving.

■ So far this year, KLZ has received two TV Radio Mirror Awards, one for "Party Line" as "Most Original Program in the Western States," the second for "Citizens By Choice" as "Best News Program in the Western States."

■ Additional recognition for KLZ came with the George Washington Honor Medal from Freedoms Foundation at Valley Forge for the "Citizens By Choice" program.

■ These awards will join many Variety and Billboard Magazine citations, an Alfred I. DuPont Award, one other TV Radio Mirror Award and many other expressions of recognition in KLZ's proud collection of trophies ... witnesses to KLZ Radio's ability to create outstanding programs and maintain its position as one of the most honored stations in America for over 39 years.

KLZ radio
CBS IN DENVER

Represented nationally by KATZ

The eyes of JFK will be upon them

MONTHLY REPORTS TO WHITE HOUSE DRAWS CONGRESSIONAL IRE

Monthly reports which the President has ordered sent to him from the chairmen of seven regulatory agencies, including the FCC (CLOSED CIRCUIT, March 13), will not be released to either members of Congress or the public, White House News Secretary Pierre Salinger said last week.

Within a day after public disclosure of the executive order, the President's authority in this area was debated at length on the floor of the House and more discussion is promised for this week. And last Tuesday night (March 14) the same presidential order was the leading topic of discussion at a meeting of the D. C. Bar Assn. featuring Rep. Oren Harris (D-Ark.) and agency chairmen.

Mr. Salinger replied "No, of course not," when asked if the agency reports, due the first Tuesday of each month, would be made public. He also said that it is not planned to make them available to Congress. He said they are "executive memorandums" and as such are available to the White House only.

The President's news secretary charged that the purpose and intent of the order that the monthy reports be submitted were "terribly misrepresented" both on the floor of the House and in a Tuesday *Wall Street Journal* article which touched off the congressional debate. He said the reports were ordered for only two purposes: (1) to keep the President abreast of what the independent agencies are doing and (2) to help Mr. Kennedy in preparing for expected questions at weekly news conferences.

Worse than Sherman Adams ▪ House Republicans Tuesday characterized the actions of Sherman Adams while an assistant to President Eisenhower as "only a trifle compared to what is being attempted here by the White House . . . to influence these agencies." (Mr. Adams was publicly condemned and forced to resign for allegedly intervening on behalf of Bernard Goldfine at two of the agencies.)

Rep Wiliam Avery (R-Kan.) charged that under the new White House practice "it now becomes the accepted role of the executive to intervene—in fact, apparently to dominate—in the responsibility and jurisdiction that have been the role of what we describe as independent regulatory agencies." Rep. Avery said that "this is the boldest trespass" upon their independence since the Interstate Commerce Commission was formed.

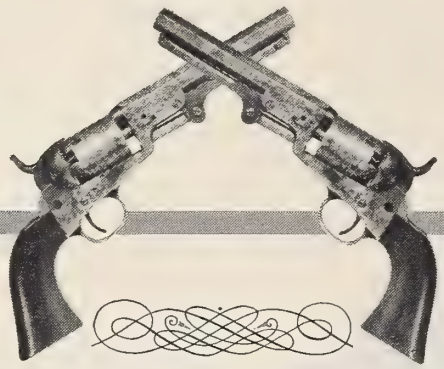
Rep. William Springer (R-Ill.), like Rep. Avery a member of the House Commerce Committee, said that he was "completely astounded that the executive department would in any way send down to the regulatory agencies this kind of a directive in which they are attempting to seize upon the powers of these regulatory agencies." He predicted that if President Eisenhower had instituted such a regular practice, "certain members of our committee on the other side of the aisle would have made the well of this House so hot no one could have stood it."

Mr. Adams merely made inquiries of the agencies, Rep. Avery said, but "now we have the executive not inquiring but directing, if you please, every agency to file with him a report on what they have done in the month preceeding and what they expect to do in the month to follow."

Rep. Harris, who is an outspoken advocate of the congressional belief that the agencies are arms of Congress, said that he did not believe the President has any intention of attempting to gain "unprecedented power" over the FCC and other agencies. "I hope I am right in this statement," he said. He pointed out that the Constitution charges the President with seeing that the laws are executed and "I am sure this was what the President had in mind in connection with his expressed intention . . ." in ordering the monthly reports.

The presidential mandate came to his attention "just a few days" after it was sent to the agency chairmen, Rep. Harris said. "I was concerned about it at first and I took it upon myself to make an inquiry," he said, and obtained a copy of it plus a reply from the Interstate Commerce Commission. He placed the presidential order, dated Feb. 7 and signed by Frederick G. Dutton, special assistant to the President, and the ICC reply in the *Congressional Record*. He did not state whether the information inserted came from the White House.

Will They Be Made Public ▪ Rep.



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produced specifically for the occasion of the Civil War Centennial. Thirteen dramatic half-hours based on Mathew Brady's stirring photographs. Winner of Sylvania Award. Timely and of tremendous prestige value.

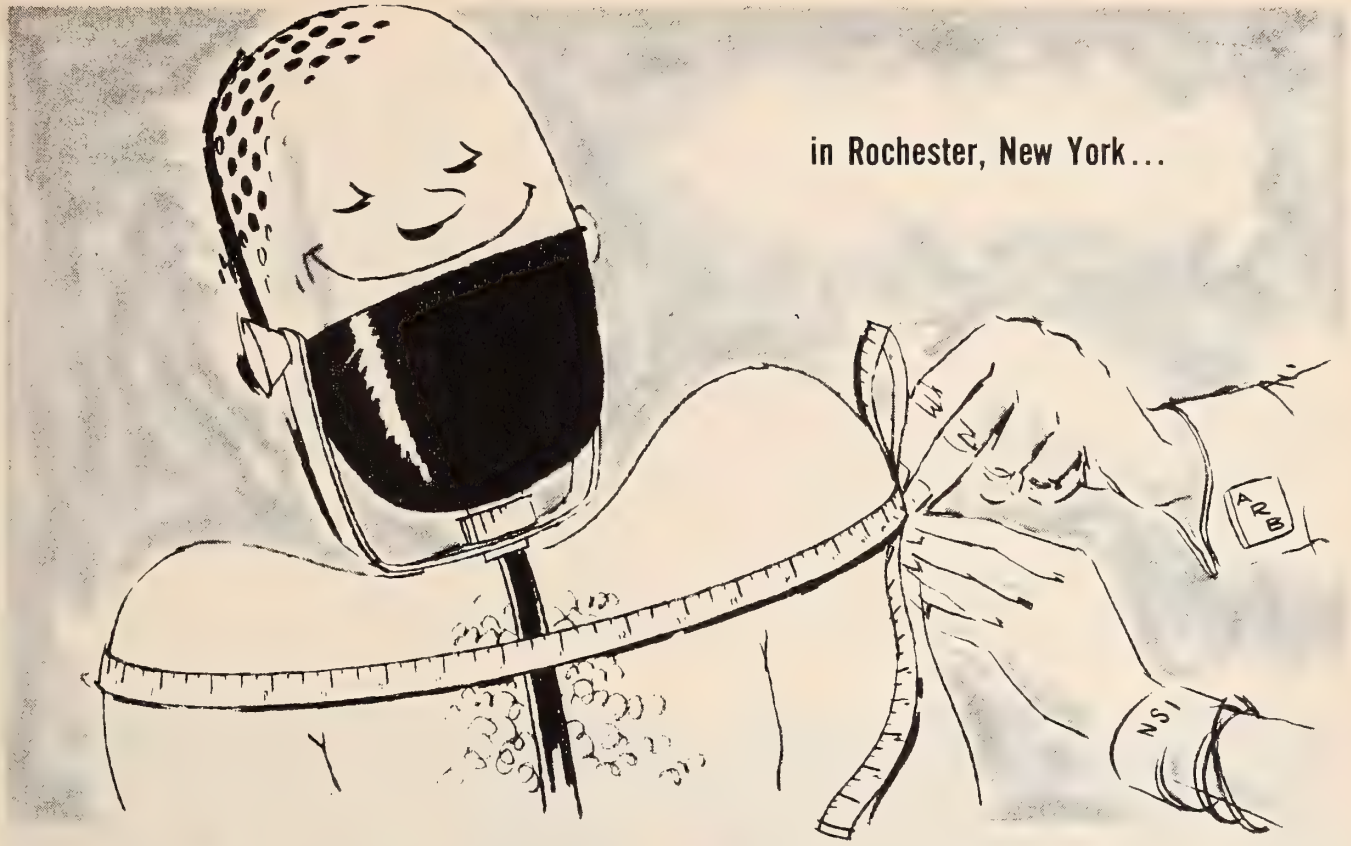
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—and Selling All Over The Country!

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all measurements* prove that Channel 10 is the BIG One...

*N.S.I. AND A.R.B. METROPOLITAN AUDIENCE SURVEYS . . . NOVEMBER 1960

...HAS THE BIGGEST OVERALL SHARE OF AUDIENCE!

...CARRIES 16 OF THE TOP 20 FAVORITE TELEVISION SHOWS!

It's always gratifying when independent surveys of the Rochester Metropolitan Area see affirmatively—"aye to aye"—as regards the dominant position of Channel 10. Not only do we carry 80% of the Top Twenty favorite Rochester shows—not only do we deliver the largest over-all Rochester viewer-audience—but, from key executives to propmen, from facilities to promotion—*we have what it takes to make the sponsor happy!*—We also have some mighty attractive availabilities. Write, phone or wire for complete details.

CHANNEL 10

BASIC CBS • AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

The Indians on Chief Minow's 'New Frontier'

Results were official last week on the working staff of the new FCC chairman, Newton N. Minow. Mr. Minow stilled rumors and predictions by announcing officially the top commission echelon that will help steer the agency's course toward the New Frontier.

The appointment of Kenneth Cox, Seattle attorney and former special Senate committee consultant on communications matters, as chief of the Broadcast Bureau, was announced two weeks ago. As published last week, the appointments of Max D. Paglin, chief of the litigation division of the general counsel's office, as general counsel and of James Juntilla, attorney, in the office of Arnold, Fortas & Porter, Washington, as assistant to the chief of the bureau were announced this week.

Henry Geller and Daniel Ohlbaum, former FCC attorneys more recently with the Justice Dept., were reported slated to be named associate general counsel and chief of litigation, respectively. Their appointments were also announced this week. (For profiles of these appointees, see BROADCASTING, March 13.)

Mr. Cox succeeds Harold Cowgill as chief of the Broadcast Bureau. He will assume office the second week in April. Mr. Cowgill's future plans have not been announced.

Mr. Paglin replaces John FitzGerald, who became general counsel in September 1958. Mr. FitzGerald has been appointed legal consultant to the minority staff of the House Banking & Currency Committee subcommittee on housing until September. He will then become a full professor at Southern Methodist U., teaching administrative law among other subjects. His last day as FCC general counsel was Wednesday (March 15).

Mr. Geller fills a position that has been vacant and Mr. Ohlbaum moves into the position previously held by Mr. Paglin.

Gerard M. Cahill has been appointed assistant general counsel in charge of legislation. He replaces Charles E. Smoot who has not announced his future plans. Mr. Cahill, a graduate of Georgetown U. and



Mr. Cox | Mr. Paglin | Mr. Geller | Mr. Ohlbaum | Mr. Cahill | Mr. Juntilla

Avery asked Rep. Harris if he would seek to have the agency replies made public ". . . or will he be content for them to remain purely confidential memoranda to the Chief Executive?" Rep. Harris did not give a direct answer but said he was sure "our committee will get a copy of these reports as they come out. . . ."

Mr. Salinger's statement evidently forecloses the possibility of Rep. Harris securing the monthly status reports from the White House. The order directing submission of the reports also states that they will be used only by the White House. Rep. Avery said Thursday that when Rep. Harris placed the executive order in the Congressional Record, he got the impression that the reports would become public record in the future. He announced plans to demand that the House Freedom of Information Subcommittee launch an investigation.

In addition to the FCC and ICC, President Kennedy also asked for monthly reports from the Federal Power Commission, Federal Trade Commission, Civil Aeronautics Board, Securities & Exchange Commission and National Labor Relations Board, The mandate stated, in part: "The President will appreciate receiving for informational purposes on the first Tuesday of each month a brief, informal written summary from the chief officer of the agency on its principle activities during the preceding month and pending for the period immediately ahead.

"The President is most interested in being kept closely informed on important policy and administrative action taken or proposed. . . . He is particularly interested in having major problems of the agency flagged for his attention. The reports should be kept as specific, incisive and brief as possible. . . . Matters highlighted in these summaries and of particular interest to the President can later be more extensively developed at his request. Decisions pending before independent boards or commissions should *not* be included. . . . The reports will be used only by this office."

After Rep. Harris had defended the right of the President to ask for and receive the requested information, Rep. Springer said the chairman "missed the point. . . . When was it ever the business of the executive department to inquire into the policy of any regulatory agency? I cannot think of any more flagrant violation of the separation of the legislative and executive departments."

Rep. Springer then entered a formal request that Rep. Harris' new Subcommittee on Regulatory Agencies, of which the Illinois Republican is a member, launch an immediate investigation of the President's action. He charged that "there can be no other reasonable interpretation of this memorandum except that he (President Kennedy) expects to influence policy."

Dark Colleagues ▪ Chairman Newton N. Minow of the FCC kept the other members of the commission in the dark concerning his mandate to report directly to the President. His first such report went to the White House 10 days ago and other members said that the first they knew of it was when they read it in BROADCASTING. The report still has not been made available to the commissioners, it was reported.

Sources both on the Hill and at the agency level felt that it would be impossible for the chairman to submit monthly reports without adjudicatory matters creeping in. "When that happens, improper influence from the White House

Georgetown School of Law, holds LLM and MPL degrees from National U. School of Law. He joined the FCC in 1958 as supervising attorney and special assistant to the general counsel and has been in charge of major legislative problems, including liaison with congressional committees handling legislation concerning the FCC.

Office Staff ▪ Chairman Minow has chosen Tedson J. Meyers as his administrative assistant. Mr. Meyers has been an attorney with ABC since 1959. He specialized in congressional and FCC matters affecting broadcasting. He received his LLB from Harvard Law School in 1953 and his AB and MPA degrees from New York U. in 1949 and 1950, respectively.

Joel Rosenbloom has been appointed Mr. Minow's legal assistant. He has been a trial attorney in the litigation division of the general counsel's office since 1957 and has performed special legal review and research among other duties. He was graduated from the U. of Illinois (with honors in philosophy) and from Indiana U. School of Law (JD with honors) in 1954.

William L. North, newly appointed engineering assistant to the chairman, has been with the FCC since 1939, serving in various engineering posts, including field radio inspector and section chief of the commission's wartime Radio Intelligence Div. Since 1948 he has been assistant chief of the Frequency Allocation & Treaty Div.

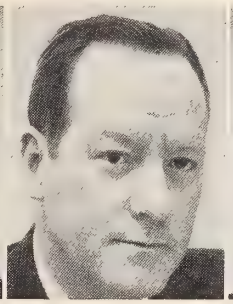
Chairman Minow has retained James B. Sheridan as special assistant, the same post he occupied during Chairman Frederick W. Ford's tenure. Mr. Sheridan has been with the commission since 1941, serving as special research assistant in the Economics Div. of what was then the Office of the Chief Accountant, as general economist and chief of the business economics branch. From 1956-1959 he was assistant chief of the Broadcast Bureau's economics division.

Gloria Coe has been appointed confidential assistant by Chairman Minow. Prior to and during the 1960 convention she was secretary to J. Leonard Reinsch, special communications advisor to John F. Kennedy. She worked in conjunction with Guild, Bascom & Bonfigli, the Democratic Party ad agency, during the campaign on radio and tv matters. During the 1956 campaign she was employed by Norman, Craig & Kummel, advertising agency.

The appointments will become effective upon approval by the Civil Service Commission.


Mr. Minow


Mr. Meyer


Mr. Sheridan


Mr. Rosenbloom


Mr. North


Miss Coe

will follow," it was stated.

At the Tuesday night bar panel on "Who Shall Regulate the Regulators," outgoing SEC Chairman Edward Gadsby asked Rep. Harris about the memorandum. The Commerce chairman replied that he was more than a little concerned when he first heard of it but again repeated that he thought the President was acting within his powers.

"I came to the general conclusion that the information requested was in the general nature of how the commissions are progressing with their business," Rep. Harris said. "If that was the purpose, I see nothing wrong." He added, however, that "when the executive attempts to exert power and control [over the agencies], somebody is going to stub his toe."

House communications schedules etv hearing

The House Communications Subcommittee begins a four day hearing this morning (Monday) on aid to educational television, with Chairman Morgan Moulder (D-Mo.) expressing the belief that a bill will be reported out and sent to the floor.

Rep. Moulder, who this year succeeds Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, as communications unit head (BROADCASTING, March 13), has scheduled the hearings on five etv bills. He said he expected the subcommittee to report out a measure (HR 132) sponsored by Rep. Kenneth Roberts (D-Ala.), providing for state-federal matching funds.

Although a formal announcement had not yet been made at week's end, it was expected that Secretary of Health, Education and Welfare Abraham A. Ribicoff will testify on Wednesday. Also, scheduled to testify tomorrow (Tuesday) is FCC Chairman Newton N. Minow. Authors of the etv bills under consideration and other members of Congress were to testify today, with the remaining hearing days given over to many of the witnesses who testified on the Senate etv measure two weeks ago (BROADCASTING, March 6).

That bill (S 205), providing for grants of up to $1 million to each state and the District of Columbia for the installation and improvement of etv facilities, has been approved by the Senate Commerce Committee and is awaiting Senate approval.

Similarities ▪ Like the Senate bill, which was introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, the Roberts bill provides for grants of up to $1 million to each state. But the bills differ in that the Magnuson measure does not require the states to match the federal grants.

Also, the Roberts bill would provide each state with another $10,000 grant (again on a matching-funds basis) for the development of an etv plan, include Puerto Rico as an eligible "state," and amend the Communications Act. The Magnuson bill does none of these things. The Roberts bill also provides for administration of the program by the Secretary of Health, Education and Welfare. Under the Magnuson bill, the U.S. Commissioner of Education would authorize the grants.

The other bills listed for consideration at the House hearing are HR 965, authored by Rep. Harris; HR 645, by Rep. Hale Boggs (D-La.); HR 2910, by Clifford G. McIntire (R-Me.); and HR 5099, by Byron G. Rogers (D-

Colo.). Two other etv measures introduced in the House after Rep. Moulder announced the hearing probably will be considered also. These are HR 5535, introduced by Harris B. McDowell Jr. (D-Del.) and HR 5602, sponsored by Rep. John E. Moss (D-Calif.).

The Harris and McIntire bills are similar to the Magnuson measure. The Boggs bill is also similar but would amend the Communications Act. The other measures are similar to the Roberts bill.

Twice before, the House Commerce Committee has considered the Roberts bill. In the 85th Congress, it let the measure die. Last year, it reported the bill out, but it was shelved by the Rules Committee. This time, however, it is believed the House will have a chance to vote on an etv bill. In both previous Congresses, the Senate passed the Magnuson measure.

Short term renewals given WPET, WVOW

WPET Greensboro, N. C., and WVOW Logan, W. Va., were slapped by the FCC last week with license renewals of only 14½ months, compared to the normal three year period. In the WPET case, however, Commissioners T. A. M. Craven and John S. Cross felt that the licensee had adequately explained past shortcomings and was entitled to a full renewal.

The Greensboro station got into commission trouble because of numerous program logging discrepancies and alleged failure of the licensee to exert close control and supervision over its employes.

The station, principally owned by James Beattie, reported to the commission that two announcers who made the incorrect log entries had been discharged and that employes had been warned not to repeat the errors in the future. Among the improper entries cited by the commission were public service announcements and commercials logged but not actually broadcast.

In giving WPET a renewal only until June 1, 1962, the commission noted that the licensee had responded to the inquiry in a responsible manner but that the commission wanted to make another review of future operations.

Licenses of two other stations in which Mr. Beattie owns major interests, WBUT Butler, Pa., and WSSB Durham, N. C., were renewed in recent weeks without question.

In the WVOW action, the commission also approved a previously unauthorized transfer of control which arose out of failure to report the end of a trust agreement. The transfer was from H. H. Farley, Clarence W. Meadows and J. E. Craft, as trustees, to Messrs. Farley, Meadows, Grover C. Combs, William P. Beeker, Chauncey Browning, Carson Browning Jr., William T. Lively and other original stockholders. The station also was cited for technical violations in the short-term renewal.

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and aliied fields:

HR 5624. Rep. Kenneth J. Gray (D-Ill.)—would amend the Federal Trade Commission Act to authorize the Federal Trade Commission to issue cease and desist orders pending decisions on complaints. Commerce Committee. March 15.

HR 5570. Rep. William G. Bray (R-Ind.)—would limit authority of the FCC to shift vhf television stations to the uhf band. Commerce Committee. March 14.

S 1233. Sen. Clifford Case (R-N.J.) and Sen. Maurine Neuberger (D-Ore.)—would require senators, representatives, candidates for those offices and employes of the legislative or executive branch earning more than $12,500 annually to file reports of income and expenditures, assets, securities or commodities dealing, and purchases or sales of real property; and would authorize the establishment of a Commission on Legislative Standards which would study conflict-of-interest and executive-relations problems confronting Congress. Rules Committee. March 7.

Michigan radio outlet under revocation shadow

The FCC began proceedings last week to revoke the license of WIOS Tawas City-East Tawas, Mich., for "misrepresentations, lack of candor and other disqualifications" on the part of its owner, Roger S. Underhill.

The charges grew out of an application by a company which Mr. Underhill heads, for an am station in East Lansing, Mich. That application, filed by Capitol Broadcasting Co., was denied on Sept. 7, 1960. Mr. Underhill was directed to show cause why the WIOS license should not be revoked. The station went on the air in September 1958.

The commission holds that Mr. Underhill filed his Tawas City application merely to aid Capitol, at the time it was seeking its license.

The commission also charged that Mr. Underhill, president and a 35% stockholder of Capitol, had concealed and misrepresented the financial support Capitol had given his Tawas project and had been evasive in his appearance before the FCC.

In issuing the show-cause order, the commission also cited an early attempt by Mr. Underhill to sell his Tawas construction permit. This "was clearly inconsistent with his original expression of a desire" to own and operate a station in Tawas, the FCC said.

House bill would limit vhf shifts to uhf

Legislation has been introduced in the House of Representatives that would limit the FCC's authority to shift vhf television stations to the uhf band.

The bill, sponsored by Rep. William G. Bray (R-Ind.), would prohibit the FCC from making such a switch without the licensee's consent and unless the proposed modification were "part of a general plan" to move all vhf stations to the uhf band.

The congressman is said to have introduced the bill, in the form of an amendment to the Communications Act, after conferring with several constituents. However, favorable action on the bill seems doubtful in view of congressional interest in the adoption of fundamental policy with regard to the vhf-uhf problem.

WIBW asks for hearing on sale of am satellite

The smallest part of a $1-million-plus station sale was protested by a Topeka, Kan., station last week.

WIBW asked the FCC to set a hearing on the sale of KFRM Concordia, Kan., the smallest part of the $10.25 million cash sale of KMBC-AM-TV Kansas City and KMOS-TV Sedalia, Mo., by Cook Broadcasting Co. to Metropolitan Broadcasting Corp. (BROADCASTING, Dec. 26, 1960). KFRM was operated as a satellite of KMBC by Cook. That company had been granted a waiver of an FCC rule requiring a station's transmitter to be located so as to provide primary service to the city in which the main studio is located on grounds that KMBC's agricultural programming filled a special need in Kansas. The station's studio is in Kansas City, Mo., the transmitter 160 miles away in Concordia.

WIBW protested that the waiver should no longer apply if the sale is approved because Metropolitan would not be using the same agricultural programming. Metropolitan has announced it will sell KFRM (without profit), but WIBW said it would still have to operate it for a minimum of six months during the transition period.

FTC orders halt in toothpaste ads

The crack in Colgate toothpaste's "protective shield" became official when the Federal Trade Commission issued a cease and desist order last week barring the claim that the use of Colgate Dental Cream with Gardol completely protects teeth from decay.

The FTC order written by FTC Commissioner William C. Kern, said Colgate's advertising, including tv demonstrations of a tennis ball and a coconut being thrown at the announcer (and stopped by an invisible glass plate) are misleading; that no dentrifice furnishes complete protection to the teeth, as implied by Colgate.

The FTC didn't judge a charge that the tv commercials by "visual innuendo" claimed the toothpaste furnishes complete protection. Commissioner Kern wrote that the audio portion of the tv commercials and print advertisements made these implications sufficiently for a ruling.

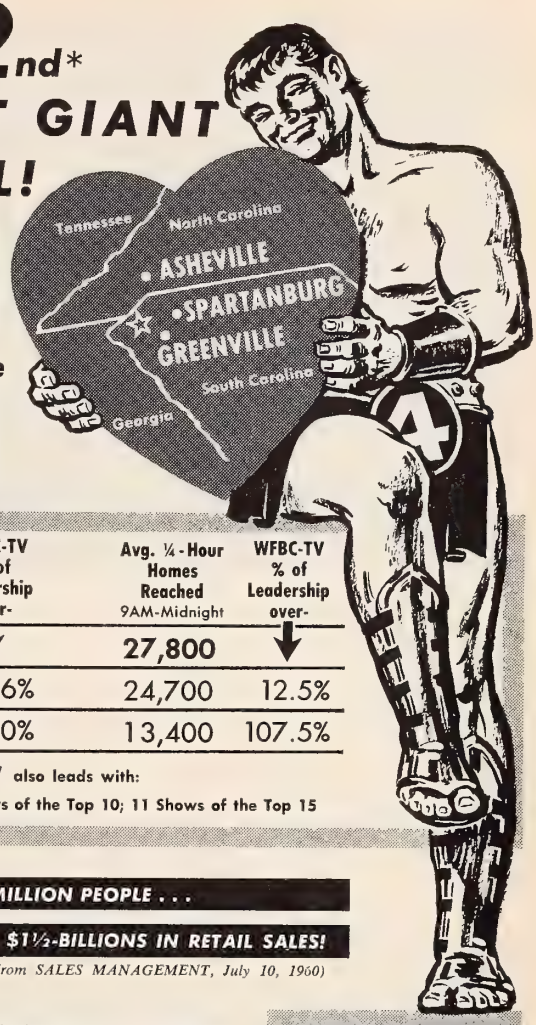
Mr. Kern denied Colgate's plea for dismissal on the ground that it has abandoned the advertising theme.

The FTC complaint was issued in 1959 as one of the first of a dozen deceptive advertising complaints emanating from the FTC's crackdown on misleading tv demonstrations. An FTC hearing examiner last summer recommended a cease and desist order, and in December an appeal from this initial decision was argued before the FTC membership (BROADCASTING, Dec. 19, 1960). Other FTC complaints involving tv advertising, still outstanding: Alcoa (aluminum wrap), Carter (Rise lather), Colgate-Palmolive (Rapid Shave lather), Lever Bros. (Pepsodent toothpaste), Mennen (Sof' Stroke). and Libby-Owens-Ford (auto glass). Others, settled by consent orders: Brown & Williamson (Life cigarettes), Eversharp (Schick razors), Standard Brands (Blue Bonnet margarine), Max Factor (Natural Wave).

Advisory group killed

President Kennedy last week abolished the Telecommunications Advisory Board, comprising undersecretaries of various departments, and chairmen of independent agencies. The board was a successor to the Telecommunications Advisory Commitee, set up in the White House in 1952 and composed of cabinet rank officials. National telecommunications matters will now be considered by the Telecommunications Planning Committee, established by President Eisenhower in 1952. This is composed of working executives. It is chaired by Fred M. Alexander, Director of Telecommunications, Office of Civilian & Defense Mobilization.

THE 42nd* LOVES THAT GIANT BEST OF ALL!



*THE NOVEMBER 1960 A.R.B. shows that WFBC-TV leads in its 4-state market in nearly every important category. Ranked 42nd in the U.S. by TELEVISION MAGAZINE for Dec. 1960 "The Giant's Market" includes the metropolitan area of. . . .

Greenville-Spartanburg-Asheville

. . . the hub of a region which has America's greatest concentration of textile manufacturing, and has also the fabulous Smoky Mountains—Blue Ridge resort and tourist mecca for millions. Here are the figures from A.R.B., November 1960:

	Metro Share of Audience	WFBC-TV % of Leadership over-	Avg. ¼-Hour Homes Reached 9AM-Midnight	WFBC-TV % of Leadership over-
WFBC-TV	38.0	↓	27,800	↓
STATION "B"	31.0	22.6%	24,700	12.5%
STATION "C"	21.1	80.0%	13,400	107.5%

WFBC-TV also leads with:

4 Shows of the Top 5; 7 Shows of the Top 10; 11 Shows of the Top 15

THE GIANT'S MARKET HAS 2 MILLION PEOPLE . . .

$2-BILLIONS IN INCOMES . . . $1½-BILLIONS IN RETAIL SALES!

(Population, Incomes & Retail Sales data from SALES MANAGEMENT, July 10, 1960)

For complete details of the latest A.R.B., for information about "The Giant's Market," for rates and availabilities, contact the Station or our National Representatives.

sold by AVERY-KNODEL

NBC CHANNEL 4 WFBC-TV GREENVILLE, S. C.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

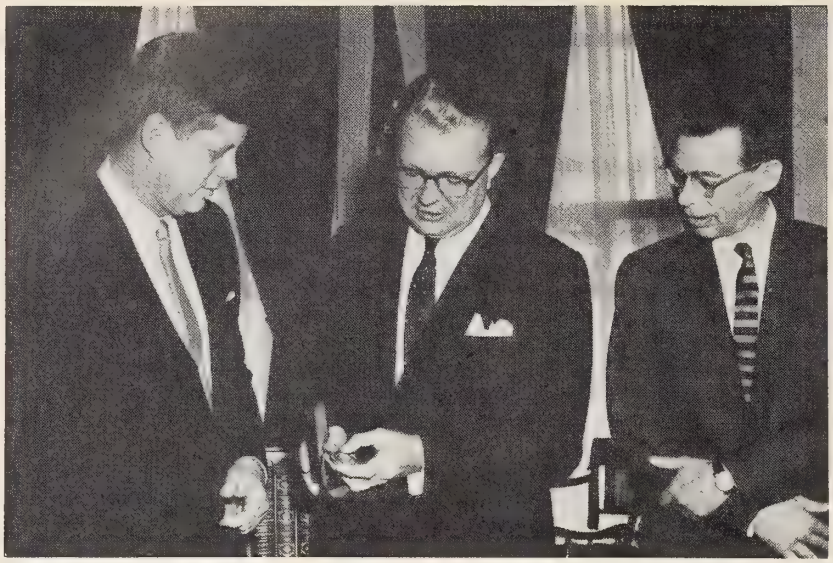
company name

address

city *zone* *state*

Send to home address — —

* Occupation Required



RTES Gold Medal award to President Kennedy

President John F. Kennedy is presented with the Radio & Television Executives Society Gold Medal in ceremonies at the White House March 11. The President and former Vice President Richard M. Nixon were honored for their face-to-face "Great Debates" during the 1960 presidential campaign. Presenting Mr. Kennedy with his medal is J. Leonard Reinsch (c), executive director of the Cox stations and radio-tv advisor to President Kennedy. Looking on is Richard Salant, RTES president and president of CBS News.

Tv, movies, cast as villains of delinquency

SENATE REPORT LINKS TELEVISION TO JUVENILE CRIME

Television and movies are hearing from their critics on Capitol Hill again. The complaint, as it has often been, is that the heavy budget of filmed violence is a factor in the rise of juvenile delinquency and that the export of crime shows is hurting the country's image abroad.

On Monday, Rep. John S. Monagan (D-Conn.) inserted into the *Congressional Record* a column by syndicated writer John Crosby, which charged, "We teach juvenile delinquency on television and in books and in the movies." Mr. Crosby also landed with both feet on the FCC, calling that agency, "sublimely blind, hopelessly inefficient and frequently corrupt." The column went on to say that the FCC could accomplish much simply by "flexing its muscles" at the networks and local stations "who show the tripe." In inserting the column, Rep. Monagan said he hoped it would help lead to the elimination of violence-stressing tv programs.

The effect of blood-and-thunder tv shows and movies on friends abroad concerned some members of the Senate Foreign Relations Committee last week. At the hearing on Edward R. Murrow's nomination as director of the U. S. Information Agency (see story page 80), Sen. George D. Aiken (R-Vt.) said "some of the most harmful views of us abroad" are given by tv and movies. He asked Mr. Murrow whether he could "persuade" movie people to quit distributing such films overseas, and the former CBS newsman said he would "try."

Echoes Expected ▪ The blast that is certain to be echoed before Congress recesses for the summer came a few days earlier, at a Senate Juvenile Delinquency hearing. The National Council on Crime and Delinquency released a long-confidential report declaring that constant portrayal, by television and movies, of "large quantities of materials which stimulates aggressive and sexual fantasies" could seriously affect the young viewer's behavior and emotional development.

The report said that movies and television reinforce in young children's minds such undesirable stereotypes as "the criminal who has prospered for many years before his downfall in the last three minutes of the program."

The report recommended that the FCC monitor tv programs and be equipped with "more diversified and flexible sanctions" than it now has in dealing with tv stations that do not live up to their promises of program balance. What the report's authors had in mind for the FCC, reportedly, was the power to levy fines on offending stations. They felt it was unrealistic to expect the commission to revoke a license.

Report A Surprise ▪ The report also said the television and movie industries should be urged to "correct the considerable gap between their established codes regarding children and the extent of horror, crime, violence and sex programs." In addition, it recommended a national conference to discuss television and movie crime and said leaders of those industries should be invited to participate.

The report, prepared last June by experts in the field of juvenile delinquency, was not expected to be discussed at the subcommittee hearing, which dealt with the general problem of the government's role in combating juvenile delinquency. Milton G. Rector, NCCD executive director, reportedly surprised the subcommittee with it.

However, it's certain to form part of the basis of the hearings the subcommittee plans to hold on this subject. Chairman Thomas J. Dodd (D-Conn.) said, "If television is as powerful in forming public opinion as the industry believes it to be, then the high incidence of criminality it portrays cannot be discounted lightly. In due time, we will attempt to determine precisely what the relationship is, if any, between the two."

The subcommittee, which held hearings on this subject five years ago, has no plans for legislation in this area. What it does hope to do, it is understood, is nudge the FCC into considering program content in determining whether a licensee has lived up to its "public interest" responsibility.

NAB asks more time on program comments

Vehement protest was expressed in the first comment received by the FCC last week on its proposed revised programming section on applications (BROADCASTING, Feb. 27). The proposal would require considerably lengthier descriptions of the nature of a station's programming and what the licensee had done to determine local public needs.

Richard B. Biddle, president of WOWL-AM-TV Florence, Ala., said, "Any proposal which would purport to cast judgment upon local programming procedures on the part of broadcasters, I believe, undermines our basic freedoms as set forth in the Bill of Rights." Mr. Biddle said he realized that the intent of the FCC proposal was not to dictate program policy, but felt the very admission of this type of change "creates the opportunity for ever-in-

creasing determination of program policies by the FCC and/or some group authorized to pass upon it."

Mr. Biddle also objected to the proposal on grounds that broadcasters are already overburdened with red tape and any additional complications are unfair.

NAB requested an extension of time from the FCC last week for filing comments on the proposal.

NAB told the commission that copies of the proposal have been reprinted and distributed to the entire NAB membership. It said its preliminary information was that many members would wish to comment. These comments would be helpful to the FCC in considering the proposal, NAB suggested, and said that a much more informative group of comments would be submitted if the additional time is granted.

NAB stations oppose monitor data changes

The NAB and several stations told the FCC last week that the agency's proposal to reduce the allowable tolerance of tv frequency monitors from 50% to 10% would work an undue hardship upon broadcasters.

The views were given on commission rulemaking eliminating a requirement that all stations employ type-approved frequency monitors and require them instead to use external measuring sources (BROADCASTING, Nov. 28, 1960) to insure compliance with prescribed tolerances.

NAB expressed general agreement with proposal but recommended that the 50% tolerance factor be continued. Westinghouse Broadcasting Co., also was in general agreement, but said that the proposal may not accomplish its intended purpose and instead may be conducive to greater errors than those at present.

KYLD-TV Bakersfield, Calif., KLIX-TV Twin Falls, Idaho, and KING-TV Seattle argued that the commission failed to find the existing system of checking monitors on a monthly basis to be in any way unsatisfactory. Therefore, a mandatory system of external daily checks is unjustified and the necessary gear would cost each station up to $3,000, they held.

WNTA-TV Newark-New York, WJAR-TV Providence, WGAN-TV Portland, Me., and WBOC-TV Salisbury, Md., felt the rules should be flexible enough to permit stations to use either system of monitoring their technical operation. WHP-TV Harrisburg, also thought the proposed system would preclude stations from using present monitors.

A consulting engineer firm, Hammett & Edison, said that the commission's proposal would burden stations unreasonably and unnecessarily. The admitted short-term stability of monitors is adequate to insure operation within the required frequency if monitors are periodically checked against a known standard, H&E maintained.

Two uhf stations ask for vhf assignments

Two uhf tv stations have asked for vfhs on grounds it will make them more "competitive" in their markets.

WXIX-TV (ch. 18) Milwaukee wants ch. 8 and wants to broadcast simultaneously on both channels. The station said there are three Milwaukee vhfs (all network-affiliated) and it's the only uhf within 70 miles. It has no wish to extend vhf at uhf's expense but wants to keep the higher-band station alive and expand its use. WXIX-TV would program 10 hours separately on the two channels, devoting ch. 18 to broad educational programs. WXIX-TV cited the FCC permission to KFRE-TV Fresno, Calif., to operate both a uhf and a vhf during that city's deintermixture period as precedent.

WTVO (TV) Rockford, Ill., asked the FCC to move ch. 3 to that city from Madison, Wis. The ch. 39 out-



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

The San Diego Union and *Evening Tribune* have a combined daily circulation exceeding 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership of 86.9% (evening & Sunday combination).

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(Nelson Roberts & Associates)

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

Congress barks—and the FCC stirs sleeping dogs

The number of stations under investigation by the FCC for possible infractions of rules has increased significantly since the quiz-rigging and payola scandals and since the FCC formed its G-2 arm, the Complaints & Compliance Division.

This could be interpreted as a tribute to the power of public opinion or congressional action. Or it could be an illustration of Parkinson's Law that the more branches an agency has, the more work there will be.

In July 1958, before the tv quiz-rigging and payola scandals were exploited by the House Legislative Oversight Subcommittee, the FCC was investigating 35 stations for their programming policies; 2 for character qualifications; 20 for technical violations; 1 for a combination of technical violations and programming and not any for infractions of Sec. 317, the sponsor-identification statute. At this time some two dozen stations had received FCC letters warning them about not identifying programming sources. All were charged with carrying film clips on a congressional hearing about a strike at the Kohler Co. The films were furnished by the National Assn. of Manufacturers, but were not so identified by the stations.

In January 1959, when the House Oversight group called for an overhaul of the FCC's legal and internal machinery, cases under investigation tallied: character qualifications, 18; programming policies, 32; technical violations, 23; Sec. 317 and technical-programming, none.

Some of the stations had cleared up their difficulties with the FCC by October 1959, just before the quiz hearing began. At that time—low ebb for investigations—the score read: character qualification, 17; programming policies, 5; technical violations, 39; Sec. 317, none.

The investigations of the quiz shows were over and payola was big news when the June 1960 FCC report on investigations was issued. The commission had announced formation of its new investigatory arm, the Complaints & Compliance Division, under John Harrington. The scoreboard at that time: character qualifications, 19; programming policies, 16; Sec. 317 violations, 174; technical violations, 56; technical and programming, 11.

By November 1960 the number increased to: character qualifications, 29; programming policies, 28; Sec. 317, 173; technical violations, 80; technical and programming, 9.

Multiple-station licensees and am-fm-tv combinations were included separately. Remote stations, catv systems and translators were not.

let said the switch would both deintermix Madison to all-uhf and make WTVO more competitive with WREX-TV Rockford (ch. 13). Madison now has ch. 3 (WISC-TV), 27, 33 and etv ch. 21; Rockford has 13, 39 and etv. ch. 45. In 1957 the FCC vetoed a similar proposal but WTVO argued that circumstances have changed.

License renewal of WDKD set for hearing by FCC

The application for renewal of license of WDKD Kingstree, S. C., was set for a hearing last week by the FCC because of alleged vulgar and suggestive statements broadcast by one of the station's disc jockeys.

Numerous complaints against the announcer, Charles Walker, were received by the commision several months ago. Included in the unsolicited material received were tape recordings of Mr. Walker's aired comments. In replying to a commission inquiry about the matter, the licensee pointed out that the employe in question is no longer with the station.

The FCC, however, was not satisfied with the explanation given and said that the licensee did not disclose full details and was less than candid in its reply. Many of Mr. Walker's statements were susceptible to a double meaning, the commission felt, in setting the application for hearing. Also cited were alleged objectionable programs of the station.

WDKD, licensed to Palmetto Broadcasting Co., is owned by E. G. Robinson Jr.

CH. 7 TO SUNBEAM PLANNED

FCC tells staff to write Miami tv order disqualifying incumbent WCKT (TV), two others

A second Miami tv station is expected to feel the FCC's wrath for allegedly making behind-the-scenes contacts with former FCC Commissioner Richard A. Mack.

The FCC last week instructed its staff to draw up a document to revoke the 1956 grant of Miami ch. 7 to Biscayne Television Corp. (WCKT [TV]). It also told the staff to disqualify not only Biscayne, but two other applicants, East Coast Television Corp. and South Florida Television Corp. Biscayne is a combination of Cox and Knight newspaper principals, plus Niles Trammel, former NBC president.

The proposed order would grant ch. 7 to Sunbeam Television Corp. Sunbeam, the only applicant found innocent of *ex parte* representations by Judge Horace Stern's initial decision last year, is principally owned by Sidney D. Ansin, Miami businessman who has large real estate holdings in the state.

The commission's action is solely in the form of instructions to the staff. It must make a final, official determination when the staff presents it with the formal documents.

Last year the FCC ordered National Airlines' grant of Miami ch. 10 revoked, also for activities outside the record in connection with representations to Mr. Mack. It disqualified National and two other applicants, granting the ch. 10 facility to L. B. Wilson, the untarred, remaining applicant. National and North Dade Video Inc., another disqualified applicant, appealed this verdict to court. An argument on this appeal is scheduled March 22.

No Formal Vote ▪ Although no vote was taken last week, it was understood that Commissioner Robert E. Lee favors reopening the case rather than granting to Sunbeam. Commissioner T. A. M. Craven, who abstained from the original 1956 vote, also declined to participate in last week's discussion. Chairman Newton N. Minow joined his colleagues, Commissioners Frederick W. Ford, Robert T. Bartley, John S. Cross and Rosel H. Hyde.

The commission majority, in essence, accepted the special examiner's report, it is believed.

Mr. Stern's initial decision (BROADCASTING, Sept. 19, 1960) found that Biscayne enlisted the aid of Ben A. Fuqua, vice president of Florida Power & Light Co., to intercede with Mr. Mack, and that Mr. Trammell, James M. Cox Jr. (*Miami Daily News*) (and principal owner of the Cox radio-tv stations) and John D. Pennekamp, associate editor of the Knight-owned *Miami Herald*, had spoken to Mr. Mack about the case at various times while the FCC decision was pending.

The examiner held that South Flori-

da Television Corp. (Jack Stein, president) used Perrine Palmer Jr. and Thurman Whiteside to see Mr. Mack in its behalf; and that East Coast Television Corp. (Richard Mead, principal owner), had engaged Miles H. Draper, Tampa attorney and Republican political figure, to bring pressure on Mr. Mack.

Miami Ch. 6 ▪ The FCC also instructed its staff to prepare papers making final a grant of Miami ch. 6 to South Florida Amusement Corp., similar to the examiner's initial decision last year (BROADCASTING, Sept. 19, 1960). South Florida is principally owned by Sherwin Grossman and his father, Harry J. Grossman, operators of a Miami drive-in theatre. The Grossmans operated, from 1953 to 1955 uhf station FBUF-TV Buffalo, N. Y. Proposed to be denied were Publix Television Corp. and Coral Television Corp.

FCC hears about free plugs in L.A. hearing

The second session of the Los Angeles segment of the FCC investigation into broadcast programming came to an end Monday (March 13) without the testimony chiefly sought by the commission's representatives. The record does not include the desired testimony of Taft Schreiber, vice president of MCA, who twice has refused to testify (BROADCASTING, Oct. 24, 31, 1960; March 13, 1961).

Final witnesses in Los Angeles, pending the possible appearance of Mr. Schreiber, were Dick Fishell and Betty Langley of Dick Fishell & Assoc. and Mary Rothschild of Promotions Unlimited. The principals of the two firms, Mr. Fishell and Mrs. Rothschild, testified regarding their product promotion activities insofar as they involve radio and tv programs. Mrs. Langley, Mr. Fishell's secretary, corroborated his testimony, but added nothing to it.

A major part of his business, Mr. Fishell testified, is supplying gifts and prizes to be awarded contestants in audience participation shows. The producer of the program gets the merchandise to give away; the manufacturer of the article gets publicity by word of mouth or exhibition of the product or both. As an indication of the importance of this type of product promotion, he said that one tv network, which had adopted the policy of buying gifts with money instead of air plugs, had reversed its policy just a few days before, after spending almost $100,000 for prizes for one five-a-week daytime program in the past year. (Although not publicly identified by Mr. Fishell in his testimony, the network was CBS-TV, the program was Art Linkletter's *House Party*.)

Clothing tie-ups for stars, involving 20 to 30 outfits provided by the manufacturer to the star for use on a season's tv programs, is another promotional service he provides, Mr. Fishell said. He sometimes provides articles made by his clients for use as props in tv shows or theatrical motion pictures and gets products mentioned on broadcast programs by providing appropriate material for the show, frequently a gag for a comedy show, he stated.

A Thing of Value ▪ Friendly relationships with producers, directors and writers provide the opportunity for him to get his clients' products mentioned in radio and tv programs, Mr. Fishell testified. Before last September, when undisclosed contributions to a program became a misdemeanor, the person on the program staff responsible for putting the plug into the show would be given a thank-you gift, such as a gift certificate, case of whiskey, or sometimes the client's product. "Very rarely" was cash given, he stated.

Mr. Fishell said that to the best of his recollection the largest cash gift he had ever made to a writer, producer or director, amounted to $500-$600, which he stressed was extremely unusual. He guessed that the average cash payment over his 15 years in product promotion would be about $100, again stating that any cash payment was a rare thing.

Mrs. Rothschild, who said she had operated Promotions Unlimited for about eight years after having spent six and a half years with Mr. Fishell, in general agreed with him as to the nature of radio-tv product promotion. She also stated that most gifts to production people for getting a product plug into a show were liquor or gift certificates, with cash being given only on very few occasions. The largest cash gift she ever made was in the $100-$150 area, she said.

Both she and Mr. Fishell testified that their pay came from their clients, the manufacturers of the products promoted on the programs.

After both witnesses had said they were unable to report the total value of all gifts made to program personnel in any one year, FCC Chief Hearing Examiner James Cunningham instructed them to go to their records and report the total for whatever year it was highest. Ashbrook P. Bryant, FCC counsel, said that such data would also be sought from other product promotion practitioners who had previously testified in the hearing.

Questioned about gifts of automobiles to production companies for the personal use of stars or executives, Mr. Fishell said that the general practice is for cars to be loaned to studios at a nominal rental of $1-a-year.

WFLA TV

Evening Preference

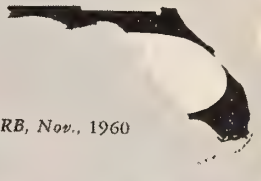
...in the land of Profitunity!

During prime nighttime, 7:00 P.M. - 11:00 P.M., when most people watch TV Monday through Friday — both national rating reports show WFLA-TV to lead substantially in quarter-hour viewer preference. So, to get more viewers for your money — spot your product on WFLA-TV!

QUARTER-HOUR LEADERSHIP — 7 - 11 P.M.
MONDAY THROUGH FRIDAY

	ARB, Nov., 1960	NSI, Dec., 1960
WFLA-TV	50	46
STATION "B"	30	34
STATION "C"	0	0

The big, busy 28-Counties in West Coast and Central Florida where ARB* says WFLA-TV takes 62.5% of evening quarter-hours, Monday through Friday, 7 p.m.-11 p.m.



*ARB, Nov., 1960

Channel 8

REPRESENTED NATIONALLY BY - BLAIR-TV

wfla-tv NBC

TAMPA - ST PETERSBURG

PERSON TO PERSON—SENATE STYLE

Murrow on answering end as Senate okays him for USIA

The ghost of some of Edward R. Murrow's more controversial documentaries returned to haunt him last week during the Senate Foreign Relations Committee hearing on his nomination as director of the U.S. Information Agency.

The committee approved his nomination speedily—and the Senate voted his confirmation without a dissenting vote. But during the almost two hours Mr. Murrow testified, some of the senators wondered out loud whether a man with a zest for reporting the less pleasant facts of American life was the ideal person to run what they regarded as this country's propaganda, or advertising, agency.

In his opening statement, Mr. Murrow said under him the USIA will "operate on the basis of truth." And, in answer to questions, the 25-year veteran of radio and television reporting said he regarded USIA as "an objective reporting agency" that should, "with restraint," report nationally significant domestic controversy. Nor did he budge from these positions.

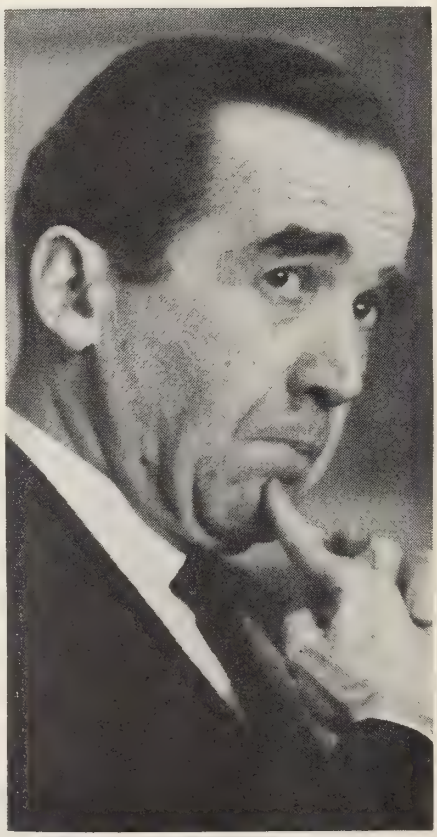
Sen. Bourke B. Hickenlooper (R-Iowa) questioned him closely about *The Farm Problem*: *Crisis of Abundance,* a CBS documentary produced on Jan. 26, 1956. The Senator said that "some people have felt you overemphasized the less attractive side of our society to the exclusion of the more hopeful side" and that in *Crisis of Abundance* "the impression created was that the Iowa farmer was an ignorant peon, put upon by voracious landlords." He went on to suggest that the communists were outstripping the United States in the propaganda race because they constantly exaggerate the success of their system. He thought the USIA should boast about this country's successes.

Mr. Murrow, who took full responsibility for the documentary, observed, "One of our dilemmas" in the conflict with communism, "arises from the fact that we are operating a different system. We can't conceal weaknesses," he pointed out. "Ours is a pluralistic, democratic society. If we don't report weaknesses, others will—and perhaps distort them."

Must Tell the Whole Truth ▪ Republican senators George D. Aiken (Vt.) and Homer Capehart (Ind.), and Democrat Frank J. Lausche (Ohio) also expressed concern that Mr. Murrow would not do enough of a positive "selling job." "We won't emphasize the bad," Mr. Murrow told Sen. Capehart. "But we can't be effective in telling the American story abroad if we tell it only in superlatives. If we don't [report the bad], others will, and our credibility will be questioned."

Sen. Aiken also asked Mr. Murrow about the kind of cooperation he expected from the television and movie industries in producing films that could be circulated abroad. Mr. Murrow replied that he didn't expect "the fullest cooperation" but that he would seek it. He also said he will "try to persuade" producers not to export the type of film which Sen. Aiken said was seriously damaging this country's image in foreign countries.

Mr. Murrow testified before a standing-room-only audience which included West Berlin Mayor Willy Brandt, a guest of the committee. He read his opening statement (a short one, no longer than the end-piece with which he used to wind up his 15-minute radio news program) slowly, in a carefully modulated voice. And he sat in the witness chair, a la *Person to Person,* in a semi-slouch. But the customary cigarette was missing, and he appeared fidgety as a result. He said later he didn't know smoking was permitted in the witness chair.



Ed Murrow
Now USIA's chieftain

Policy for USIA ▪ His statement did not reflect the type of salesmanship talent of which Sen. Hickenlooper would approve. But it did have the flavor of the radio and television commentaries for which he is known. The USIA, it said, "will attempt to make United States policy, as designed by the President, everywhere intelligible and, wherever possible, palatable. We shall endeavor to reflect with fidelity to our allies, to the uncommitted nations, and to those who are hostile to us, not only our policy but our ideals. . . .

"To the emerging nations we shall say, 'We share your dreams.' There is a dynamism in freedom which permits and encourages progress without binding the individual to the wheel of the state. We shall try to make it clear that we as a nation are not allergic to change and have no desire to sanctify the status quo. This nation not only has a birth certificate, it holds the patent rights on change and revolution by consent. . . ."

In response to questions, he said the USIA should continue to operate a world-wide news service staffed by competent, adequately paid newsmen. He said he felt the quality of the agency varied from post to post. To assure adequate salaries, he added, he will ask for additional funds from Congress. He also said he wanted more money to strengthen the agency in Africa and Latin America.

He noted that the communists have been more successful than the United States in underdeveloped countries because they have spent more money on propaganda and have more linguists and technicians.

Needs Stronger VOA ▪ He also said he wanted to strengthen the signal of the Voice of America and improve its content. And, in producing USIA television documentaries, he said, "we should first analyze why we are doing it and try to understand the audience we are trying to reach."

In answer to a question from Chairman J. W. Fulbright (D-Ark.), Mr. Murrow said he feels Congress should be concerned with program content "in a general way—but not in supervising details of the output." He also told the chairman that, as director of the agency, he will concentrate "on both policy and administrative matters. They go hand in hand," he said.

Mr. Murrow told the committee he no longer has any financial interest in any communications media, except for a long-term contract with CBS, under which the network will pay him over the next ten years money he earned prior to 1958. He also said he has no plans or agreement to return to broad-

casting at the completion of his government service.

Mr. Murrow was introduced by Sen. Henry Jackson (D-Wash.). The senator gave him a warm endorsement, declaring that "Mr. Murrow will bring to the agency a high degree of competence, courage and intellect." He also said that Mr. Murrow, "who is making a great sacrifice in taking the job, has set an example of the type of man we need in government at this time." Mr. Murrow is trading an annual salary of some $200,000 for the $21,000-a-year government post.

Sen. Jacob K. Javits (R-N.Y.) also appeared before the committee to praise Mr. Murrow, who has a home in his state.

Approved along with Mr. Murrow by the committee was Donald M. Wilson, formerly head of the *Life* magazine bureau in Washington, whom President Kennedy has picked for deputy director of USIA. On Wednesday, the Senate completed action on the nominations by voting swift and unanimous confirmation of both.

FTC TOLD: 'ACCELERATE MONITORING'

Magnuson gives Dixon directive at nomination hearing

The new Federal Trade Commission chairman is under orders to step up its radio and tv monitoring activities.

The directive was given last week by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. It was issued during the hearings on the nomination of Paul Rand Dixon to be chairman of the FTC.

Mr. Dixon was unanimously confirmed to the post by the Senate Thursday. He will take his oath of office early this week.

"Deceptive advertising on radio and tv has a greater impact on the public than any other medium," Sen. Magnuson said.

So far, he observed, the FTC's activities in this field have been salutary, but more needs to be done. He charged Mr. Dixon to shift into higher gear the commission's monitoring and to increase its liaison with the FCC.

Sen. Magnuson launched into a virtual monologue on broadcast commercials. He recounted his interest over the years and his influence in having the FTC establish a radio-tv monitoring unit. Not much was done for the first couple of years, he said, but when the quiz and payola scandals were brought to light, the FTC got busy.

"Many radio and tv commercials are borderline," he said. By this he meant they border on the deceptive, he explained.

The Senator also asked Mr. Dixon to check into the status of the FTC's investigation of broadcast rating services. This, he said, was started last year when the committee turned over to the trade agency material it had gathered in its study of the subject. He said the committee had been informed that the FTC was still investigating the field.

Rating Inquiry ▪ Sen. A. S. Mike Monroney (D-Okla.) sparked last year's study of rating services. Sen. Monroney is a member of the Commerce Committee. It is this committee which deals with federal trade and communications matters.

Mr. Dixon, a Tennessee Democrat who is chief counsel of the Senate monopoly and antitrust subcommittee, agreed to give both subjects an early look when he takes over as FTC chairman. Mr. Dixon was nominated to be an FTC commissioner and permanent chairman by President Kennedy last month.

In discussing his views on monopoly, Mr. Dixon repeated his opinion that false advertising could be considered a tool of monopoly. The object of deceptive advertising, he argued, was to win the largest share of the market possible. This could result in over-concentration in violation of the antitrust laws, he observed (BROADCASTING, Feb. 27).

At another point, Mr. Dixon agreed that the "social desirability" of advertising has nothing to do with the FTC's policing of misleading advertising. The phrase was used in the monopoly committees' report on automobile pricing, signed by Mr. Dixon as chief counsel.

Most of Mr. Dixon's quizzing was done by Sen. Norris Cotton (R-N.H.).

The New Hampshire Republican expressed the fear that Mr. Dixon might turn the trade commission into a regulatory agency, rather than a purely enforcement organization.

Mr. Dixon's attitude was that everything the FTC does is regulatory in the sense that when it issues orders or persuades a company to cease a business practice this is regulation to the rest of the industry concerned. He pointed out that the law requires the FTC to regulate fur, wool and textile labeling.

The trade commission must be made more efficient, Mr. Dixon emphasized. He said he was thinking of reorganizing the structure of the FTC into three major bureaus: monopoly, deceptive practices and fur, wool and textiles. He also indicated that he felt that where an investigation is begun the matter should be carried through its final determination by the same man.

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

BUREAU ASKS KRLA DENIAL

FCC lawyers say KRLA renewal applicant Cooke abdicated control to brother, falsified records

Eleven Ten Broadcasting Co., licensee of KRLA Pasadena-Los Angeles, was adjudged guilty in all four issues of a renewal proceeding by the FCC's Broadcast Bureau last week. In proposed findings submitted to Chief Hearing Examiner James D. Cunningham, the bureau charged that Eleven Ten "has been shown to have a proclivity for knowingly furnishing false and misleading information to the commission."

Attorneys for KRLA countered that nothing has been done "which impugns the character, intent or motive of the licensee or reflects adversely upon [its] ability to maintain the presently high standard of service now being provided by KRLA."

The KRLA renewal application was set for hearing to determine (1) if there was an unauthorized transfer of control from Donald Cooke, licensee of record, to his brother, Jack Kent Cooke, a Canadian citizen; (2) if program representations were made in good faith; (3) whether, in light of promotional contests, the station was operated for "improper purposes contrary to the public interest," and (4) if KRLA's program logs were altered with intent to deceive the FCC. Hearings were held in Los Angeles last fall (BROADCASTING, Nov. 7, 14, 1960).

The Broadcast Bureau said Jack Cooke did assume unauthorized control of KRLA and that "this violation alone is sufficient to justify a denial of the renewal application." Eleven Ten purchased KRLA (then KXLA) in March 1959, assuming control in May, with financing provided principally by Jack Cooke. The bureau said evidence shows Jack Cooke made all the arrangements to purchase KRLA before his brother was brought into it and committed the latter to the purchase price.

Jack Cooke, who owns CKEY Toronto, began giving directions to the staff almost from the time Eleven Ten assumed control of KRLA in May 1959, the bureau charged. "When he was out of the city he directed that reports, to which only an owner is entitled, be mailed to him," the bureau said. "His conception and execution of the Golden Key and Perry Allen contests, and directions and assurances given to employes, vividly demonstrate the extent to which Jack directly controlled the station's policies and programming."

"We conclude that the parties have engaged in willful violation of Sec. 310 of the Communications Act. We further conclude that Jack is and always has been the real party in interest in the assignment application," the Broadcast Bureau stated.

Programming Issue ▪ Eleven Ten did not make programming representations in good faith when it sought FCC approval of the purchase of KRLA, the bureau stated. Donald Cooke's effort to "explain away" the station's failure to fulfill its programming obligations is "ludicrous and lends emphasis to our conclusion that his entire testimony is untrustworthy," according to the Broadcast Bureau.

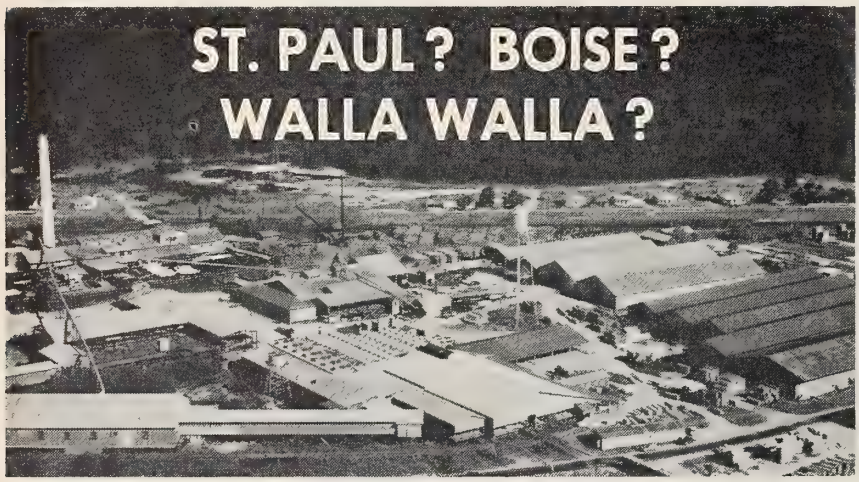
The "Find Perry Allen" contest "from its initial conception by Jack Cooke to its execution was a deliberate fraud intended to deceive the listening public," the bureau stated, as was the Golden Key contest. In the first, the bureau said, Mr. Allen actually was in Buffalo, N. Y., in September 1959 when KRLA was offering listeners $10,000 to find and identify its new disc jockey in the Los Angeles area.

In the second contest, the bureau charged, though Jack Cooke testified he had hidden the key he "made absolutely certain that the public could never under any conceivable circumstances find it by having the clues as to its location prepared by an individual who had no knowledge whatsoever of where the key was hidden, if in fact it had ever been hidden."

As a final indictment, the Broadcast Bureau said additions were made to the KRLA programming log "with the intent and purpose of deceiving the commission with respect to the amount of religious programming carried by the station." These changes were made for the week of October 18-24, 1959, the bureau said.

For the Defense ▪ Through attorneys Thomas Dowd and William Green, KRLA argued that any analysis of the evidence "compels the conclusion that the grant of the pending KRLA applications would serve the public convenience, interest and necessity. KRLA now is providing a high standard of service and, assuming that there has been any impropriety, the quality of present programing alone would dictate the grant of a renewal," the applicant argued.

Donald Cooke was "a virtual newcomer to the practical side of day-to-day broadcasting" and immediately up-



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Urania Lumber Company, lumber manufacturers and tree farmers, Urania, Louisiana.

Uhf test sets

The FCC invited bids last week from service companies interested in installing and maintaining 100 all-channel tv sets for the commission's uhf experiment in New York City. The special receivers will be located throughout the metropolitan area to help evaluate whether uhf can serve such an area adequately.

The 100 sets will be moved periodically for checks at 1,000 locations during the test. Half will be in Manhattan, the others within 25 miles of the downtown district. The target date for installation is Sept. 1 and the sets will be used until June 30, 1962. Ten will be color receivers. The FCC will own, supply and maintain the sets and associated equipment.

Bidders can obtain details from the Chief, Administrative Services Division, FCC, Washington 25. Bids are due by April 5.

on assuming control of KRLA in May 1959 began taking steps to provide the promised program service, the licensee stated. In August, Donald Cooke was trying to establish a new program format and was having difficulty hiring a new staff and, "in his effort to bring order out of chaos and superiority out of mediocrity, Donald Cooke enlisted, on a temporary and emergency basis, the talents of his brother Jack Cooke," the station said.

"Jack Cooke, who . . . was motivated primarily by a strong brotherly affection, agreed to lend his not-inconsiderable experience and talents . . . . He served at Donald's request and his decisions were subject to Donald's authority and approval. . . . In the discharge of his voluntary duties, Jack Cooke possessed the same authority as would be vested in any trusted employe."

KRLA said Jack Cooke left the station Sept. 20, 1959, and from that date on gave no orders or instructions to employes and has not participated in the control of the station in any manner.

In defense of the Perry Allen contest, KRLA said that "no reasonable person" would have been induced to search for him in Los Angeles upon the basis of clues broadcast. It was "conceded" that the announcements "implied" that Mr. Allen was in Los Angeles at the time the alleged contest began while he actually was still in Buffalo.

"It was always the intention of the licensee that Perry Allen would be 'found' by a KRLA listener," the station said. "The contest was deliberately misused by another Los Angeles radio station [KFWB] for its own competitive purpose. It sent it employes to Buffalo to identify Perry Allen [BROADCASTING, Nov. 2, 1959] but refused to participate in the promotional publicity which the contest was intended to create."

On the alteration of the logs, Eleven Ten said this action was taken by the former station manager without the knowledge or consent of the licensee and that the facts of the case were concealed from Donald Cooke. The individual responsible is no longer employed by the station, it was noted.

FCBA wants to take part in Laurel drop-out case

The Federal Communications Bar Assn. has asked permission of the FCC to participate as an *amicus curiae* in the hearing of the drop-out case of Milton Grant and Interurban Broadcasting Co. for a Laurel, Md. am (BROADCASTING, Jan. 30).

This case marked the first time a request for an applicant to drop out of a hearing in exchange for reimbursal of his expenses had been refused. Chief Hearing Examiner James D. Cunningham ruled, under authority of newly revised Sec. 311 (c) of the Communications Act, that Mr. Grant had not demonstrated his $10,000 expenses were both "legitimate and prudent." The Broadcast Bureau disagreed with Mr. Cunningham.

The FCBA asked to participate in order to get clear-cut statements from the FCC which will clarify procedures to be followed; data and information required to support requests for approval of such drop-out agreements. The bar group told the commission it has appointed a special committee to prepare comments and suggestions in the Laurel proceeding.

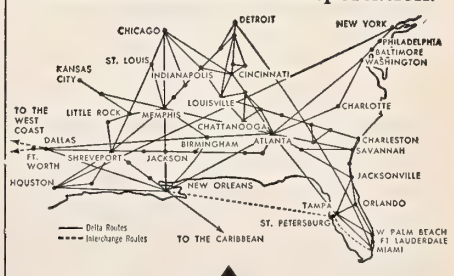
Deleted uhf's lose appeal

Attempts by five deleted uhf permittees to hold onto their construction permits were dismissed last week by the FCC which refused to reconsider its November action deleting the five and 21 other non-constructed uhf stations (BROADCASTING, Nov. 28, 1960).

Denied reconsideration were ch. 34 KMYR (TV) Los Angeles; ch. 14 WCBF-TV Rochester, N. Y.; ch. 23 WPHD (TV) Philadelphia; ch. 38 WXEL (TV) Boston, and ch. 52 WOCN (TV) Atlantic City. Commissioners Rosel H. Hyde and Robert E. Lee dissented on the grounds the FCC should not delete uhf stations for failure to construct until the commission itself has decided the fate of uhf. Chairman Newton N. Minow did not participate.



Only Delta operates both the World Champion Convair 880 and the magnificent Douglas DC-8, linking important cities in the eastern half of U. S. with the finest in modern air transportation.



DELTA

the air line with the BIG JETS

Bureau would revoke KFLT

The Broadcast Bureau last week recommended denial of a request by Leo Theriot, KFLT Golden Meadow, La., for reconsideration of a show-cause proceeding against that station. Mr. Theriot faces possible license revocation on charges of repeated technical violations and failure to file required statements with the FCC (BROADCASTING, Jan. 23, Feb. 20).

The bureau said Mr. Theriot's plea merely indicates violations have been corrected, and do not deal with the FCC's authority to revoke KFLT's license for "willful or repeated violations." It also said that with the exception of Mr. Theriot's employment of a fulltime radiotelephone operator, the facts in his petition were before the FCC when it issued the show-cause order.

The FCC last week...

- Renewed the license of WADO New York over dissent of Commissioner Frederick W. Ford who voted for a hearing. WADO, owned by Bartell Broadcasters of New York Inc., personnel had been listed in documents received by FCC from Federal Trade Commission for alleged acceptance of payola. Also considered by the commission were programming complaints against the station but the FCC received information which resolved those problems to its satisfaction.
- Denied a request by WXTV (TV) (ch. 45) Youngstown, Ohio, for special temporary authority to operate on ch. 15. The commission had previously denied a WXTV petition for a rulemaking to assign ch. 15 to Youngstown. The new request was ruled contrary to commission rules.
- Granted cp to Valley Translator System, Turkey, Tex., for new uhf translator station on ch. 73 to repeat programs of KVII-TV Amarillo.
- Denied a petition by James A. McKenna Jr. and Vernon L. Wilkinson, Washington attorneys, to reconsider the procedure adopted Nov. 21, 1960, for pre-grant protests of broadcast applications. The procedure requires interested parties to protest applications before the commission grants them and requires applicants to publish local newspaper notices on filing for a new station or for a major change in an existing station.

KFRE-TV seeks extension on vhf-uhf operations

KFRE-TV Fresno, Calif., last week asked the FCC for permission to continue dual vhf-uhf broadcasting for 90 days beyond April 15 because it has found five small communities receiving little or no ch. 30 signals. The Triangle-owned station said it planned to correct this defect through the installation of translators or boosters, but until this can be done it should be permitted to continue broadcasting on ch. 12. KFRE-TV also said that local dealers have exhausted their supply of adapters and ch. 31 strip tuners and are having trouble getting re-supplied.

The KFRE-TV letter was submitted to the FCC last Wednesday, a week after the commission turned down protests by uhf stations KJEO (TV) and KMJ-TV, both Fresno, against dual operation for KFRE-TV (BROADCASTING, March 13). KFRE-TV, which has been operating on ch. 12 since 1956, was moved to ch. 30 last year when the FCC deintermixed the market. It began transmitting on ch. 30 early last month, continuing its vhf broadcasts for a transition period.

FATES & FORTUNES

BROADCAST ADVERTISING

Feb Grumman, industrial specialty products department, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., elected vp.

Hugh H. Johnson, director of media at The Kudner Agency, N. Y., retires this month after 17 years with agency. Mr. Johnson, who will continue to serve Kudner as consultant, joined company in 1944 as associate director of media, becoming director of department in 1954.

John M. Burnard, previously director of marketing at Miles Laboratories Pan American Inc., named director of international operations for Lanolin Plus, Newark, N. J.

John L. Bricker, corporate vp for marketing and director, Colgate-Palmolive Co., N. Y., resigns position on or before April 15.

Louis C. FitzGerald announces formation of FitzGerald-Toole Co., new advertising agency in Providence, R. I. Mr. FitzGerald, elected president, formerly headed own agency. **Philip B. Toole,** assistant director of advertising of Sheraton Corp. of America, appointed vp and treasurer. Offices are at 58 Weybosset Street, Providence.


Mr. Ivey

Marc C. Ivey, former account executive on Kasco dog food at Donahue & Coe, N.Y., joins Best Foods Div. —Corn Products Sales Co., that city, as vp and manager of Kasco sales. Prior to his association with D&C, which began in 1959, Mr. Ivey was with MacManus, John & Adams, Bloomfield Hills, Mich., as senior account executive in consumer division.

George R. Gibson, formerly of Gardner Adv., N. Y., joins Lambert & Feasley, that city, as senior account executive on Listerine Antiseptic.

Thomas L. Harris promoted to vp and member of executive committee, Daniel J. Edelman & Assoc., Chicago, pr firm

William J. McGoogan Jr., formerly with Gardner Adv., joins Hebert Adv., St. Louis, as account executive and client service coordinator.

Bill Parker, formerly account executive with Galaxy Adv., joins Anderson-McConnell Adv., Hollywood, in same position. He replaces **Harvey Waldman** who resigned.

Carlene Watts promoted to assistant account executive at Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. Miss Watts was traffic coordinator.

Robert Denning, at one time account executive at former Bryan Houston, N. Y., named account executive on Listerine Tooth Paste at Lambert & Feasley, that city.

James Teague, formerly with Gibbons Adv., and DeFelice Adv., both Tulsa, named account executive at White Adv., that city. **Daniel B. Miller,** formerly with *Oil & Gas Journal,* Tulsa, appointed production manager.

Robert L. Thalhofer, formerly of Johnson & Johnson, joins Lennen & Newell, N. Y., as account executive on Colgate-Palmolive Co.

Harry Torp, Grant Adv., **John Scanlan,** Benton & Bowles, and **Edward Kobza,** Kenyon & Eckhardt, all New York, joins Profit Research Inc., that Bates & Co., N. Y.

William Eynon, formerly radio-tv director of Maxwell Sackheim Co., New York, joins Profit Research, Inc., that city, in same capacity.

Frank M. Smaldone appointed graphic arts director for Charles N. Stahl Adv., New York. Other changes:

Bristol Reelected

Lee H. Bristol, chairman of Bristol-Myers Co., re-elected chairman of board of directors, The Advertising Council. Re-elected as vice chairmen were **Leo Burnett,** chairman, Leo Burnett Co.; **Edwin W. Ebel,** vp, advertising, General Foods Corp., and **Edward C. Von Tress,** senior vp, Curtis Publishing Co. Six new directors elected to council's board are: **Robert Hurleigh,** Mutual president; **Gov. LeRoy Collins,** NAB president; **Max Banzhaf,** director of advertising, promotion and pr, Armstrong Cork Co.; **Raymond F. Sullivan,** chairman, Sullivan, Stauffer, Colwell & Bayles, and **Edward G. Gerbic,** vp, Heublein Inc.

Harry Forwell and **John Ciampi** named resident merchandising consultants and **Jerrold Feldman** and **John S. Emory** appointed account executives.

William Diehl, manager of production department, The Kudner Agency, N. Y., named manager of production and traffic.



Mr. Mulvey

William W. Mulvey, formerly executive vp of Cunningham & Walsh, New York, joins McCann-Erickson, that city, as senior vp, effective April 1. He has been with C&W for eight years and served on agency's executive committee and board of directors. Mr. Mulvey began his advertising career as copywriter at BBDO, New York, and later served with Kenyon & Eckhardt and Maxon, both New York.

Raymond M. Schwarz, former production manager, WJRT Flint, Mich., joins Gardner Adv., St. Louis, as broadcast service manager.

B. Gail Yingling, formerly assistant to comptroller at Grey Adv., appointed comptroller and treasurer of Storer Television Sales, New York.

Richard R. Hoffman, formerly in marketing research department of Max Factor & Co., Hollywood, named research manager of BBDO Los Angeles.

L. K. (Bud) Warden named to newly created post of manager of brand plans, in Purex Co.'s advertising department. Mr. Warden was previously brand manager. **Martin J. Mann** joins advertising department as brand manager, he was with Alfred Politz Research Co., New York.

W. B. Bryan named advertising manager of 20 Mule Team Products department of United States Borax & Chemical Corp. Mr. Bryan was formerly account executive with Foote, Cone & Belding and Benton & Bowles.

Edward S. Early, formerly brand manager, Philip Morris Inc., N. Y., joins Lambert & Feasley, that city, as account executive on Fizzies Sparkling Drink Tablets and proprietary new products accounts.

THE MEDIA

Richard P. McKee becomes owner and president of WKTS (formerly WKTL) Sheboygan, Wis. Mr. McKee is former owner of WKCB and WKCQ Berlin, N. H. **W. C. Porsow,** formerly national sales manager of WFRV-TV Green Bay, Wis., named vp and station manager. **Bob Beringer,** formerly of WOKY Milwaukee, named manager in charge of programming and production.

John F. Cundiff named station manager of WNHC-TV New Haven, Conn. He will continue as general manager in addition to his new duties. Mr. Cundiff joined Triangle Stations as general sales manager of WNHC-TV. He previously served as sales manager of KCRG Cedar Rapids, Iowa.

Earl Burnam, formerly general manager of KSYD Wichita Falls, Tex., appointed station manager of KOOL Phoenix, Ariz. He is 15-year broadcasting veteran.

Perry W. Carle promoted to general manager of KOOD Honolulu. Mr. Carle, formerly sales manager, replaces **Richard H. Lee** who resigned.

Sandy Jackson promoted to assistant manager of KOIL-AM-FM Omaha, Neb. Mr. Jackson, in Omaha area broadcasting since 1943, has been with KOIL three years.

William A. Vaughn appointed president and general manager of WYFM (FM) Charlotte, N. C. Other changes: **Ellen Tripp** named advertising director; **Donald Trapp,** operations manager and **Maxine Harriss,** office manager.

John Baade Jr., formerly sales-service director of WOAI-TV San Antonio, promoted to newly created post of local sales manager. **John K. Chamberlain**



ON THE SPOT RECORDING *

MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

- FULLY TRANSISTORIZED
- LIFETIME BATTERY
- FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

WAST PUTS YOUR MESSAGE ACROSS



In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

abc

SELL Where People BUY WAST ch. 13 ALBANY, N. Y.

call your H-R man

WPOP
HARTFORD—CONN.

Central Connecticut's STATION with COMPLETE FAMILY SERVICE PROGRAMMING

WPOP

Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.

A TELE-BROADCASTERS STATION

joins sales staff, he previously was professional services representative with Procter & Gamble. **Winston Bode** joins news staff of WOAI-AM-TV. Mr. Bode was formerly with radio-tv department of U. of Texas, Austin.

Donald J. Sherman, sales representative of WENE Binghamton-Endicott, N. Y., promoted to local sales manager, succeeding **Morgan M. Brown,** named general sales manager. **Paul F. Kagen** joined as sales representative.

Jack Keith named sales manager of WGTO Cypress Gardens, Fla.

John M. Carroll Jr. joins local sales staff of WIS Columbia, S. C. He was formerly sales representative for WNOK, that city.

Burroughs H. (Buck) Prince, managing editor, NBC Radio's *Monitor,* named N. Y. news manager, NBC. **Arthur Wakelee,** manager of special projects, becomes news producer.

E. James McEnaney promoted to general manager of WHIM Providence, R. I. He was sales manager and later became vp of Buckley-Jaeger Broadcasting Corp., parent organization.

David Schwartz named general manager of KUTY Palmdale, Calif. He was formerly sales manager of KUDU Ventura, also Calif.

George A. Crandall joins WJBK Detroit as general sales manager. Mr. Crandall previously served as sales representative for WCAR, that city.


Mr. Fehlman

Robert C. Fehlman assumes position of vp and general manager of WPDQ Jacksonville, Fla. Mr. Fehlman was affiliated for twenty years with WHBC Canton, Ohio, which just recently purchased Florida outlet. He is past president of Ohio Assoc. of Broadcasters.

Griffith E. Fulton, formerly of The Katz Agency, N. Y., joins N. Y. sales staff of Blair-TV.

Harvey Glor, formerly of Adam Young Co., Chicago, joins Daren F. McGavren, that city, as sales representative.

Robert B. Paris joins sales staff of WTTG (TV) Washington, D. C. He formerly was on sales staff of WMBR Jacksonville, Fla.

Eric Ross, formerly account executive at KOSI Aurora, Colo., joins sales staff of KICN Denver.

William H. Kline appointed chief engineer of WJDY Salisbury, Md. He has been with station for two years.

Richard H. Gundle appointed commercial manager of WTMT Louisville, Ky. He was previously with WKLO, that city.



B & J, Gordon merger meeting

Merger of Bozell & Jacobs Inc., with Phil Gordon Agency, both Chicago, was announced March 13. **Nathan E. Jacobs,** B & J board chairman (c) gets together with **Dan Smith** (l) president, and **Philip W. Abrams** (r) executive vp of Gordon Agency. Merger will boost B & J billings by about $1 million. Mr. Smith and Mr. Abrams join organization as vps and planning board members.

William J. Gallagher, former account executive with Ziv-Tv, joins WSOR Windsor, Conn., as commercial manager. Station will make its air debut shortly.

Thomas E. Wood, formerly account executive, George P. Hollingbery Co., N. Y., joins H-R Representatives, that city, in same capacity.

John R. Whittaker, formerly account executive with *Los Angeles Times,* appointed to same position with KFWB, that city.

Bill Clayton, formerly district manager for Independent Television Corp., joins KNX-CBS Pacific Network sales staff as account executive. Mr. Clayton was account executive at KONA-TV Honolulu before joining ITC.


Mr. Morgan

W. S. (Bill) Morgan resumes his post as vp in charge of national sales for all McLendon Stations. Mr. Morgan had taken six months leave of absence to devote his entire time to KLIF Dallas, at which time he also continues to serve as general manager. McLendon Stations are: KLIF Dallas, KILT Houston, KTSA San Antonio, KABL San Francisco, KEEL Shreveport, WYSL Buffalo, and serves as exclusive representative of XEAK Tijuana, Mex.

Jim Bruce, formerly associated with Crosley Broadcasting Co., Cincinnati, joins WWIL Ft. Lauderdale, Fla., as news director.

Jack Swart, formerly news director of WWIL Ft. Lauderdale, to WHYS Ocala, both Florida, in similar capacity. **Art Ross,** also of WWIL, joins WHYS as air personality. **Dick Northey** appointed chief engineer.


Mr. Margolis

Ben Margolis will join Television Advertising Representatives Inc., N. Y., on March 27 as administrative assistant to general manager Larry H. Israel. Mr. Margolis, who leaves CBS after 24-year association, was most recently business manager of CBS Television Spot Sales.

Jack O'Grady, formerly of WNEW New York, transfers to WNEW-TV, that city, as assistant news director.

Lou Gordon named news commentator at WXYZ Detroit.

Gerald E. Marenoff, director of auditing, CBS-TV Stations Div., appointed business manager, CBS-TV Spot Sales. Mr. Marenoff, who joined CBS in 1959, was formerly chief accountant, NBC o&o tv stations.

David N. Simmons, formerly president, Simmons Assoc., N. Y., joins Devney-O'Connell, that city, as vp in charge of tv. Before he started his own rep firm in 1955, Mr. Simmons was vp at John Blair & Co., N. Y., responsible for director advertiser and client contact.

Ralph McFarland, former floor manager and tv director, assumes duties of production manager of WJBF (TV) Augusta, Ga. **Jerry Fraser** named tv director, and **Malcolm Tyler** station photographer.

Sam Somora, formerly promotion manager of WXYZ Detroit, appointed to same position at WJBK, that city.

Casey Cohlmia named director of promotion and publicity for WFAA-AM-FM-TV Dallas. Mr. Cohlmia has been with station for two years.


Mr. Mirvis

Marvin Mirvis appointed general sales manager of WITH-AM-FM Baltimore. Mr. Mirvis was sales executive for WITH, then became manager of WSID, that city, and later regional manager for stations in United Broadcasting group. **William S. Pirie Jr.** named local sales manager and **Jack Parks** national sales manager.

Charles H. Cash Jr. appointed director of sales promotion for KTVI (TV) St. Louis. Mr. Cash, who comes from WSM-TV Nashville, Tenn., where he was promotion manager, will assume duties held by Don B. Curran, who resigned to accept newly created post of director of publicity and promotion for ABC o&o stations (BROADCASTING, March 13).

Len Gurry joins WLOS-TV Asheville, N. C., as advertising continuity director.

Edmund Williams appointed supervisory tv engineer on staff of U. of Ohio, Athens, Ohio.

Felix Adams, previously assistant to general manager and in charge of merchandising at KGMS Sacramento, appointed merchandising director at KRAK, that city.

John E. Crawford named national sales manager of WTVM (TV) Columbus, Ga. He previously was with Young Television Corp., New York. **Ben Purvis** appointed regional sales manager and **Lynn Avery** local sales manager, succeeding Mr. Purvis.

Ted Hepburn, local sales manager of WHLO Akron, Ohio, promoted to general manager. **Bob Shipley,** program director, advances to operations director. **Bill Muser,** account executive at WARM Scranton, Pa., to Susquehanna Broadcasting (parent organization), York, Pa., to coordinate and develop sales promotion.

Don Shafer joins KXOK St. Louis, as air personality. Mr. Shafer served

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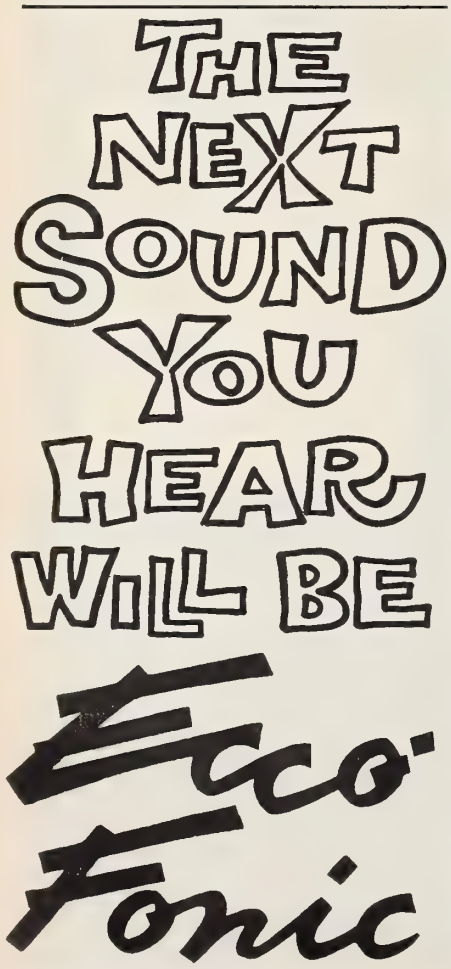
in similar capacity and also was production manager for KOMA Oklahoma City.

Joel Rose, formerly news director of WCUE Akron, Ohio, appointed night news editor of WHK Cleveland. He replaces **Jerry Healey** who is moving to WBBM-AM-TV Chicago. **Dolores Simko,** formerly sales secretary at WHK, named sales service director of WIP Philadelphia. WHK and WIP are Metropolitan Broadcasting Corp. stations.

PROGRAMMING

Eugene V. Klein elected president of National Theatres & Television. Mr. Klein had been director of NT&T and vice chairman of corporation. He replaces **B. Gerald Cantor,** who will now devote his time to carrying out corporation's diversification and expansion program.

Albert G. Hartigan named eastern division manager, ABC Films, in general division realignment. Other appointments include **James Delaney** who has been named southern division manager; **Michael G. Gould,** central division manager; **James Tobin,** in charge of western operations, and **Donald Joannes,** who was named western sales manager in charge of syndicated sales.



New officers

The Film Producers Assn. of New York has elected the following officers: **William Van Praag,** Van Praag Productions, president; **Robert Gross,** American Film Producers; **Thomas Craven,** Craven Film Corp., secretary, and **Peter M. Mooney,** treasurer. New officers will serve throughout 1961.

Russ Raycroft, formerly station manager, KPLR-TV St. Louis, joins Official Films, N. Y., as vp and general assistant to Official president Seymour Reed.

Henry L. Luhrman, formerly southeastern sales manager for NTA, Atlanta, and sales director of Merchants Broadcasting System, division of Tape-Athon of Inglewood, Calif., appointed vp and general manager of MBS Chicago.

Ernest Motyl named to head New York office of MGM's TV Commercial and Industrial Div. He formerly spent ten years at J. Walter Thompson as executive tv producer.

Fenton Earnshaw appointed producer of Warner Bros.' new tv series, *Solitaire*. He will report to William T. Orr, tv executive producer.

William Stuart and **Joel Rogoslin** named producers in tv department at Warner Bros., Burbank, Calif.

Richard Crane promoted to national sales director of World Broadcasting System, Philadelphia. Mr. Crane was formerly southern regional sales manager.

Don Estey joins Jack Denove Productions, Hollywood, as vp and producer. He was former president of Tel-National Inc., recording firm. Mr. Estey will be in charge of company's new industrial and training film div.

Sloan Nibley, formerly writer-producer with Revue Studios, joins Ralph Edwards Productions, Hollywood as writer for *This Is Your Life*.

Peggy Phillips, formerly story editor of Screen Gems, joins writing staff of Selmur Productions, Hollywood.

Howard Keel, former president of Screen Actors Guild, Hollywood, appointed alternate member on Guild's board of directors.

Len Appelson, film editor at HFH Productions, N. Y., named director of live action films.

John F. Tobin, eastern sales manager, California National Productions, N. Y., joins ABC Films, N. Y., as representative for network sales.

John Fernandez, sales manager, NTA Spot Sales, N. Y., appointed general sales manager of division.

George Mitchell, former account executive, United Artists Television, joins Seven Arts Associated, as west coast division manager.

Douglas J. Baker, chief of production, Film Counselors Inc., N. Y., joins Van Praag Productions, that city, as director of production.

Peter A. Krug, formerly tv account executive, BBDO, N. Y., joins William J. Ganz Co. and its affiliate organization, Institute of Visual Communication, as production supervisor.

Herb Wallerstein, formerly assistant director at Columbia and Screen Gems, Hollywood, promoted to associate producer on Screen Gems' *My Sister Eileen* series.

EQUIPMENT & ENGINEERING

R. C. Bertelsen, superintendent of pressure sensitive tape operations at Hutchinson, Minn., plant of Minnesota Mining and Manufacturing Co., promoted to manager of 3M's St. Paul tape plant. Mr. Bertelsen, succeeds **A. F. Jacobson,** promoted to manager of tape and adhesives, coatings and sealers plant, Bristol, Pa. Mr. Jacobson replaces **W. A. Aitken,** who was named manufacturing manager for all 3M tape operations.

Jack Horowitz, formerly director of manufacturing and chief engineer for Renwal Plastics Corp., named general manager of Telechrome Manufacturing Corp., Amityville, N. Y.

David A. Flude, district sales manager, Pittsburgh, Sylvania Home Electronics Corp., named manager of Philadelphia branch.

Edward P. Whitney, formerly executive director of National Community Television Assn., Washington, D. C., named national sales manager of Ameco, division of Antennavision Inc., Phoenix.

Paul W. Van Orden named manager of marketing research for General Electric Co.'s receiving tube department, Owensboro, Ky. Mr. Van Orden succeeds **A. E. Kimball,** who became marketing research manager of advanced product planning operation of company's electronic components division.

Wilson K. Chapman appointed sales engineer for Raytheon Co.'s Semiconductor Div. Mr. Chapman was formerly with Remington Rand Div., Sperry Rand Corp.

Frank Pyle Jr., general manager, promoted to vp of Utah Radio & Electronic

Corp., Huntington, Ind. **Robert L. Webster,** formerly chief accountant and assistant treasurer, promoted to treasurer.

Kenneth B. Booth, formerly vp of sales for Kahn Research Labs. and vp for sales for Audio-Video Products Corp., named eastern regional sales manager for Gates Radio Co., subsidiary of Harris-Intertype Corp. He will headquarter in Quincy, Ill.

R. Paul Comstock Jr., formerly of Textron Electronics, appointed to newly created position of vp and director of marketing of ITA Inc.

Jack H. Wilks named head of new Glendale, Ohio, field engineering office of Adler Electronics, New Rochelle, N. Y.

Richard W. Hanselman, formerly field sales representative at RCA Sales Corp., appointed manager of product line development.

Delbert D. Thompson, formerly advertising and sales promotion manager with Hotpoint, joins Zenith Sales Corp. as advertising manager.

Jack West, formerly producer services manager of General Film Laboratories, Hollywood, Calif., named manager of firm's central division, Kansas City. Mr. West succeeds **Neal Keehn,** named vp in charge of sales in home office.

Louis Martin joins Eitel-McCullough, San Carlos, Calif., as manager of marketing operations. He formerly was general marketing manager of Electron Tube Div., Westinghouse, Elmira, N.Y.

Benjamin D. Beach appointed to newly created post of director of planning of Vector Manufacturing Co., Southampton, Pa.

Arthur C. McCarroll appointed pr director for Hoffman Electronics Corp., Los Angeles. Prior to joining firm he was west coast pr manager for Chrysler Corp., that city.

Glenne Matthews of Eastman Kodak Co., Rochester, N. Y., elected editorial vp, Society of Motion Picture & Television Engineers, N. Y.

Edward A. Williams elected vp, operations control for Collins Radio Co. He was formerly controller of Collins' Cedar Rapids Div. **Robert P. Dutton** appointed vp of government representation. He was formerly manager of Collins Radio Co.'s Washington, D. C. office.

ALLIED FIELDS

Douglas Manson, formerly vp, Benton & Bowles, N. Y., and head of own placement agency, joins Jerry Fields Assoc., N. Y., advertising personnel agency, as vp of new business development.

John L. Ellinger, formerly general manager of WNAB Bridgeport, Conn., leaves to represent consultant firm of Edward J. DeGray & Assoc. Mr. Ellinger will leave for Europe where he will make a compilation and analysis of European radio and tv markets. The newly formed firm is headed by **Edward J. DeGray,** past president of ABC Network.

INTERNATIONAL

William L. Robinson, formerly representative at Screen Gems of Canada Ltd., appointed manager of tv sales in Canada for MGM-TV. He will headquarter in Toronto.

Robert L. Lee, radio-tv director of Young & Rubicam Ltd., Toronto, and prior to that manager of CHUM Toronto, named representative of sales and program production of MCA Canada Ltd., Toronto.

Ralph Hart, vp of McConnell-Eastman & Co., Toronto advertising agency, to advertising services manager of Lever Bros. Ltd., that city.

Mario Ghio, formerly general manager, Central America and Ecuador, Paramount Pictures Inc., joins Central American Television Network as sales coordinator, headquartering in Panama City, Panama.

David Main and **Alan Shalleck,** formerly of CFTO-TV Toronto, to CFCF-TV Montreal.

GOVERNMENT



Mr. Kessler

Joseph J. Kessler, for two-and-a-half years in FCC's Renewal & Transfer Div. of Broadcasting Bureau, joins Washington-New York law firm of Fly, Shuebruk, Blume & Gaguine. Mr. Kessler, who worked as announcer and director at WEW and KTVI (TV) St. Louis and WGEM-AM-FM-TV Quincy, Ill., was on faculty of St. Louis U. from 1955 to 1958. He received his law degree from St. Louis U.

DEATHS

Alvah H. Chapman Sr., 71, died March 12, in Columbus, Ga. He was president of R. W. Page Corp., owner of 51% of WRBL-AM-FM-TV Columbus, Ga.

Sanford F. Essig, 64, electronic scientist for International Telephone & Telegraph Corp., died March 5, in auto collision.

DON'T LOOK IF YOU CAN'T STAND THE SIGHT OF COURAGE



Therapy can hurt, but she's game. Determined not to stay a cripple. Therapy also costs—more than any child can pay. But people have got to help people, and she's got the guts if you've got the cash. Put your money where your heart is. Fight with her—against crippling. Give to Easter Seals!

THE EASTER SEAL FUND APPEAL

Canadians get together for second network

CFTO'S PURCHASE OF FOOTBALL RIGHTS DOES THE TRICK

A second Canadian television network is now almost a certainty with Canadian professional football bringing the various factions together. Spence Caldwell, Toronto film and equipment distributor and program producer, now expects his company will be able to announce to the Board of Broadcast Governors that the second Canadian tv network will go into operation this fall with all eight two-tv-station cities in the network. Mr. Caldwell holds a license from the BBG to form such a network.

Primary factor in formation of the network was the signing of professional Big Four Canadian football games for two years by CFTO-TV Toronto, Ont., for $750,000. CFTO-TV found that, while it had outbid the Canadian Broadcasting Corp., for the games, it could not readily obtain a network to broadcast the games. CBC officials stated that any of its affiliated stations which carried the games would lose all CBC programs. As CBC has the only national network at present, this meant CFTO-TV could sell the program only to CFCF-TV Montreal, Que., and CJOH-TV Ottawa, Ont. Likelihood of a special network for the purpose did not look good, as the BBG had intimated such a national sporting event as football should be carried by the widest possible network.

CFTO-TV had held out against joining the Caldwell network, as under the license obtained by Mr. Caldwell all affiliated stations together could not hold more than 49% of stock. CFTO-TV wanted control of the network.

How It Happened ▪ Following meetings between CFTO-TV's president John Bassett and Al Ouimet, CBC president, and BBG officials at Ottawa, Mr. Caldwell and Mr. Bassett met at Toronto on March 9 and decided to join hands. Mr. Caldwell has lined up the other seven Canadian tv stations forming the second stations in as many cities, and CFTO-TV's capitulation gives the Caldwell network organization the green light to go ahead. Mr. Caldwell already has an option on a microwave link across Canada.

A meeting of the eight stations is to be held at Toronto late in March to ready plans for starting operations in late August or early September. The other stations joining the Caldwell group with CFTO-TV are CFCF-TV Montreal; CJOH-TV Ottawa; CHAN-TV Vancouver; CJAY-TV Winnipeg, Man.; CFCN-TV Calgary, Alta.; CFRN-TV Edmonton, Alta.; and CJCH Halifax, N. S.

The stations will be offered shares in the Caldwell organization, up to 49% of total shares. It is expected the stations will be offered shares according to the size of their audience, which would give CFTO-TV about 32% of the shares offered.

The BBG announced on March 10 that in its opinion the Grey Cup Canadian football classic and its preliminary play-off games should be carried by the CBC national network. This is considered a warning that the BBG would look askance at any private group of stations outbidding the government's CBC for the rights to televise the championship games.

CFTO-TV Toronto, had offered the Big Four games free to any CBC affiliated stations in eastern Canada, except for the coverage of CFTO-TV, CFCF-TV and CJOH-TV. This was turned down by the CBC whose spokesmen stated that the CBC network could not be broken up. CBC owns the other tv stations in Toronto, Ottawa and Montreal.


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WDEF-TV

Delivers the THREE Most Important Ingredients:

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Getting Presentations

2. INTEREST
In Client's Needs

3. CASH Register
Ringing Sales

Your Spot is Worth More on . . .

WDEF TV CBS 12 CHATTANOOGA

Call BRANHAM

Canadian awards

CHUM Toronto, Ont., was awarded the John J. Gillin Jr. Memorial Award for 1960 for outstanding public and community service, at the annual dinner of the Canadian Assn. of Broadcasters at the Hotel Vancouver, Vancouver, B. C., on March 15. This award, in memory of John J. Gillin Jr. of WOW Omaha, Neb., unofficial U. S. ambassador to Canadian broadcasters, is the major award in the Canadian broadcasting industry.

Glen A. Robitaille, engineer of CFPL London, Ont., was awarded the Col. Keith S. Rogers Memorial Award "for his significant contribution to the art of radio broadcasting in the matter of automatic programming." This award is in memory of Col. Keith Rogers, founder of CFCY Charlottetown, P.E.I.

CBC-TV, Carling sign for big sports package

The Canadian Broadcasting Corp. and Carling Breweries Ltd. last week announced "the largest sports package ever arranged for Canadian television viewers." A 52-week series, *World of Sport,* begins Saturday, April 8, ranging the world for events to telecast varying days.

On the calendar will be the Canadian triple crown of horse racing, Winnipeg rodeo, Sculling, the Commonwealth Assn. cup final in football, English-Mexican soccer, U. S. racing and football. The announcement by H. G. Walker, CBC general manager, and C. O. Dalton, president of Carling Breweries Ltd., climaxed eight months of negotiations to network the program coast to coast. Agencies for Carling are F. H. Hayhurst Co. Ltd. (Black Label) and McKim Advertising Ltd. (Red Cap Ale). The CBC also is considering a similar sports program for its French network.

CBC starts Sunday tv spots

Canadian Broadcasting Corp. will soon use spot announcements on Sundays on its television stations and network. Previously spot announcements were only used on weekdays by CBC on both English and French stations. First 20-second spot announcements start on April 9 immediately preceding and following the *Ed Sullivan Show*. Preceding the show the spots will be for Cue-Tips (Canada) Ltd., Toronto, through Kastor, Hilton, Chesley, Clifford & Atherton.

Ltd., Toronto. After the show Imperial Tobacco Ltd., Montreal (Players cigarettes) will follow with 20-second spots placed through McKim Adv. Ltd., Montreal.

BBG renews licenses for varying periods

Seven new television satellite stations were recommended for licenses and 71 Canadian broadcasting stations were recommended for license renewals for varying periods at a meeting of the Board of Broadcast Governors at Ottawa, Ont.

CKEY Toronto, Ont., whose sale to Shoreacres Broadcasting Co. was recommended following the meeting (BROADCASTING, March 13), and CKOY Ottawa, Ont., had their licenses renewed for one year to March 31, 1962. Fourteen stations, including new CFCF-TV Montreal, Que., and CKLW-TV Windsor, Ont., were recommended for renewal for a two-year period to March 31, 1963. Sixteen stations had their licenses recommended for renewal to March 31, 1964; 14 to March 31, 1965, including CBLT (TV) Toronto; and 25 to March 31, 1966.

New tv satellite stations were recommended for Salmon Arm, B. C., to the Okanagan Valley Television Co. Ltd., on ch. 5, with power of 5 w, to operate as a satellite of CHBC-TV Kelowna, B. C.; at Eastend, Sask., for a 5 w satellite on ch. 2 of CJFB-TV Swift Current, Sask.; at Val Marie, Sask., for a 5 w transmitter on ch. 2 as a satellite of CJFB-TV Swift Current; at Carlyle Lake, Sask., for a ch. 7 satellite of CKOS-TV Yorkton, Sask., with 19 kw video and 10 kw audio power; at Edmundston, N. B., for a ch. 13 satellite of CJBR-TV Rimouski, Que., with 715 video and 357 w audio power; at Harrison Brook, Que., to CKCW-TV Moncton, N.B., for a satellite on ch. 7 with 865 video and 433 audio power as a satellite of CKAM-TV Campbellton, N.B.; at Bon Accord, N.B., a ch. 6 satellite with 54.7 kw video and 27.3 kw audio power for CHSJ-TV Saint John, N.B.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Other Changes ▪ CKBL-TV Matane, Que., received approval for a change in site of its transmitter and increase in power from 150 kw to 153 kw video power, and from 90 kw to 92 kw audio power. Antenna height was increased from 629 feet to 2,336 feet on ch. 9.

CKVD Val D'Or, Que., had a power boost approved on 1230 kc from 250 watts to 1 kw day and 250 w night.

CHCA-TV Red Deer, Alta., received a power increase for its satellite at Coronation, Alta., on ch. 10 from 670 w to 12.4 kw video, and from 335 w to 6.2 kw audio power.

CFCL-TV-2 Elk Lake, Ont., was recommended for a change in location to Kearns, Ont., and a change in power from 3.52 kw to 2.49 kw video, and from 1.76 kw to 1.245 kw audio power, on ch. 2, with antenna height changed from 462 feet to 737 feet, and from an omni-directional to a directional antenna.

Applications for new tv satellites for CFQC-TV Saskatoon, Sask., at Stranraer, Sask., and for CJFB-TV Swift Current, Sask., at Kindersley, Sask., were deferred for further hearing at the April 11 meeting.

New fm stations requested by CKY Winnipeg, Man., and CFCN Calgary, Alta., were deferred, as was an application for a power increase by CJLR Quebec City, Que., from 5 kw to 10 kw on 1060 kc. CKRD Red Deer, Alta., was turned down on its application for a power boost from 1 kw to 10 kw day and 1 kw night on 850 kc until such time as it "has given evidence of a program service more consciously related to the needs of the community," the BBG stated.

BBG'S hearing schedule

The Canadian Board of Broadcast Governors has announced that it will hold its remaining 1961 meetings and public hearings at Ottawa on April 11, June 20, Aug. 22, Oct. 1 and Nov. 28. Hearings usually last two or three days. Announcements of applications to be heard will be made in the official *Canada Gazette* at Ottawa, as required by the Canada Broadcasting Act.

CBC plans new French tv

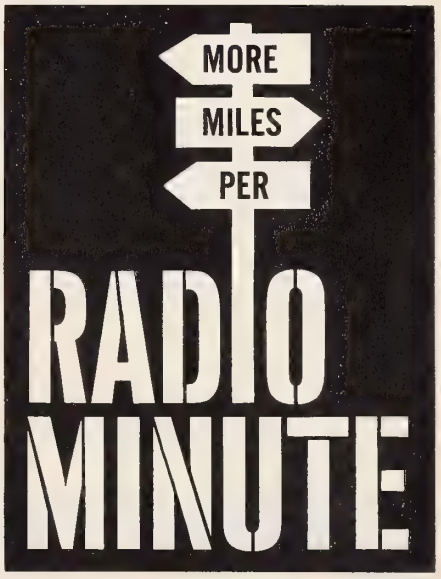
Canadian Broadcasting Corp., Ottawa, Ont., plans to apply for a French-language television station at Quebec City, Que. At present CFCM-TV Quebec City, independent station, is only French-language tv station in Quebec City, capital of the province of Quebec. It carries most CBC French-language network shows, but CBC's president Al Ouimet stated that it is "time to bring full network programming to Quebec City, and also to set up studios and originate programs from this important French-language center."

French-language tv network now operates from Moncton, N. B., in the Atlantic coastal region to Sturgeon Falls, in the northern part of Ontario. Only CBFT (TV) Montreal and CBOFT (TV) Ottawa, now originate French programs.

CBC to replace CBX with two stations

CBX Edmonton, Alta., 50-kw station of the Canadian Broadcasting Corp. on 1010 kc, will be replaced with two high-powered transmitters to give better national service in Alberta. CBC President Al Ouimet said an engineering study has been completed for this purpose.

The CBX transmitter is located at Lacombe, Alta., halfway between Calgary and Edmonton. The new transmitters are to be located near these cities, and studios will be built at Calgary. Edmonton already has CBC studios. Mr. Ouimet said CBC will apply this fall to the Canadian Department of Transport and the Board of Broadcast Governors for the two stations. They can be on the air 18 months after approval, he said.



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 9 through March 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

***Schenectady, N. Y.—Mohawk-Hudson Council on Educational Television Inc.** uhf ch. 17 (488-494 mc); ERP 23.99 kw visual, 10.47 kw aural; antenna height above average terrain 753.1 ft., above ground 57.75 ft. Estimated construction cost $93,147, first year operating cost $51,650, donations expected $69,000. P.O. address Riverside School, Front St. Studio location R.D. #1, Voorheesville, N. Y. Transmitter location same as studio. Geographic coordinates 42° 38′ 07″ N. Lat., 74° 00′ 00″ W. Long. Transmitter RCA TTU 1-B, antenna GE helical TY-25-B. Legal counsel Norman E. Jorgensen, Washington, D. C. Consulting engineer Henry C. Cronin, Schenectady. Ann. March 15.

New am stations

ACTIONS BY FCC

Wheeling, W. Va.—Radio Wheeling Inc. Granted 1470 kc, 500 w D. P.O. address c/o George Beneke, Riley Law Bldg., Wheeling. Estimated construction cost $22,765, first year operating cost $75,000, revenue $105,000, Applicants include **E. J. Flaccus** (50%) and **George F. Beneke** (47½%). Mr. Flaccus is in real estate, motor transportation, gas and oil distribution, and horse breeding. Mr. Beneke is attorney. Action March 15.

APPLICATIONS

Spokane, Wash., Moore Bcstg.—550 kc, 500 w D. P.O. address 904 Balfour Bldg., San Francisco. Estimated construction cost $73,350, first year operating cost $90,000, revenue $100,000. Principals are **Gladys G.** and **Joseph A. Moore Jr.** (joint tenants). Mr. Moore is in shipbuilding and securities. Mrs. Moore is his wife. Ann. March 14.

Existing am stations

ACTIONS BY FCC

WADA Shelby, N. C.—Granted change from directional ant. to nondirectional, continued operation on 1390 kc, 500 w D.; engineering conditions. Ann. March 15.

WLAS Jacksonville, N. C.—Granted increased power on 910 kc, D, from 1 kw to 5 kw; engineering condition. Chairman Minow not participating. Ann. March 15.

WMFR High Point, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; waived Sect. 3.188(d) of rules; engineering conditions. Ann. March 15.

APPLICATIONS

WNAM Neenah, Wis.—Mod. of license to change station location from Neenah, Wis. to Neenah-Menasha, Wis. (1280 kc). Ann. March 14.

New fm stations

APPLICATIONS

Topeka, Kan.—Topeka Bcstg. Assn. Inc. 97.3 mc, 40.62 kw. Ant. height above average terrain 880 ft. P.O. address Box 119. Estimated construction cost $24,154, first year operating cost $6,000, revenue $6,000. Principals operate WIBW-AM-TV Topeka. Ann. March 14.

Canton, Ohio—Christian Bcstg. Assn. 98.1 mc, 39.96 kw. Ant. height above average terrain 495 ft. P.O. address Box 56. Estimated construction cost $46,682, first year operating cost $32,000, revenue $40,000. Principals are **Edwin M.** and **Jack M. Mortenson, Hayward McKnight, J. Stewart Brinsfield** and **George H. Ohman** (20% each). Messrs. Mortensons are ministers with equal partnership in religious record library. Mr. McKnight is minister as is Mr. Beinsfield. Mr. Ohman owns religious book store. Ann. March 14.

Existing fm stations

APPLICATIONS

WKLS (FM) Marietta, Ga.—Modification of license to change station location from Marietta to Atlanta, both Georgia. Ann. March 14.

Ownership changes

ACTIONS BY FCC

KRKD-AM-FM Los Angeles, Calif.—Granted transfer of control from estate of **Robert A. Yeakel** to **International Church of the Foursquare Gospel**. (noncommercial KFSG Los Angeles, shares time with KRKD); consideration $1,500,000. KRKD proposes to apply for modification of license to operate full time. Ann. March 15.

KASI Ames, Iowa—Granted assignment of license from **William B.** and **Sue F. Ray** to **KBIZ** Ottumwa, Iowa; consideration $107,500 plus payment to assignor partners of $12,500 for professional services to Jan. 10, 1962, and agreement not to compete for five years in Story County, Iowa. G. L. Flambo, assignee president, has interest in WQUA Moline, WQUB Galesburg, both Illinois, and WECL Eau Claire, Wis.; four other stockholders have interests in latter station and two have interests in KDAL-AM-TV Duluth, Minn. Chairman Minow not participating. Ann. March 15.

WREB Holyoke, Mass.—Granted assignment of license to **Donald T. Hancock**; consideration $150,000 plus employing Messrs. Edmund F. Wakelin and Louis F. Oldershaw of assignor corporation as consultants for 5 years for $30,000 and $20,000, respectively; Wakelin and Oldershaw agreed not to engage in am broadcasting within 30-mile radius of Holyoke during their consultancy. Chairman Minow not participating. Ann. March 15.

WFME (FM) Detroit, Mich.—Granted assignment of cp to **Robert M. Parr**; consideration $2,550 for expenses; conditioned that assignment not be consummated until Parr surrenders cp for WRMP (FM) Allen Park, Mich. Ann. March 15.

KLTR Blackwell, Okla.—Granted transfer of control from **Dr. Forrest G. Conley** to **Robert F. Pool III** (present 45.6% owner); consideration $12,500 for Conley's 50.7% interest. Ann. March 15.

WBAW Reading, Pa.—Granted assignment of license to **Reading Radio Inc. (Wm. F. Rust Jr.** and **Ralph Gottlieb)**; consideration $307,000 (KA-5721 included in purchase) Rust and Gottlieb have interest in WKBR Manchester, WTSN Dover, both N. H.; WAEB Allentown, and WNCW York, both Pa. Chairman Minow not participating; Commissioner Bartley dissented and voted for hearing. Ann. March 15.

KBYG Big Spring, Tex.—Granted assignment of license from **Grady Franklin Maples, R. B. McAlister** and **James William Richardson** to **McAlister** (40% partner in assignor and interest in KZZN Littlefield, Texas); consideration $38,000 for Maples' 40% interest and $18,000 for Richardson's 20% interest. Ann. March 15.

KIZZ El Paso, Tex.—Granted assignment of license from **John S. Chavez** to **I. T.** and **Anne H. Cohen,** and **Norman L.,** and **Mariam W. Posen** (Sunland Bcstg. Co.); consideration $85,500. Ann. March 15.

KWRL Riverton, Wyo.—Granted assignment of license to **Riverton Bcstg. Co. (Tony A. Kehl,** president, **C. N. Sorensen, F. Loren Ellis,** and **Robert B. Fancher)**; consideration $105,000 and agreement not to compete in am broadcasting within 35-mile radius of Riverton for five years. Chairman Minow not participating. Ann. March 15.

APPLICATIONS

WHEP Foley, Ala.—Seeks asignment of license from **Southwest Alabama Bcstg. Co.** to **Stewart Bcstg. Co.** for $47,080. Purchaser is **James E. Stewart** (100%), who also owns 25% of Southwest Alabama Bcstg. Co. (WHEP, WBCA Bay Minette, Ala., and WWCC Bremen, Ga.). Ann. March 14.

WPOM Pompano Beach, Fla.—seeks assignment of license from **Gold Coast Bcstrs. Inc.** to **Almardon Inc.** in property exchange. Principals are **Albert J. Owler** (96.42%) and **Donald J. Owler** (3.58%). The Messrs. Owler are in real estate; Donald Owler is ⅓ owner as well of aircraft services business. Ann. March 14.

WHRW Bowling Green, Ohio—seeks assignment of license from **Howard R. Ward** to **WHRW Inc.** for $200,000. Purchaser is The Memorial Foundation, Columbus, O. Foundation trustees are Mr. and Mrs. H. Max Good and Leon Sullivan. Goods own Timberbrook Estates Inc., Columbus. Mr. Sullivan operates investment firm. Ann. March 14.

KCUE Red Wing, Minn.—seeks assignment of license from **Hiawatha Valley Bcstg. Co.** to **Northland Radio Corp.** for $77,500. Principals are Kingsley H. Murphy Jr. (50%) and Carroll E. Crawford (50%). Northland owns KOTE Fergus Falls, Minn., and KWEB Rochester, Minn. Ann. March 14.

WMIN St. Paul, Minn.—seeks assignment of license from **Franklin Bcstg. Co.** to **Tedesco Inc.** for $200,000. Principals are **Nicholas** and **Victor J. Tedesco.** Each owns 28.5% of Tedesco, Inc. They control or own entirely KWEB Rochester, Minn., WISK St. Paul, Minn., KCUE Red Wing, Minn., KFNF Shenandoah, Ia., and WIXK New Richmond, Wis. Ann. March 15.

WKNA (FM) Charleston, W. Va.—seeks assignment of license from **Joe L. Smith Jr.** to **Joe L. Smith Jr. Inc.** Company owns WJLS and WBKW (FM) Beckley, W. Va. Mr. Smith owns 79.63% of company. No financial consideration is involved. Ann. March 14.

Hearing cases

FINAL DECISIONS

■ Commission on March 7 made effective Jan. 16 initial decision to grant application of Associated Bcstrs. Inc. to increase power of WHYS Ocala, Fla., from 1 kw to 5 kw, continued operation on 1370 kc, D, subject to such interference as may be caused to its proposal by operation proposed by Southern Bcstg. Co. of Marianna in its pending application for new facilities on 1390 kc, 5 kw, D,

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in Gainesville, Fla. Ann. March 10.

■ Commission on March 8 made effective Jan. 17 initial decision to grant applications of Rogue Valley Bcstrs. Inc. to change facilities of station KWIN Ashland, Ore., from 1400 kc, 250 w, U, to 580 kc, 1 kw, DA-2, U and of R. W. Hansen to increase power of KCNO Alturas, Calif., from 1 kw to 5 kw, continued operation on 570 kc, D. Ann. March 10.

■ Commission on Jan. 20 made effective Dec. 1, 1960 initial decision to grant application of KMUL Muleshoe, Tex. to increase power from 500 w to 1 kw, continued operation on 1380 kc, D. Ann. March 10.

■ Commission on March 10 made effective Jan. 19 initial decision to grant applications of (1) Iola Bcstg. Corp. for new am station to operate on 1370 kc, 500 w, DA, D, in Iola, Kans., of (2) Heart of America Bcstrs. Inc. to change facilities of KUDL Kansas City, Mo., from 1 kw, D, to 5 kw-D, 500 w-N, DA-2, and to change principal city to be served from Kansas City to Fairway, Kans., continued operation on 1380 kc, of (3) Washington Home and Farm Radio Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition. Dismissed without prejudice application of Washington County Bcstg. Co. for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. March 14.

STAFF INSTRUCTIONS

■ Commission on March 15 directed preparation of document looking toward granting application of Sunbeam Television Corp. for new tv station to operate on ch. 7 Miami, Fla., and denying competing applications of WCKT East Coast Television Corp., and South Florida Television Corp.

Commission on March 15 directed preparation of document looking toward granting application of South Florida Amusement Co. for new tv station to operate on ch. 6 Perrine, Fla., and denying competing applications of Publix Television Corp., Perrine, and Coral Television Corp., South Miami. Sept. 12. 1960 initial decision looked toward this action.

Announcement of these preliminary steps does not constitute Commission action in such cases, but is merely an announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision to grant application of Radio Georgia for new am station to operate on 1590 kc, 500 w, D, in Thomaston, Ga. Ann. March 14.

■ Hearing Examiner Herbert Sharfman issued initial decision (1) to grant applications of Mitchell Melof for new am station to operate on 1550 kc, 10 kw, D, in Smyrna, Ga., of John M. McLendon for new station on 1550 kc, 10 kw-N, 50 kw-LS, DA-2, in Jackson,Miss., engineering conditions and program tests not to be authorized until permittee has shown that McLendon has divested himself of all interest in, and severed all connection with WOKJ Jackson, of James A. Noe for new station on 1550 kc, 5 kw, D, in Baton Rouge, La., of Springhill Bcstg. Co. for new station on 1550 kc, 50 kw, DA, D, in Mobile, Ala., of Northwest Mississippi Bcstg. Co. for new station on 1550 kc, 5 kw, D, in Senatobia, Miss. and (2) to deny applications of Cosmopolitan Bcstg. Co. for new stations on 1550 kc, 10 kw, D, in New Orleans, La. and Memphis, Tenn., and College Park Bcstg. Co. to change facilities of WEAD (formerly WCPK) College Park, Ga., from 1570 kc, 1 kw, D, to 1550 kc, 5 kw, D. Ann. March 14.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Tinker Area Bcstg. Co. for new am station to operate on 1220 kc, 1 kw, DA, D, in Midwest City, Okla., and denying similar applications of Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., both Sapulpa, Okla., and M. W. Cooper (250 w), Midwest City. Ann. March 15.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Robert L. Lippert for new am station to operate on 1550 kc, 500 w, D, in Fresno, Calif. Ann. March 15.

■ Hearing Examiner Elizabeth C. Smith issued initial decision (1) to grant application of Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt and Ralph C. Price, d/b as TriCities Bcstg. Co., for new tv station to operate on ch. 8 in Greensboro, N. C., on condition that Ralph C. Price and all members of his immediate family divest themselves of all voting rights in and to any and all stock which they now hold, either individually or beneficially, in Jefferson Standard Life Insurance Co.; and (2) to deny applications for same facility by Jefferson Standard Bcstg. Co., Greensboro, and High Point Television Co. and Southern Bcstrs. Inc., both High Point, N. C. Ann. March 10.

OTHER ACTIONS

■ By memorandum, opinion and order commission (1) granted petition by J. Bradley Haynes for leave to amend application of WGTA Summerville, Ga., to substitute Haynes as temporary receiver for that company as party applicant in lieu of Tri-State; (2) denied petition by WAGG Franklin, Tenn., to reopen record; and (3) lifted Dec. 20, 1960 stay order, and made final Oct. 28, 1960 initial decision, as amended, to substitute Haynes as party applicant, and granted WGTA application to increase power from 1 kw to 5 kw, continued operation on 950 kc, D. Chairman Minow not participating; Commissioner Lee dissented. Ann. March 15.

■ By memorandum, opinion and order the Commission (1) denied petition by Sherrill C. Corwin for reconsideration of Nov. 22, 1960 action which denied his application for extension of completion date for KMYR-TV (ch. 34) Los Angeles, Calif.; granted Corwin's motion to strike purported opposition by Benito Gaguine, attorney for prospective applicant, for failure to establish party aggrieved; and (3) dismissed as moot Corwin's petition for stay. Chairman Minow not participating; Commissioners Hyde and Lee dissented. Ann. March 15.

■ By memorandum, opinion and order Commission denied petitions by WCBF-TV (ch. 15) Rochester, N. Y.; WPHD-TV (ch. 23) Philadelphia, and WXEL-TV (ch. 38) Boston; and WOCN-TV (ch. 52) Atlantic City, N. J., for reconsideration of Nov. 22, 1960 order which denied their applications for extension of time to construct uhf tv stations. Chairman Minow not participating; Commissioners Hyde and Lee dissented. Ann. March 15.

■ By memorandum, opinion and order the Commission granted joint petition by applicants for severance and granted following applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw: WNEX Macon, Ga.; WJLD Homewood, Ala.; WJHO Opelika, Ala.; WMGA Moultrie, Ga.; WCOH Newnan, Ga., and WSGC Elberton, Ga. Commissioner Bartley dissented with statement. Ann. March 15.

■ By memorandum, opinion and order Commission granted petition by Paul A. Brandt and granted his application to increase daytime power of WCBQ Whitehall, Mich., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 15.

■ By memorandum, opinion and order Commission on petition by Auburn Bcstg. Co., reconsidered and granted without hearing its application to increase daytime power of WAUD Auburn, Ala., from 250 w to 1 kw, continued nighttime operation with 250 w, conditioned to accepting such interference as may be imposed upon it by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 15.

Olean Bcstg. Corp. Plattsburg, N. Y.; WIRY Inc. Lake Placid, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 920 kc, 1 kw, D, made Federal Aviation Agency party to proceeding with respect to air menace issue. Ann. March 15.

WDKD Kingstree, S. C.—Designated for hearing applications for renewal of license and for license to cover cp on misrepresentation, station control, and programming issues. Ann. March 15.

Routine roundup

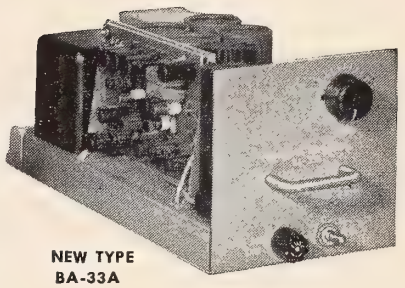
ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by North Suburban Radio Inc. to extend to March 8 time to file responses to motion by Elgin Bcstg. Co., Elgin, Ill., to clarify or enlarge issues in its application now in consolidated am proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau to extend to March 20 and March 30 respectively time to file responsive pleadings and replies to petition by United Tele. Co. of New Hampshire for reconsideration in proceeding on its application to change facilities

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of station WMUR-TV Manchester, N. H. Ann. March 7.

■ Granted petition of Broadcast Bureau to extend to March 16 time to respond to joint petition for reconsideration by Creek County Bcstg. Co., Sapulpa Bcstg. Corp., Sapulpa, and Tinker Area Bcstg. Co., Midwest City, all Okla., in proceeding on their am applications. Ann. March 9.

■ Granted petition of WJPB-TV Inc. to extend to March 24 time to file replies to exceptions in proceeding on application for relinquishment of positive control of WJPB-TV ch. 5, Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Ann. March 9.

By Acting Chief Hearing Examiner Jay A. Kyles

■ Scheduled hearing for April 5 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Ann. March 7.

■ Granted joint petition by applicants and extended from March 6 to March 20 time to file proposed findings and from March 20 to April 3 for replies in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co. for am facilities in West Memphis, Ark. Ann. March 7.

■ Granted petition by Coast Mobilphone Service and dismissed its protest in proceeding on application of General Telephone Company of California to establish new two-way common carrier station in the Domestic Public Land Mobile Radio Service in Santa Barbara, Calif., and terminated proceedings. Ann. March 9.

■ Granted petition by National Telefilm Associates Inc., and dismissed without prejudice its application for new tv station to operate on ch. 12 in Wilmington, Del., and retained in hearing status the remaining applications in the consolidation. Ann. March 9.

■ Granted petition by Television Montana and dismissed its protest in proceeding on applications of Montana-Idaho Microwave Inc. for new fixed radio stations near Pocatello, Idaho, Monida Pass, Idaho, and near Armstead, Whitehall and Bozeman Pass, Mont. Ann. March 15.

■ Scheduled prehearing conference for March 28 in proceeding on applications of Burlington Bcstg. Co., Burlington County Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co., for am facilities in Burlington and Mount Holly, N. J. Ann. March 15.

■ Granted petition by Broadcast Bureau and extended from March 10 to March 21 time to file replies to petition by Interstate Bcstg. Co. to intervene in proceeding on am applications of Saul M. Miller, Reading, Pa. Ann. March 15.

By Hearing Examiner Basil P. Cooper

■ Granted request by **Edward Walter Piszczek** and **Jerome K. Westerfield** and continued March 10 prehearing conference to April 3 in proceeding on application for new fm station in Des Plaines, Ill. Ann. March 7.

■ Granted petition by Broadcast Bureau and continued March 13 evidentiary hearing to March 16 in Reno, Nev., tv ch. 4 proceeding. Ann. March 9.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 16

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,528	33	132	801
FM	778	74	191	118
TV	486[1]	55	84	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 16

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Scheduled prehearing conference for March 13 in proceeding on am applications of KMAR Winnsboro, La. Ann. March 15.

By Hearing Examiner Thomas H. Donahue

■ Granted petition and supplement by WCSH-TV Portland, Me., for leave to amend application to change height of proposed ant. tower from 1,294 ft. above mean sea level (1,014 ft. above ground) to 1,249 ft. above mean sea level (969 ft. above ground), removed amended application from hearing, returned to processing line, and terminated proceeding. Ann. March 7.

■ Upon request by Broadcast Bureau, and without objection by other parties, continued among other procedural dates hearing from March 24 to March 31 in proceeding on am applications of WJET Erie, Pa., et al. Ann. March 8.

■ On own motion and without objection by Horace K. Jackson Sr., Gatesville, Tex., or Broadcast Bureau, only other parties to proceeding, granted petition by Audiocasting of Texas Inc., Waco, Tex., to hold record open pending filing of further petition for leave to extend to April 10 date to close record. Ann. March 9.

■ On own motion and with consent of all parties continued April 10 hearing to date to be determined at April 10 prehearing conference in proceeding on applications of Saul M. Miller for am facilities in Reading, Pa. Ann. March 10.

By Hearing Examiner Asher H. Ende

■ On own motion scheduled prehearing conference for March 27 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Ann. March 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and continued March 8 prehearing conference to March 15 in proceeding on application of WMUR-TV Manchester, N. H. Ann. March 7.

■ Scheduled further hearing in Group 3 of consolidated am proceeding in case of Sayger Bcstg. Co., Tiffin, Ohio, et al., for March 16. Ann. March 8.

■ Upon request by Broadcast Bureau and with consent of licensee, continued April 5 hearing to April 26, in Bismarck, N. D., in matter of revocation of license of Mandan Radio Asso. for KBOM Bismarck-Mandan, N. D. Ann. March 15.

■ Continued March 16 prehearing conference to March 22 in proceeding on applications of Stuart W. Epperson, Robert B. Brown and Felix C. Abernethy for new am stations in North Wilkesboro, Taylorsville and Granite Falls, N. C.; dismissed as moot motion to reschedule prehearing conference, filed by Brown. Ann. March 15.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Montana Microwave Inc., and substituted it for James G. Edmiston, d/b as Montana Microwave as party in proceeding on latter's applications to extend its present microwave system from Missoula to Helena, Mont. Ann. March 9.

By Hearing Examiner Isadore A. Honig

■ Ordered nunc pro tunc March 3 petition by Broadcast Bureau for extension of procedural dates granted and extended from March 3 to March 30 and from March 17 to April 6, respectively, dates to file proposed findings and replies in proceeding on applications of Western Bcstg. Co., **W. J. Harpole** and **R. L. McAlister** for am facilities in Odessa and Canyon, Tex. Ann. March 7.

■ On own motion postponed indefinitely

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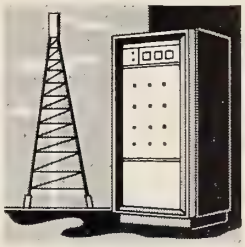
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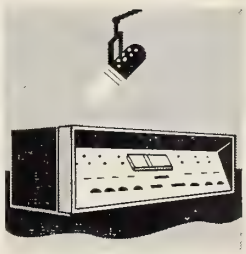
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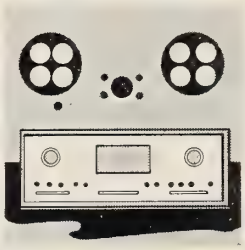
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March 9 and 16 dates scheduled for filing of aeronautical intervenors' motion to reopen record and for oral argument, pending filing WLUK-TV Green Bay, Wis., of petition for dismissal of its application involved in proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau and continued March 9 hearing to March 17 in proceeding on applications of Dixie Radio Inc. and **Harry Llewellyn Bowyer Jr.**, for am facilities in Brunswick, Ga. Ann. March 7.

■ On own motion continued March 10 prehearing conference to March 16 in proceeding on applications of Santa Fe Bcstg. Co. and Valley Bcstrs. for am facilities in Santa Fe and Espanola, N. M. Ann. March 7.

■ On own motion and with consent of other parties continued March 10 hearing to March 13 in proceeding on am application of WLAT Conway, S. C. Ann. March 8.

By Hearing Examiner Annie Neal Huntting

■ Continued April 10 hearing without date pending filing of joint petition by applicants for reconsideration and action by Commission on said petition in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y. Ann. March 15.

By Hearing Examiner H. Gifford Irion

■ Reopened record in proceeding on am application of KRNA San Bernardino, Calif., accepted its Exhibits 2, 3 and 4, and closed record. Ann. March 6.

■ Granted request by KHIP San Francisco, Calif., and continued March 13 hearing to March 16 in proceeding on its fm application. Ann. March 6.

■ Closed record in proceeding on application of Radio Medford Inc. for new tv station to operate on ch. 10 in Medford, Ore. Ann. March 7.

By Hearing Examiner David I. Kraushaar

■ Scheduled post-hearing conference for March 7 to consider recently filed motion to reopen record in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Ann. March 7.

■ Granted motion by Frederick County Bcstrs. to correct transcripts of hearing in proceeding on its application and that of Town Radio Inc. for am facilities in Winchester, Va., and Shippensburg, Pa. Transcripts are deemed corrected as specified. Ann. March 7.

■ Denied petition by WNLK Norwalk, Conn., to sever its application from consolidated am proceeding involving WNHC New Haven, Conn., et al. Ann. March 7.

■ Scheduled prehearing conference for March 23 in proceeding on application of High-Fidelity Bcstrs. Corp., for am facilities in Norristown, Pa. Action was taken on Examiner's own motion. Ann. March 7.

■ On own motion continued March 15 hearing to April 14 in proceeding on applications of Hennepin Bcstg. Associates and Robert E. Smith for am facilities in Minneapolis, Minn., and River Falls, Wis. Ann. March 15.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conferences for following proceedings on dates shown: March 14: fm applications of United Bcstg. Co., Beverly, Mass., and Puritan Broadcast Service Inc., Lynn, Mass.; Corpus Christi, Tex., tv ch. 3 proceeding; March 16: Gila Bcstg. Co., for renewal of licenses of station KCKY Coolidge, Ariz.; March 17: Matter of revocation of license of KWK, St. Louis, Mo. Ann. March 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties extended from March 7 to March 27 time to file initial proposed findings and replies for Group II of consolidated am proceeding on Mid America Bcstg. System Inc., Highland Park, Ill., et al. Ann. March 6.

■ Scheduled prehearing conference for April 3 in proceeding on am applications of WROK Rockford, Ill., et al. Ann. March 6.

■ Granted amended petition for severance and immediate hearing, addressed to hearing examiner, severed from consolidated am proceeding applications of Bureau Bcstg. Co., Princeton, Ill., WOPA Oak Park, Ill., KBUR Burlington, Iowa, and WDAN Danville, Ill. and scheduled severed applications for hearing on March 17. Ann. March 7.

■ Upon request by Broadcast Bureau and without objection by other parties, continued March 9 hearing to March 15 in tv ch. 6 New Bedford, Mass. proceeding. Ann. March 7.

■ Directed Francis C. Morgan Jr., and Pier San Inc., applicants for new am sta-

Continued on page 103

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo first letter. All replies in strict confidence. Box 447E, BROADCASTING.

Station manager who can sell, announce, and preferably with first ticket. Southern Rocky Mountain area. Confidential. Immediacy. Box 481E, BROADCASTING.

Successful assistant manager and sales manager, presently employed in Florida, seeks managerial post, same state. Box 542E, BROADCASTING.

Top station in Mississippi's second market is looking for manager who believes in spending bulk of the time on the street selling. Man we are looking for is full of ideas and knows how to sell them. This station has excellent staff waiting for the right manager. Contact Joe Carson, New South Radio Network, c/o WOKK, Meridian, Miss.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Executive selling opportunity in expanding station brokerage field. Prestige lifetime career for right man. Substantial earnings on commission basis. Creative and consistent advertising support program. Requirements: broadcast and sales experience; reputation for integrity and responsibility; and willingness to work. Submit resume, strictest confidence, Box 390E, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

If you are a successful small market salesman who, for some good reason, may be considering a change, consider a plus opening with a 1 kw in New England. Please write fully with snapshot. All replies will be kept confidential. Box 484E, BROADCASTING.

Time sales—must be dependable, hard working. For top-rated FM station. New York market. Box 531E, BROADCASTING.

Salesman, experience necessary. College town and unlimited opportunity. Write Post Office Box 395, Warrensburg, Missouri.

Experienced sales manager salary and commission. Small market WBAR, Bartow, Florida.

Help Wanted—(Cont'd)

Sales

Sales manager, to develop and close sales. Hard work and good money. Position open April 1st. Charlie Stratton, WNGO, Mayfield, Ky.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Immediate opening for experienced announcer with good news delivery. Must be capable of handling some programming, traffic and office details. Good salary and future opportunity. Small Carolina market. Send complete resume. No tapes. Box 455E, BROADCASTING.

Announcer-salesman with 1st-class license, by top-rated AM-FM station in beautiful college town 1 hour from Los Angeles. $100 weekly for board work plus 20% on sales. Send resume, tape, photo. Box 472E, BROADCASTING.

Experience with first ticket preferred. Southern Rocky Mountain area. Complete resume. Tape. Box 482E, BROADCASTING.

Virginia daytimer in small market needs staff announcer. Must be able to operate own board. Forty hour week. Two weeks paid vacation. Group hospital plan. Send tape, resume, photo and references to Box 509E, BROADCASTING.

Announcer with liking for middle-of-road music programming. Ability to gather and write news will help. Need community man, not voice only. City 20,000. Box 512E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer for single market station in pleasant mid-west small city. Good working conditions. Experienced man only. Send tape, resume and salary expected to Box 535E, BROADCASTING.

If you're an experienced announcer with selling experience, we're interested. Tape and letter. One position open now, one open in June. Box 894, Terre Haute, Indiana.

Immediate opening at 5000 watt independent with multiple station operation in metropolitan Philadelphia area. Staff man to do D.J., news and run own board. Good salary, profit sharing, benefits. Call DU 4-2100, Coatesville, Pennsylvania.

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Have you noticed radio's swing back towards adult music? Ground floor opportunity with pioneer good music group, for man with deep, resonant voice. Send tape, resume, salary requirements to Program Director, KOME, Tulsa, Oklahoma.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

Wanted: Announcer-engineer with good music and news interest. Send tape and resume to Manager, KWPC AM/FM, Muscatine, Iowa.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Where are all the good radio announcers! We will pay top salary for the best. Adult programming and best working conditions. Rush tape and resume to John Garrison, WFIX, Huntsville, Alabama.

Morning show; good working conditions; expanding organization. WHLT, Huntington, Indiana.

Immediate opening DJ-production man to operate in fast moving but pleasant format. Air shift plus production. Only experienced apply. Send air check, background, photo to: Bill Frosch, WISH, Indianapolis, Ind.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Adult Virginia 5 kw (CBS) has immediate opening for afternoon personality with experience and good taste. Good production mandatory. Send tape, photo, resume and salary requirement to Production Manager, WTAR, Norfolk, Virginia.

A good announcer-copywriter. Must be hard worker. WTWA, Thomson, Georgia.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Position available immediately at KANA radio station in Anaconda, Montana for first class radio telephone operator. Starting wage of $100.00 per week. Contact Mike Donovan, Manager.

Help Wanted—(Cont'd)

Technical

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer—Experienced AM-FM. Strong maintenance, sober, permanent, references. Contact Tom Harrell, President, WSTP, Salisbury, N. C.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman gather, write and announce. Looking for young man with news training and some experience. Send tape and resume to A. M. McGregor, KBHS, Hot Springs, Arkansas.

A small market station with big city sounds covering both Binghamton & Elmira markets needs a mature man to take over program-news department. Alive with ideas. If you have ability we're willing to pay you for it. Call me now Bob Michael, WATS, Sayre, Pennsylvania, Turner 2-2401.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

RADIO

Situations Wanted—Management

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

Presently employed sales director available now or later. Manager or sales with definite management potential not too delayed. Mature, long experienced, top references, stable, no personal problems. Prefer but not obligatory, town 12-20 thousand, Carolinas, Virginia, Florida. Consider all openings. Reply to all inquiries. Box 483E, BROADCASTING.

Management experience. 14 years all phases, sales. Transfer of ownership necessitates re-location. Box 507E, BROADCASTING.

Broad radio and television experience, emphasis on sales. civic minded. Box 513E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—working type—progressive record. Fifteen years all phases radio—strong on local and national sales—programming, promotion, community service. Best references guaranteed. East preferred. Box 518E, BROADCASTING.

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Sales manager desires step up, or to larger market; announcing and news experience; licensed. Box 515E, BROADCASTING.

Sales

Present sales manager for large national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent references. Your interest treated confidentially. Box 399E, BROADCASTING.

Sales manager 8 years experience, 35, married, B.S. degree. Excellent record, finest reference. Relocation due to change of ownership. Box 420E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Young, talented, experienced dj wants to relocate. Will travel for right offer. Box 388E, BROADCASTING.

Experienced, tight production top 40 dj. Ad lib. Excellent references. Box 391E, BROADCASTING.

Announcer-DJ-news, comm; operate own board, 3 years college. Small station to start. Box 403E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Quality announcer. Experienced AM, FM, TV. Presently leading Good Music FM station. Announce, program, copywrite. Married, vet. Box 411E, BROADCASTING.

Sports announcer—31, married, college degree, New York and vicinity. Strong on play-by-play. Experience in copywriting, business background. Can be used in a varied capacity. Box 417E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Announcer — married — dependable sell — authoritative news "easy style" DJ. College grad looking for first position with future. Box 458E, BROADCASTING.

Progressive DJ—21—2 years experience at Ohio daytimer needs to step up to bigger operation. Experienced. Good music and top 40. Write Box 473E, BROADCASTING.

Personality-DJ. Bright. Cheerful, Experienced. Creative showman. References, tape, available. Box 475E, BROADCASTING.

Good, versatile announcer. Nine year's experience. Available at once. Reference. Box 480E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer. 12 years experience. Will send tape and resume first letter. Box 489E, BROADCASTING.

Modern formula dj wants relocation, anywhere! Young, versatile, married, dependable, tight on production, 3 years experience, strong on news, commercials. Top 40 only, best references. Tape and resume available. Box 490E, BROADCASTING.

Announcer, dj desires stable position with good company. College. Two years experience. Presently employed. Tape-resume available. Box 491E, BROADCASTING.

Sports announcer looking for baseball, football, basketball play-by-play. Box 494E, BROADCASTING.

Looking for dj for night shift who's experienced, knows how to program, make PM profitable? Contact 495E, BROADCASTING.

Announcer-news-sales . . . thoroughly experienced—good at all three. Need one minute notice. Box 496E, BROADCASTING.

Cheerful, versatile DJ—7 years experience in depth, two in majors. Top morning show, adaptable to any time slot. Administrative experience. Intelligent, outstanding knowledge all phases "modern" radio. 25 years old. Family. Salary open. Box 499E, BROADCASTING.

Announcer-four years experience, (good music). Looking for night, or all night shift with AM or FM. Married, presently employed at daytimer. Available April 26th. Box 506E, BROADCASTING.

Bud Baldwin, professional blabbermouth for WHIO and WING, Dayton, Ohio for 20 years (mornings) available—anywhere—now! Box 508E, BROADCASTING.

Now hear this. Available now but only for progressively minded station! Presently employed as announcer, music director, sportscaster. Have first, will travel. Box 510E, BROADCASTING.

Personality, mature voice, experience. Modern format music, news. Good future in metropolitan New England group station. Tape, photo, resume. Box 516E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM. Desire permanent position. Box 522E, BROADCASTING.

This experienced first phone deejay will spin you a smooth, sparkling wake-em-upper in the early am; concoct carloads of crisp, clear copy immediately thereafter, and, although no electronic whiz, use part of the pm to keep your hot watts poppin' via the conscientious maintenance route. $110, forty hours, usual benefits. Box 524E, BROADCASTING.

Negro announcer available. Work own board-DJ. Will travel. Box 525E, BROADCASTING.

Experienced, announcer. DJ, married, want to settle down. Good tight board. Bright sound. willing to relocate. Box 526E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married. 2 children and can help you right now. Box 528E, BROADCASTING.

Experienced all phases, young vet DJ, news, will learn your way. $90 minimum. Box 530E, BROADCASTING.

Announcer, dj, experienced, fast board, smooth ad lib, wants to settle, not a drifter. Box 536E, BROADCASTING.

Experienced news, strong local, play-by-play sports. References. State pace required. Middle and large markets. Box 538E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Gal announcer, employed with 5kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 539E, BROADCASTING.

Summer help needed? College student. Experience: full-time daytime man summer 1960; 500,000 audience; good speech, dj, news, sportscaster. Box 540E, BROADCASTING.

Staff announcer—experienced, 30, single, smooth delivery, travel anywhere. UN 5-3528, New Haven, Conn.

Young, aggressive announcer, age 22, wishing to relocate in Colorado or Wyoming. 2 years experience. Can run own board. Box 588, Beaver Dam, Wisconsin.

Major market experience, DJ, first phone available, news experience, will consider P.D. position in medium or small market. Prefer independent willing to progress. John Jack, 1402 Wynn Terrace, Arlington, Texas.

Need announcer-dj with N.Y.C. experience? I've done news and dj for 3 N.Y. stations with conversational, soft-sell resonant voice. Write or call Domenico McKay, 1546 Second Avenue, N. Y. 28. TR 9-9120.

First phone "combo" available now. Limited experience but capable. Recent Radio school graduate. Prefer announcing with little or no engineering. Write Mike Mitchell, 3104 Hudnall, Apt. C, Dallas 35, Texas.

Major market disc jockey and all-around announcer with strong, happy, enthusiastic, authoritative, saleable sound available because of economy cuts. Prefer either DJ or news assignment in good competitive market in general Great Lakes or Ohio area. Rush replies to Bob Montgomery, 16806, Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Newsman, cutting staff and must let top-flight newsman go. A writer, not a ripper, delivers with authority. Dedicated, eager, a fireball. We'd like to get him a top berth. Contact Paul Rusth, News Director, WIP, Philadelphia 7, Pa.

Changing? Me too! DJ-news, etc. Extensive experience Chicago radio, 3½ years. Midwest desired. Full details when you contact Lou Vale, 2700 W. 15th Place, Chicago. CRawford 7-8169.

Announcer, 26, college grad, married, vet. Limited experience, no limit on initiative and enthusiasm. Good music background. Tape, resume—Bob White, 12040 Lake Avenue, Lakewood 7, Ohio. LA 1-5838.

Technical

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

Chief engineer—experienced. All phases construction, maintenance. Directionals-measurements. Proofs. High and low power. Box 435E, BROADCASTING.

Transmitter engineer, first phone. Ten years experience. Wages secondary. Will go anywhere. Box 497E, BROADCASTING.

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

Newsman—6 years—currently in top 30 eastern market. Am night news manager. Married-stable. Prefer east. Box 470E, BROADCASTING.

Situations Wanted—(Con'd)

Production—Programming, Others

Award winning news director or pro. dir. desires advancement. Six years present employer, vice president state news association. Civic minded, thirty years old, family man. Management willing to help me move up from small market. Prefer south. Box 471E, BROADCASTING.

Experienced girl announcer. Traffic. 1st license. employed. Excellent references. Box 486E, BROADCASTING.

Copywriter . . . Copywriter, broadcast school trained, experienced, must relocate. Male, car, go anywhere. References and samples. Phone collect: Minneapolis, Juniper 8-7828. Box 504E, BROADCASTING.

Newsman—reporter-newscaster. Experienced 9 years police, court, political, education, and human interest news and features. Professional air delivery. Straight or interpretive reporting. Best references, college, car. Interested radio and/or tv news work. Box 517E, BROADCASTING.

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 529E, BROADCASTING.

Extensive experience, gathering, writing, broadcasting at 50 kw station now available to your radio news department. Highest industry, civic, business references. Prefer New York, Washington, Chicago, Los Angeles areas. Box 545E, BROADCASTING.

Newsman with eight years broadcast journalism experience in radio-tv including three years as news director needs to relocate due to automation. BS degree in journalism. Family. References. 220 South Garden Street, Bellingham, Washington.

Exceptionally qualified newsman seeking right position. Have earned three awards for distinguished reporting-editorial writing. Six years experience all phases of news. Some TV experience. Experienced photographer. BA Journalism. Married, veteran. Need $130 weekly. Available immediately. Resume package on reguest. J. D. Coleman, 616 South Avenue, East Missoula, Montana.

Available April 1st . . . On-air P.D.-D.J., past 3 years with 50 kw west coast indie, 12 years radio, 7 years tv. Full production capabilities. Management change makes it desirable to locate elsewhere. Call or write: Bob Donnelly, 2849 Worden Street, San Diego, California. Academy 2-3632.

Wishing to relocate. Currently employed, looking for real challenge with dough to match. 5 years experience, tight production, versatile, dependable. Excellent references. Management knows of ad. Al Smith, WWIS Radio, Black River Falls, Wisconsin.

TELEVISION

Help Wanted—Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Experienced tv transmitter engineer with full power VHF station in Montana's largest metropolitan area close to excellent fishing and hunting. Position available for engineer who likes maintenance and operation . . . forty hour week. Write P. O. Box 2557, Grant French, KOOK-TV, Billings, Montana.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV management or sales management—Prefer southwest. Full details without obligation. Box 400E, BROADCASTING.

Sales

Experienced tv sales and radio sales management, knowledge all phases. Box 514E, BROADCASTING.

Announcers

Have voice, will travel. Authoritative news or sports whiz-bang. Box 532E, BROADCASTING.

Kid show personality—skilled performer-merchandising, promotion possibilities-college-family-6 years experience—wants freelance arrangement with station or agency. Box 534E, BROADCASTING.

Technical

1st phone. Radio technical experience and tv background. Married, dependable. Box 409E, BROADCASTING.

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Maintenance and operational engineer on high power transmitter desires position as transmitter supervisor. Experienced on RCA, GE, FTL and DuMont. Technical school graduate with 12 years machinist and mechanical maintenance background. Age 39, married, family man. Want permanent position with good company in moderate climate. Box 488E, BROADCASTING.

First phone recent electronic school grad. Desire training position tv or radio. Phone Robert Carolin, Syracuse, New York.

Production—Programming, Others

Experience. Film editor, both tv and motion pictures. Box 386E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

7 years experience all phases of tv and film production. Box 387E, BROADCASTING.

Promotion manager for small/medium outlet or No. two man in large operation. Self-starter, ideas, salesminded, responsible. The resume tells the complete story. Box 474E, BROADCASTING.

Professional meteorologist television weather girl experienced in major market radar, Bendix Instruments. Box 476E, BROADCASTING.

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Production director small station, desires relocate west coast. Young, single, firm background, top ideas, excellent work record. Will successfully fill responsible position any phase programming. Box 501E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Newswriter. Six months radio-tv, no air, three years newspaper experience. Now employed as reporter for newspaper at $110 per week. Box 537E, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Con'd)

Production—Programming, Others

Unusual man needs unusual job to fill creative void. At age 30, already successful writer - producer - director for television, radio, motion pictures, recordings. Solid experience in news reporting and evaluation. Never a "specialist," talented creative man now heads own general communications agency. Growing family requires settling down to a "future." Box 527E, BROADCASTING.

FOR SALE

Equipment

Regulated supplies. 250-300 volts, 500 mil. Modern Hickock 533 AP. Box 498E, BROADCASTING.

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Schaefer automatic program equipment. Under 100 hours air time. Excellent condition. $6000. (Gates M5452 auto-trans. $595.) Prepaid. Box 505E, BROADCASTING.

2500' ⅞ coax 72 ohms cable. 3200' ⅜ coax 72 ohms cable. 3-Collins speech racks. Other miscellaneous equipment. Box 541E, BROADCASTING.

Andrew 1304-2 four bay FM antenna. Currently 101.3 mc, can be re-tuned, $600. Also Machlett ML5541 power tube for Western Electric 10 kw FM transmitter, brand new, never used, $300. KPEN, 1231 Market, San Francisco.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

(2) 10-A Presto turntables modified for 33⅓, 45 or 78 R.P.M. Original cost $218 each. WJTN, Jamestown, N. Y.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00, 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Group now formed—object buying radio station middle Atlantic or south. 50,000 to 200,000 market. Replies confidential. Principles only. No brokers. Box 477E, BROADCASTING.

Responsible party desires partner(s) for high power FM station in Tulsa, Oklahoma. Must be experienced in FM and financially responsible. Have 50% capital. Replies confidential. Send full resume to Box 479E, BROADCASTING.

Desire to lease a small market station with option. Responsible party. Contact Box 485E, BROADCASTING.

Have eight thousand equity in LA rented home trade for interest in small California AM station. Box 533E, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 519E, BROADCASTING.

Equipment

Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Want used low power uhf transmitter adaptable to channel 26. Also need used FM transmitter. Box 546E, BROADCASTING.

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Want any excess AM, FM, TV equipments. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Paul Baron prepares—presentations, resumes, letters and tapes. Paul Baron New York personnel specialist (creative, advertising, radio/tv) is now available for a limited number of special assignments. At this time only mail aplications can be considered. No telephone requests or unscheduled visits can be accommodated. Paul Baron, 60 E. 42 St., N.Y.C. (17).

MISCELLANEOUS

GVA will produce your special programs, comedy, jingles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Mountain Match Co., Hannibal, Mo.

RADIO

Help Wanted—Sales

WANTED
SALESMEN-ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective," a TV real estate program now in it's 9th year and "The Car Scout," a used car program. We have several immediate openings for men who, with minimum training from us, can sell-write-produce-announce. No traveling. You are assigned to a station on a permanent basis. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and decent photo and we will try to arrange for personal interview.

CY NEWMAN
H.D. PRODUCTIONS
P.O. Box 3017,
Bon Air, Virginia

Announcers

We need TWO good men who can handle staff announcing, disc jockey and news room work. We are now 1000 watts, but will go to 5 kw soon. We offer a good music policy, fringe benefits including profit sharing. A 40 hour, 6 day week, ideal working conditions. Minimum weekly salary $85 (we'll go higher if you have the ability). Applicants should have at least two years experience. Both openings are immediately available. Send tape and resume to:

Tom Phalen, P.D.
WICH
Box 551, Norwich, Conn.

RADIO

Situations Wanted—Management

PROFIT-PRESTIGE

Young radio manager. Experienced administrator. Small and major markets. Turned big loss to profit and cleared debts in 6 months. Poor future suggests move. Family man consider any phase radio or TV.

Box 511E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Sales

EXPERIENCED TV SALESMAN

Desired at once. Top market station with dominant ratings. Active list plus substantial prospect list. Salary plus commission level requires top caliber application only. Send photo and complete resume to Ben McLaughlin, General Sales Manager, KETV, 27th & Douglas, Omaha, Nebraska .

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted

Production—Programming, Others

NATIONALLY KNOWN

TV news-special events producer, director chief cameraman in major market desires change after 14 consecutive years in one organization. Have won several national awards including Radio-TV News Directors Association for "Most Outstanding TV News Operation" and "Best Single TV News Story in Nation"; received Sigma Delta Chi award for "Best TV News Operation." Also National Press Photographers Association for "Best TV News Operation" and NPRA award for "training cameramen for highly creative work and ingenuity." Have produced numerous documentaries; know all phases of 35 mm, 16 mm motion picture work including producing, shooting, editing, lab work and aerial photography. Have pilot license. Pioneered in development of photofax. Thoroughly familiar with video tape, closed circuit TV, and local color operations. Married. Five children. Age 42. The best of references.

Box 452E, BROADCASTING

FOR SALE

Equipment

For Sale—Equipment

6 Johnson lighting chokes high end of BC band 172-14-3 also 2 low end of BC band 172-14-1—all with metal cabinets $50 each. One Travis Tapek battery operated portable tape recorder $35. Assortment of high power fixed and variable inductors Gates & Continental Mfg. Suitable for antenna matching or tower phasing networks. Make offer. Jennings fixed and variable vacuum capacitors 500, 1000, 15,000 and 2000 MFD. 10 & 15 thousand volt. Make offer.

Write: Don Hein, WJBK Radio, 7441 Second Boulevard, Detroit 2, Mich.

RADIO CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

RADIO

Situations Wanted

Production—Programming, Others

ADVERTISING PROMOTION DIRECTOR

Background: N. Y. advertising agency art direction. Creative, top echelon exec. National design awards. Presently in Washington, D. C. Will relocate.

Box 547E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

HI-SPEED
TAPE DUPLICATING!

The largest independent tape duplicating center in Northern Cal., Ore., Wash., & Ha. is ready to serve you quickly and inexpensively. Complete tape and disc facilities also available.

udio recorders
138 GRAND AVENUE • OAKLAND 12, CALIFORNIA

rates on request

JINGLES

If you know what they are
If you have a car
If you will travel extensively
If your background is in or about radio
If you are capable of earning $20 to 30,000 dollars per year
We would like to discuss the possibility of your becoming associated with the world's largest producer of jingles
Commission plus weekly salary.

Write:

The Jingle Mill, Inc.
143 West 51st St., N. Y.

FOR SALE

STATIONS

UPPER MIDWEST
250 FULLTIME

$150,000

Exclusive medium market bills $10,000 per month, can do more. Good location, building, and excellent equipment. Please, no brokers or chain operators. Present financial ability.

Box 493E, BROADCASTING

Tenn	single	daytimer	$ 80M	terms
S.C.	single	daytimer	65M	low dn
Ore	single	daytimer	75M	terms
Miss	single	daytimer	40M	15dn
Iowa	single	fulltime	87M	25dn
Fla	small	daytimer	46M	8dn
Ala	local	fulltime	65M	22dn
Calif	medium	regional	175M	29%
Northwest	metro	low freq	175M	cosh
Va	metro	regional	215M	terms
Texas	metro	regional	225M	terms
Midwest	capital	regional	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

CALIFORNIA. Full time. Fully automatic. Can be operated by man and wife or two partners without additional staff. $6,500 down.

MIDWEST. Top market. Well established, top rated. Full time. $400,000. Terms to qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 96

tions in Larned, Kans., to file memorandum brief, each within 10 days of release of this order with adequate citation of Commission precedents, of significance of question of "diversification of media of mass communications" in comparison of two applicants under usual criteria; order shall not be construed to indicate that Hearing Examiner has already come to a definite conclusion on rating of two applicants under other criteria. Ann. March 8.

■ Granted petition by WRMN Elgin, Ill., for leave to amend its application to reflect assignment of license, authorized Dec. 6, to partnership having same partners as in original application but with change in interests of two partners. Ann. March 15.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled a conference for March 9 to consider a petition by The Tidewater Bcstg. Co. Inc., Smithfield, Va., for severance of its application from consolidated am proceeding. Ann. March 6.

■ Granted petition by Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and extended to March 17 time to file reply findings in proceeding on its application which is in consolidated am proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau and extended from March 13 to March 23 time to file proposed findings and to April 3 for replies in proceeding on am application of Brennan Bcstg. Co., Jacksonville, Fla. Ann. March 7.

■ Reopened record in consolidated am proceding, received in evidence Seven Locks Bcstg. Co., Potomac-Cabin John, Md., exhibit 6, and closed record in proceeding on its am application. Ann. March 9.

■ Granted petition by Tidewater Bcstg. Co. Smithfield, Va., to sever its am application and that of Edwin R. Fischer, Newport News, Va., from consolidated am proceeding; granted oral motion to sever WPET Inc. Greensboro, N. C., Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and Tenth District Bcstg. Co., McLean, Va., from same proceeding and severed into three proceedings as follows the five applications: (1) WPET Inc (WPET); (2) The Tidewater Bcstg. Co. and Edwin R. Fischer and (3) Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. Ann. March 9.

■ Granted petition by James E. Walley to extend to March 24 and April 14 time to file proposed findings and replies in proceding on his application for am facilities in Oroville, Calif. Ann. March 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 10

WPPA Pottsville, Pa.—Granted mod. of license to operate transmitter by remote control while using non-directional antenna.

WKBV-FM Richmond, Ind.—Granted cp to change frequency from 106.5 mc. to 101.3 mc.

WOOD-TV Grand Rapids, Mich.—Reconsidered and set aside action of Feb. 27 granting application for a change in facilities (main trans. & ant.).

WDBQ Dubuque, Iowa—Remote control permitted.

WTMJ Milwaukee, Wis.—Remote control permitted while using non-directional ant.

KWIZ Santa Ana, Calif.—Granted extension of completion date to September 7.

Actions of March 9

WKZO-TV Kalamazoo, Mich.—Granted cp to replace permit for changes in station.

WAMM Flint, Mich.—Granted cp to replace expired permit for increase in power, installation of new trans. and changes in ant.-ground system.

WTTN-FM Watertown, Wis.—Remote control permitted.

WSKT Colonial Village, Tenn.—Remote control permitted.

WMKE Milwaukee, Wis.—Granted change of remote control authority.

KBEN Carrizo Springs, Tex.—Granted authority through May 31 to operate 6 a.m. to 7 p.m. daily.

KCJH San Luis Obispo, Calif.—Granted extension of completion date to September 9.

WSPR Springfield, Mass.—Granted extension of completion date to April 15.

Actions of March 8

WINC Winchester, Va.—Granted license covering installation of new type trans.

WLS Chicago, Ill.—Granted license covering installation of new main trans.

WORC Worcester, Mass.—Granted cp to install auxiliary trans. at main trans. location.

WBAL Baltimore, Md.—Granted cps to install main trans. and auxiliary trans. at main trans. location.

WCSH Portland, Me.—Granted cp to install new type trans.

WPFM (FM) Providence, R. I.—Granted mod. of cp to change trans. type and ant. type.

WCRT-FM Birmingham, Ala.—Granted mod. of cp to change ERP to 49 kw and type ant. and to modify ant. system.

WARN-FM Fort Pierce, Fla.—Granted mod. of cp to change type trans., type ant. and ant. changes; condition.

KTRY Bastrop, La.—Granted change of remote control authority.

KDYL Toole, Utah—Granted authority to remain silent for period ending June 30; condition.

WKBX Kissimmee, Fla.—Granted authority to remain silent for period ending June 30; condition.

■ Following stations were granted extensions of completion dates as shown: WCUY Cleveland Heights, Ohio to April 28; WOSJ-FM Atlantic City, N. J. to April 15; WGGC (FM) Glasgow, Ky. to April 8; KOA-FM Denver, Colo. to June 20; WISH-FM Indianapolis, Ind. to September 20; KZUN-FM Opportunity, Wash. to April 28; WHFS (FM) Bethesda, Md. to September 20; WLOL-FM Minneapolis, Minn. to August 2; WIL-FM St. Louis, Mo. to July 1; WFCR (ED-FM) Amherst, Mass to April 30; WCSQ (ED-FM) Central Square, N. Y. to June 1; WDUB (ED-FM) Granville, Ohio to April 15; WNIA Cheektowaga, N. Y. to August 8; KEEL Shreveport, La. to September 1.

WMRO Aurora, Ill.—Granted cp to install auxiliary trans. at main trans. location.

Actions of March 7

KLAC-FM Los Angeles, Calif.—Granted license for fm station; ant. height 2,790 ft.

KBIM-FM Roswell, N. M.—Granted license covering change in ERP, ant. height and type ant.

KPOJ Portland, Ore.—Granted cp to install type trans.

WSIZ Ocilla, Ga.—Granted mod. of cp to change type trans.

WFUN South Miami, Fla.—Granted temporary authority to May 10 to operate from auxiliary studio at 130 MacArthur Causeway, Miami Beach, Fla.

WHEW Riviera Beach, Fla.—Granted extension of completion date to April 30.

License renewals

■ Following stations were granted renewal of license; Chairman Minow not participating: WKLM Wilmington, N. C.; WCVP Murphy, N. C.; WFRA Franklin, Pa.; WKLV Blackstone, Va.; WKTQ South Paris, Me.; WMPT South Williamsport, Pa.; WEEB Southern Pines, N. C.; WLOE WLOE-FM Leaksville, N. C.; WCUM WCUM-FM Cumberland, Md.; WELE South Daytona, Fla.; WDCL Tarpon Springs, Fla.; WQIK Jacksonville, Fla.; WAPE Jacksonville, Fla.; WTMP Tampa, Fla.; WDEC Americus, Ga.; WGST Atlanta, Ga.; WGUN Decatur, Ga.; WIBB Macon, Ga.; WJIV Savannah, Ga.; WJLD Homewood, Ala.; WKUL Cullman, Ala.

Short term licenses

■ Commission granted applications of Logan Bcstg. Corp. to cover unauthorized transfer of control of station WVOW Logan, W. Va., from **Dr. H. H. Farley, Clarence W. Meadows** and **J. E. Craft**, as trustees to **Farley, Meadows, William P. Beeker, Chauncey Browning, Carson Browning Jr., William T. Lively, Grover C. Combs** and other original shareholders and for renewal of license to June 1, 1962 to afford licensee reasonable opportunity to demonstrate that it will operate in full compliance with Communications Act and Commission rules.

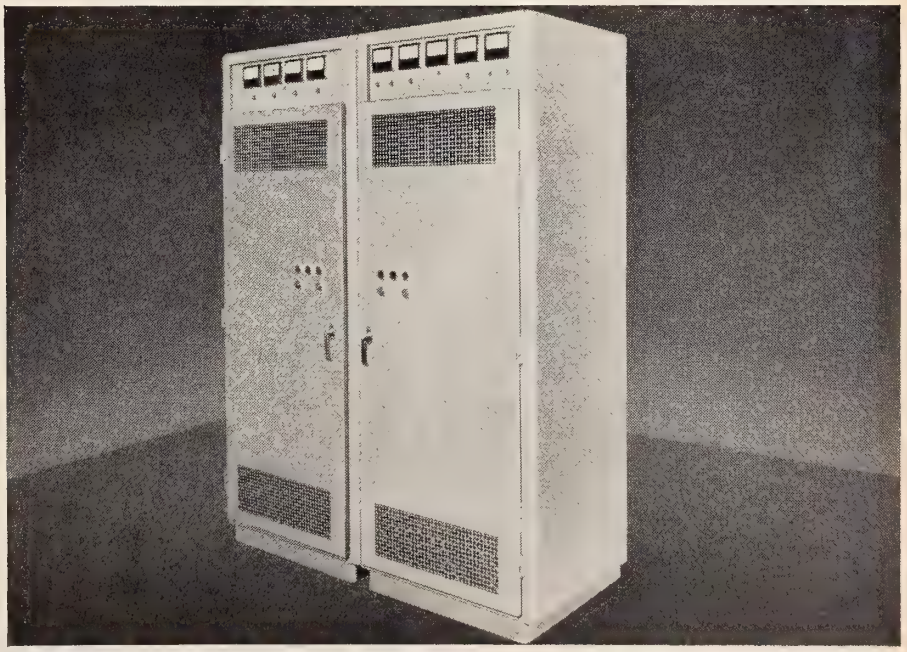
Commission granted application of WPET Greensboro, N. C. for renewal of license to June 1, 1962. Commissioners Craven and Cross voted for full-term grant.

Commission directed Roger S. Underhill to show cause why license for WIOS Tawas City-East Tawas, Mich. (1480 kc, 1 kw, DA, D), should not be revoked for misrepresentations, lack of candor and other disqualifications in connection with application of Capitol Bcstg. Co. (of which Underhill is president and 35% stockholder) for new am station in East Lansing, Mich., which was denied by commission on Sept. 7, 1960; directed Underhill to appear at hearing in Washington at time to be specified in subsequent order. Commissioner Lee not participating. Ann. March 15.

FM transmitters are another big seller in the Collins line of superior broadcast equipment. More than 50% of all FM transmitters sold in the past year were sold by Collins. One reason is that Collins transmitters are pre-tuned and custom-tested on your frequency prior to delivery.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



outputs: 250; 1,000; 5,000; 7,500; 10,000; 15,000 watts • self-neutralizing PA stage • push-button operation • designed for remote control and multiplexing • conservatively rated for long tube life • easily accessible components • very low distortion: .5% at 100-7,500 cps; 1% maximum at 50-15,000 cps. For more information contact your Collins sales engineer, or write direct.



THE NEW 707 ASTROJET* JET AGE: STAGE II

Now offered in regular transcontinental passenger service, American Airlines' new 707 Astrojet brings you a new standard of jet performance by the airline that's *first choice of experienced travelers.*

Powered by revolutionary new Jet-Fan engines, the 707 Astrojet greatly outperforms all other airliners. It takes off more quickly, uses far less runway than the best of standard jets. Aboard it, you experience a wonderful feeling of confidence as the Astrojet climbs swiftly to cruise easily, smoothly, within the transonic range—faster than any other jetliner in the world.

In keeping with its 25-year tradition of leadership, American is proud to be first in bringing you this new dimension in jets—this historic new era in air travel.

AMERICAN AIRLINES
America's Leading Airline

*Service mark of American Airlines, Inc.

OUR RESPECTS to Lawrence Michael Carino, general manager, WWL-TV

The legal world's loss is television's gain

Larry Carino doesn't really work that hard just to keep ahead of his tribal increase (the Carinos total nine right now). He was a perseverer even before the time he soloed at house-building to put a roof over them or the time during college days when he worked 50 hours a week at a side job to get the Carino dynasty under way.

At 34, his post-college broadcasting career covers less than a dozen years and two stations: WWL-TV New Orleans, where he's been general manager two years, and KTNT-AM-FM-TV Tacoma-Seattle, where he propelled himself to a similar position in 1956.

Lawrence Michael Carino was born Aug. 15, 1926, in Tacoma and kept his counsel when other children were aspiring to become firemen or cowboys. Then when the time was right, he looked closer to earth and announced he'd be a lawyer. And he would have, too, if he hadn't been seduced by broadcasting along the way.

While waiting to have at this adult profession, he delivered newspapers and later on, in high school, worked behind the customer relations desk at a Sears, Roebuck store, learning something about humans and how to "keep my wits."

Overtime ▪ But stores and schools are closed evenings and Mr. Carino was looking for loose change. So he put together an eight-piece dance band, himself on saxophone and clarinet, to take up that wasted time. Occasionally, he found an extra hour to court a girl named Berenice Brewitt.

In 1944, he availed himself of a four-year honor scholarship reserved to especially bright boys and went to New York to enroll in the Liberal Arts College of Columbia U. Then he went over to ABC and got a job as a page boy to keep the money coming in while he attended night and extension classes.

But he was 18, and in January 1945 he joined the Air Force as an aviation cadet. When the war ended seven months later he wasn't even off the ground. He went back to Tacoma for a year as preliminary auditor with the Internal Revenue Service and with his savings returned to Columbia in the fall of 1946, also picking up where he had left off as an ABC page boy.

In a few months he was made manager of the Vanderbilt Theatre, ABC's radio studio on 47th Street. The resulting association with broadcasting and agency people, "people I admired and respected," cracked what Tacoma couldn't—his resolve to be a lawyer. And it was simple to switch his studies from pre-law to advertising.

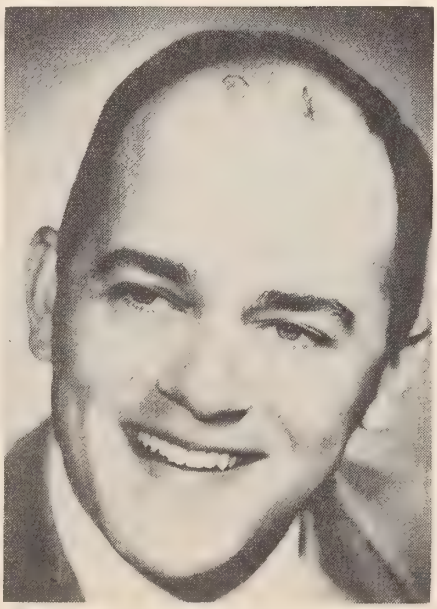
Summertime ▪ Mr. Carino weakened in another matter, too, and on the balmy first day of summer, 1947, Berenice became Mrs. Carino. During the last two years at Columbia, Mr. Carino made the varsity baseball team as catcher. As proof he exhibits a right hand on which there are two battered fingers —the catcher's trademark.

He also became a parent, and when graduation time came in June 1949, he left for Tacoma without waiting for the ceremonies: "I was hungry, and with 15,000 graduates out there in that quadrangle, I didn't think I'd be missed." He got the diploma through the mail.

His first job was as a time salesman at KTNT-FM, which had gone on the air a few months earlier. Though the station's circulation was "spectacular" for fm because most of it was transit radio, time was hard to sell because advertisers didn't trust this approach, Mr. Carino says. When the *Tacoma News-Tribune* was awarded a permit for KTNT-AM, he became radio sales manager, and when KTNT-TV went on the air in March 1953 he was made tv sales manager. In November 1956, he was appointed general manager of all three and concurrently handled all national and local sales.

During all this, new Carinos were arriving regularly and their sire started building a house for them.

"I had never laid a brick before, but I laid 13,000 to build that house," he says. The house was started in May 1952, the Carinos moved into it in October and it was completed in May 1953. His salary at the stations wasn't matching the Carino appetites, so he reactivated his dance band and for a while made more money from the band than he did in broadcasting.



Larry Carino
Salesman and bricklayer

KTNT-TV had its problems. Its CBS affiliation was lost to the new KIRO-TV and Mr. Carino had to rebuild the station to operate as an independent. (It now shares CBS affiliation with KIRO-TV.)

Moving Time ▪ These efforts were not going unnoticed and in 1958 WWL-TV, a year old, offered him the job of general sales manager upon the recommendation of Eugene Katz of The Katz Agency. Mr. Carino took the New Orleans job in September 1958. Seven months later he became acting general manager and in January 1960 the "acting" was dropped from his title.

Mr. Carino is in the thick of New Orleans civic activities. Under his management, WWL-TV has started a television little theatre which produces four programs a year. The tv little theatre idea won WWL-TV an award from Ampex as the "video tape idea" station of the year in 1960.

Mr. Carino plans to increase WWL-TV's public service programming in early evening times when more of the public is watching and when local schools and colleges are better able to cooperate.

One weekly program presents the president of nearby Jefferson Parish in a fight against underworld connections with the parish government. Some visible results: the district attorney has charged the sheriff with malfeasance in office and the voters have turned out members of the old machine. WWL-TV also has, in recent months, carried programs on school integration problems, air pollution, traffic safety and higher education.

Saturday isn't Saturday unless Mr. Carino is on a golf course and last fall he and a friend won the Metairie Country Club's Calcutta tournament after being sold for the next to lowest bid ($450). The man who bought the team won $6,200.

Mr. Carino lives in the Pontchartrain lakefront district ($300 a foot) and comes home to his wife and Donald 12, Carolyn 10, Dick 9, Art 8, Susan 7, Janine 4 and Marcia 4 months.

The Carinos, perforce, gave up their favorite sport, skiing, when they left Tacoma, but have learned to make do with swimming. Mr. Carino otherwise putters around the house repairing, painting or adding new rooms, since he is, as he says, "a do-it-myself man."

Shooting from the hip

THE notion of a more abundant life for the broadcaster under the New Frontier is being dispelled with each passing day. It is happening by degrees in the face of the recent declaration of President Kennedy that the administration will do nothing "to impair the freedom of the mass communications media."

What impairs freedom is debatable. Our position is that any intrusion by government into the area of programming (other than acts that contravene the criminal code) constitutes censorship. An FCC minority agrees. But others, including the New Frontier's chairman, Newton N. Minow, content that program quality is a proper concern of government and that the censorship argument is a smokescreen.

The New Frontier concepts seem to have been embraced by NAB President Collins. In his maiden speech to the NAB board of directors last month in Palm Springs and in his second address last week before the Radio and Television Executives Society in New York he strongly espoused more high quality programming and a concentrated effort to eliminate "excessive violence" on the air.

The paradox of an FCC chairman and an NAB president who see eye to eye on programming defies all precedent. Each may alter his views after more exposure to the vagaries of competitive enterprise. Neither can be faulted for desiring improvement in programming. Every broadcaster wants to improve his product and his prestige and, at the same time, earn a reasonable return.

It would be the millennium for all networks to program high quality and long-hair fare on a non-competitive basis in prime time for six hours a week, as Gov. Collins proposes (Mr. Minow wants even more). But it also would be foolhardy to the point of economic ruin to do this without sponsorship and without affiliate clearances.

There has been too much shooting from the hip on all sides. The FCC, under proposed rulemaking on license renewals, wants stations to survey local needs. But the opinion polls and rating services which produce such information are berated.

Gov. Collins is exercising the kind of leadership he feels he was hired to perform. He is dedicated and sincere. Within live-and-let-live limitations, we hope he succeeds.

But Gov. Collins must resist as vigorously as he can government invasion of programming. That is his major assignment.

Guest star lunacy

WHEN all the headlines have been stripped away from the Paar-Sullivan unpleasantness over talent prices, the problem that emerges is much more basic and important—and infinitely harder to solve—than that of a pair of peevish stars mouthing snide remarks about each other.

The issues in this distastefully conducted affair are only a minor part—a fringe part, in fact—of a bigger problem that has gone unnoticed. The point that has escaped the headlines is the unreality of the system that has evolved in the payment of guest stars throughout television.

Where else but in television is a man's price determined not by his ability to perform but by his momentary employer's ability to pay—not by what he can do or how much he does it, but by the place where he does it? A man building a house installs equipment he can afford; if it is to be a medium-priced house he does not look for gold plumbing at cast-iron prices, and a plushy designer does not lay it out for him at do-it-yourself wages simply because it is to be a relatively low-budget house.

The Paar-Sullivan affair does not fit neatly into this analogy because their houses are in different neighborhoods. They reach different audiences—vastly different in size and, we suspect, considerably different in basic makeup. Some difference in pay levels is, to us, understandable.

But what about shows that are more or less equal in terms of time periods and basic audience appeal? Why is the same star worth—to take some illustrative but not necessarily precise figures—$7,000 on the Sullivan show, $2,000 on the *Garry Moore Show,* and $25,000 on the *Perry Como Show?*

That is the sort of difference which makes no sense, and if a star's appearance on, say, the Sullivan show is apt to land him an engagement at the Copacabana or the Fontainebleau, then the fact that he is paid extra for this opportunity only compounds the lunacy of the system.

The ready answer is that this is show business where the usual rules of business logic do not apply. But until television emerged, no business had a bigger reputation for unbusinesslike pay practices than the movies; and yet even in the lushest motion-picture days it was the star's value (actual or assumed), rather than the budget of the picture he was asked to work in, that determined what his pay would be.

As between Mr. Paar and Mr. Sullivan—or Messrs. Como, Moore and the rest—nobody is seriously questioning their right to pay performers as much as they wish or as little as they can get away with. They have this right, of course, but maybe the absence of any questions also gives a clue to what's wrong with the system. Maybe somebody ought to be asking questions, and maybe this somebody ought to be broadcast management.

Broadcast management's interest is clear. It is responsible for good production, but it makes its money on the sale of time. It breaks even—or worse yet, loses—on talent and production costs. Dollars misspent in paying performers pronouncedly different fees for basically identical performances are dollars that hurt television in two ways: they promote the belief that television is a vastly expensive medium beyond the means of many advertisers, and they also are dollars that otherwise might be better used in the purchase of more broadcast time.

Feuding performers can be made to shut up, at least on the air (and we happen to think Messrs. Paar and Sullivan should have been silenced early in their abusive little game). But the question of dissimilar pay for similar services involves more than talent jockeying and wounded egos. It is a complicated problem for which there is no easy solution, but that still doesn't mean that it makes any sense, or that efforts should not be made to tidy it up.



Drawn for BROADCASTING by Sid Hix

"I forgot to tell you. He models for those proprietary tv commercials!"



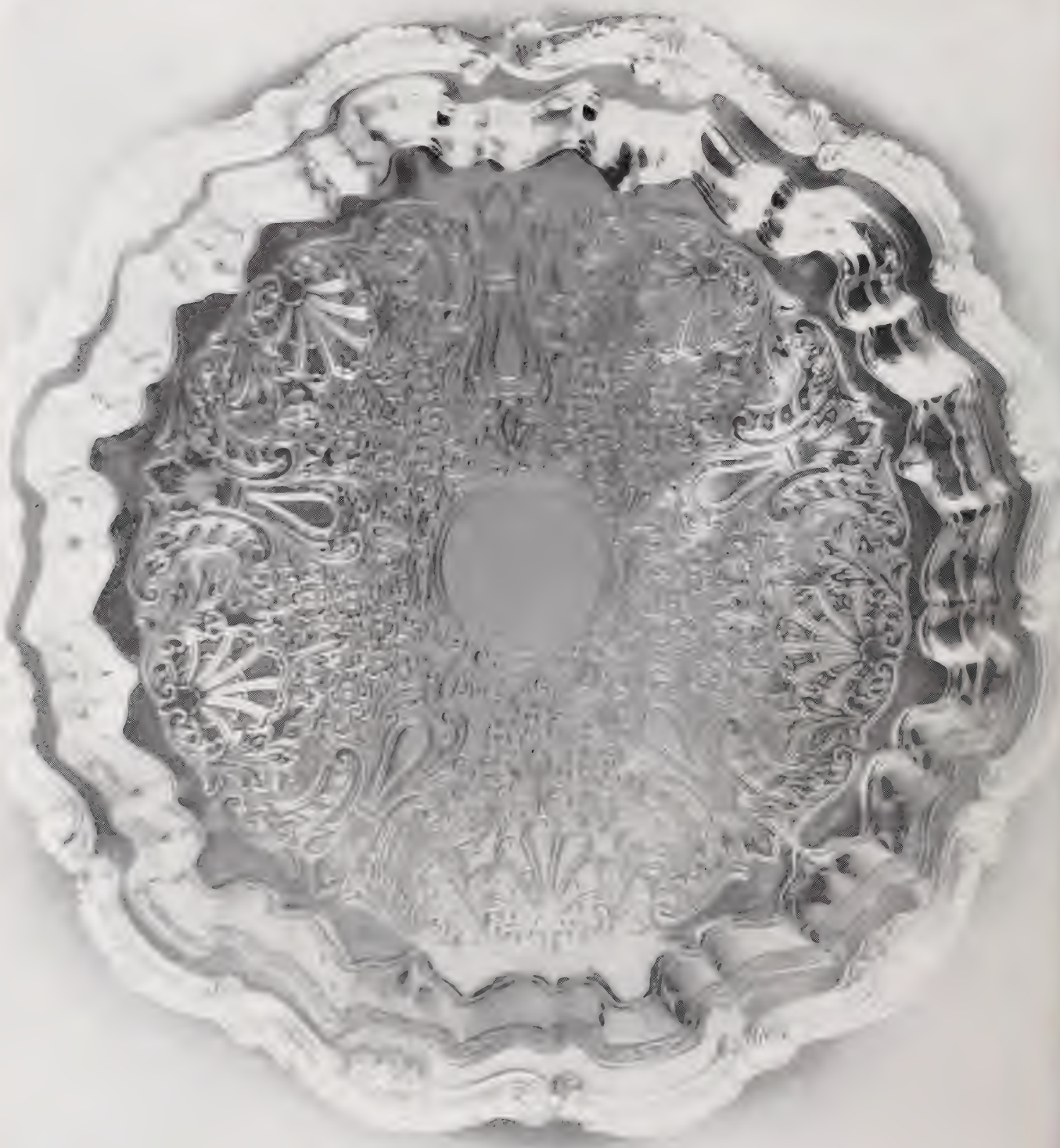
The air is filled with new KPRC-TV spots!

Literally thousands of these fabulous new spots have been bought since their introduction. And no wonder! KPRC-TV Spots are incredibly effective, beautifully true. And, you'll be amazed at their brightness, even after weeks of play. Discover the difference this new announcement can make in your sales game. Buy the new KPRC-TV SPOT! Sold at Edward Petry & Company pro shops and unconditionally guaranteed!

KPRC-TV

sets the pace in Houston sales

Courtesy of Spalding Distance Dots



On a Silver Platter

Help yourself to ***the best the West has to offer.*** For the first time – it's yours on a silver platter. ABC Radio West–combining these great networks –ABC Pacific, Intermountain and Arizona–covering ten Western states with 104 radio stations. Now this completely new radio network is ready to help you serve 26,000,000 people who make up the fastest growing region in the United States. Western families are growing faster – spending more money for more products – fast becoming the most prosperous marketing area in the country.



Now ABC Radio West offers every national advertiser – every Western regional advertiser the kind of programming that westerners listen to and enjoy. Western favorites such as Frank Hemmingway and Cliff Engle. Along with News, Weather & Sports, presented in the West by the West, for the West.

So have one, one great new Western Network – one more great new advantage for you with ABC Radio

ABC Radio West Represented Nationally by Avery-Knodel Incorporated

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 27, 1961

Long-awaited study of tv ratings issued by Harris subcommittee 31

Exclusive survey: how tv has bolstered public affairs programming 64

FCC throws book at KDWB: levies fine for power-antenna violations 46

Only six half-hours open on the networks' tv summer schedules 85

COMPLETE INDEX PAGE 7




VITAL
BUY
KTRK-TV
HOUSTON



"goes to the farmer"

and the farmers speak for themselves

What's the difference between the farmers' TV choices and yours? We asked them. The answer: very little.

We found that Dayton-area rural families look to TV for information, entertainment, and relaxation. They like educational and informative programs, music, drama, westerns. They are interested in factual news and up-to-date weather reports. They are especially interested in agricultural market reports. They would like to see improved children's and family-type programs in the early evening hours, a greater attention to constructive daytime programming for farm housewives, and more farm programs rooted in fact.*

In answer to our question, "How do you think TV can best serve its rural audience?"—one of our replies stated, "This is your problem."

We agree. It *is* our "problem." And by using the hundreds of constructive criticisms received from this, and other surveys, we hope to present the kind of balanced programming that will please most of the people, most of the time in OHIO'S THIRD LARGEST MARKET.

*Dayton area Farm Population—327,700; '59 Income Gross $509,797,000 (SR&D figures)
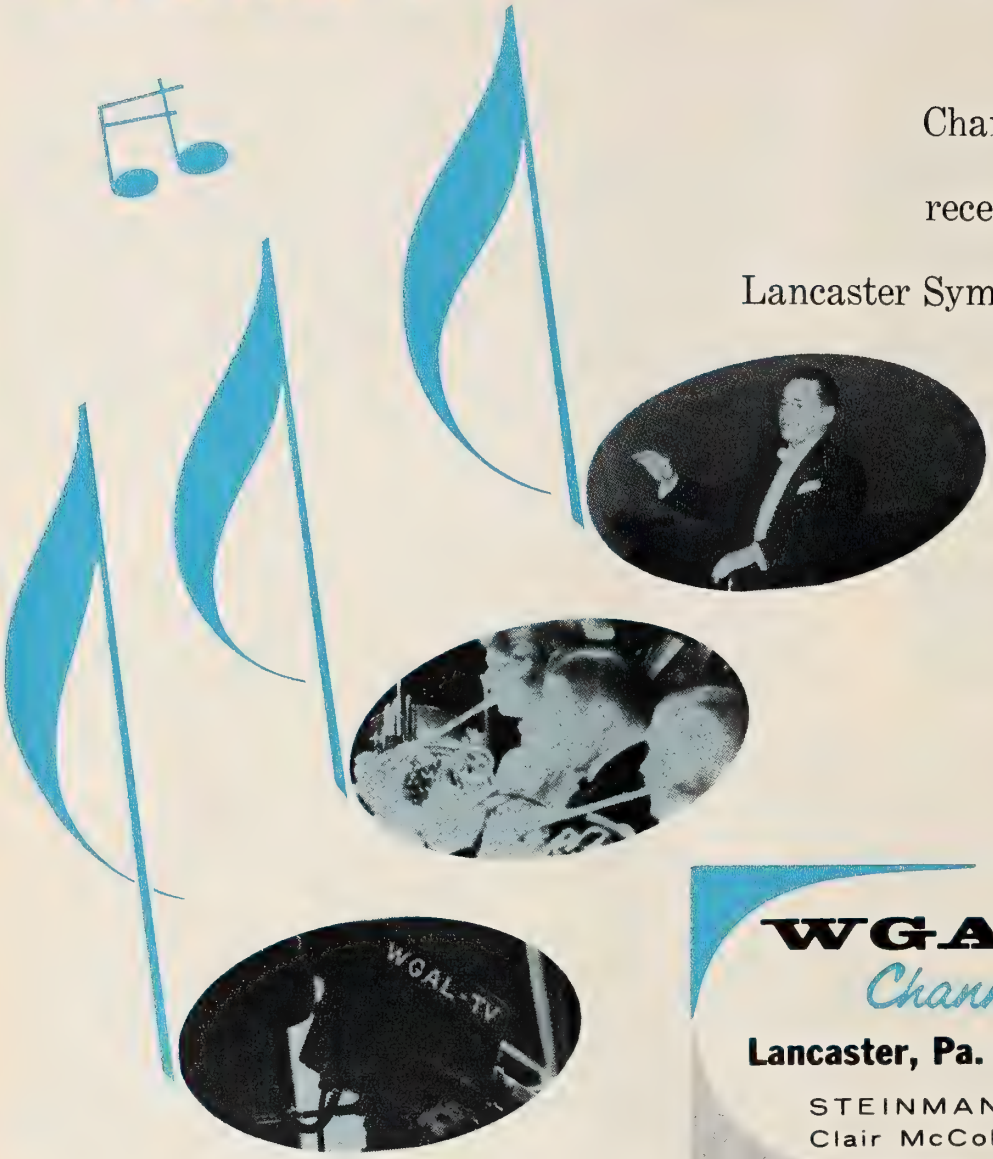


Ask George P. Hollingbery for details about Dayton's High, Wide, and Wholesome station.

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia, and
WSOC, WSOC-TV, Charlotte, North Carolina

WGAL-TV serves the public interest



Channel 8 telecasts a recent concert of the Lancaster Symphony Orchestra as one phase of WGAL-TV public service activities.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

$45,000 to $12 million

When Peoples Broadcasting Corp. bought WGAR Cleveland from Goodwill Stations (WJR Detroit; WJRT [TV] Flint) in 1954 for about $1 million net, it acquired what eventually amounted to 30% interest in Cleveland Browns football team for $45,000. Last week Browns were sold to New York syndicate for $4 million. WGAR's cut: $1.2 million. Additionally, in seven years of ownership, station has realized substantially more than purchase price in earnings and probably could be sold today for several times investment.

Browns stock actually was held by Herbert E. Evans, president of Peoples (vice president of parent Nationwide Insurance Co.). This was so because law prevented corporate holding of stock. Peoples originally acquired football stock because of civic interest in community. Additionally, it acquired play-by-play rights which it retains under new team ownership, but Mr. Evans relinquishes his vice presidency and directorship.

Minow's mission

Recent votes at FCC, notably in cases involving policy considerations and infraction of regulations, indicate degree to which 35-year-old Chairman Newton N. Minow is taking over. In virtually all cases involving infractions, Commissioners Ford and Bartley have voted along with him. On program matters, Commissioners Hyde and Craven have usually been in minority. Being watched closely are Commissioners Lee and Cross, since switch by either would give chairman clear cut majority of four.

CBS promotions

Theodore F. (Ted) Koop, director of news and public affairs, CBS Washington, becomes director of Washington operations of CBS and Howard K. Smith, CBS commentator, becomes chief correspondent and general manager of Washington news bureau under promotions to be announced this week. Mr. Koop, who joined CBS News in 1948, will report to Edmund C. Bunker, vice president of CBS Inc. in charge of Washington activities. Increased Washington activities at executive level said responsible for creation of new post. Mr. Smith joined CBS News in 1941 in Berlin and for 11 years was chief European correspondent, moving to Washington in 1957.

Allocation's thinker

"Original" thinking about broadcasting isn't confined to FCC these days. Dr. Jerome B. Wiesner, science adviser to President Kennedy, is giving thought to tv allocations problems with some interesting "first thoughts": move all tv to uhf, save bandwidth by using current information theory principles (Shannon's law, digital tv, PCM, etc.).

Dr. Wiesner, on leave as director of MIT's electronics research lab and himself in front rank of electronic planners, first became aware of tv allocations year ago when group of FCC and Bureau of Standards engineers visited him in Cambridge. His reaction then, according to one report, was as extreme as it is now, including apparent unconcern with effect of such moves on existing public investment in receivers or prices of uhf receivers equipped to handle sophisticated tv transmission standards.

Grade labelling threat?

Creation of Office of Consumer Counsel in White House is certain to cause consternation in advertiser, agency and media circles. This will be construed as step toward grade labelling of products and to undermining of brand names. It's in line with Galbraith-Schlesinger school which regards advertising as economic waste, philosophies they expounded during campaign and which were implemented in Democratic party platform.

Consumer Counsel project is bound to become prime topic at meetings of major media and client association meetings scheduled during next few weeks. Slated to direct office as part of White House operation is Mrs. Persia Campbell, professor of economics at Queensboro Community College, New York, and former consumer adviser to Averell Harriman while governor of New York.

FTC and ratings

Interest of Federal Trade Commission in broadcast rating services hasn't diminished, but unofficial report is that its investigators haven't found any hanky panky among top rating services. FTC investigators gave one service fine-tooth comb going over, looking for "fraud, complicity or rigging" but left apparently satisfied. Probing took into account, too, it's understood, size of sample and method of choosing respondents. This is substance of Madow Report (see page 31).

NBC agency rating

Formal research on how advertising agencies rate tv network may be in works for NBC. Marplan, Interpublic research division, which already has pilot study in preparation for client NBC, would be firm to conduct full-scale probe. Of interest to NBC among other findings: Comparison of this study to that conducted independently last summer by BROADCASTING news staff.

Report uproar

Republican congressional leaders are continuing attack on White House order that chairman of FCC and other agencies submit secret monthly reports to President. Sen. Dirksen (Ill.) and Rep. Halleck (Ind.), Senate and House minority leader, respectively, plan new broadside at weekly televised news conference Thursday (March 30). They are concerned because White House regards reports as "executive" and as such to be withheld from Congress and public and that other members of commission did not know FCC chairman had received and replied to order until they read it in trade press (BROADCASTING, March 13). Rep. William Avery (R-Kan.) continued his demand that reports be made public by asking last week that House Subcommittee on Information make investigation.

ABC blockbuster

Actual presentation may still be long way off, but ABC-TV is currently planning blockbuster on over-all military activities of U. S. government. One producer-writer at network described it as "biggest show tv has ever seen, if tv ever sees it." Segment of show will cover formerly top secret developments of army's Redstone missile project in Huntsville, Ala. ABC had production team there this month "scouting." Project is being kept under such close wraps by network that most ABC personnel know nothing about it. Government clearance is still pending and this may prove major roadblock.

ABC is speeding up late night tv news project and getting ready to launch 11 p.m. experiment next month. It will be two-market operation, probably sponsored by oil company, tentatively timed for 11½ minutes Monday-Friday on WABC-TV New York and WMAL-TV Washington.

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Needs and Creeds...*

*"... To Serve with Vigor the Needs and Welfare of South Florida and our Country ..."

—from management creed announced when WCKT took the air Sunday, July 29, 1956

Early last year, WCKT, Channel 7 in Miami, mailed out its annual edition of the WCKT Public Service Report. It was entitled "NEEDS" and covered 1959. This booklet was sent to leaders in education, religion, government, professions, labor and business, reporting on WCKT's efforts to meet the "Needs of the Community," "Needs for Education," "Needs of the Spirit," the "Need to be Informed," "The Need for an Airing of Issues," and the "Need for News."

Accompanying the 1959 "NEEDS" report, WCKT furnished these leaders a questionnaire, asking "IN THE ORDER OF THEIR IMPORTANCE, WHAT ARE SOUTH FLORIDA'S GREATEST NEEDS AS OF NOW?"

The replies came in and were used to blueprint an even greater service based upon the "NEEDS" of our community as our citizens see them.

Among the "NEEDS" projects, WCKT has already aired three 60-minute live-film-tape documentaries . . . CUBA ON THE MOVE, delving into our Cuban population influx and the problems of Communism brought about; YANKEE DOLLARS, a study of Florida tourism; and ROOTS IN SAND, which look into juvenile delinquency. Another 60-minute documentary now being readied — MIAMI CONDEMNED — deals with badly needed slum clearance. Among the 30-minute programs already broadcast, were DELEGATION FROM FLORIDA, interview with the delegates to the political convention; CRYING CITY, studying the rejuvenation of downtown Miami; SILENT VOICE, comparing the American free Vote with the lack of democratic processes in other lands; and FLORIDA'S FUTURE, pointing up the problems of integration.

The "NEEDS" questionnaire also brought about a cultural SHOWCASE series, presenting talented amateur performers of professional caliber. These live and taped 60-minute programs covered music at the University of Miami, ballet by the Miami Ballet Company, opera sung by members of the Miami Opera Guild and dramatics by aspiring actors.

In addition, WCKT broadcast thousands of announcements and hundreds of hours of religious, educational and other community service programming.

BISCAYNE TELEVISION CORPORATION

WCKT WCKR-AM-FM

WEEK IN BRIEF

The long-awaited, Harris-backed study of tv ratings services is out and statistical group recommends industry set up office for methodology study. Report finds services 'reasonably good,' cites some flaws. See . . .

RATING METHODS STUDY ASKED . . . 31

The Senate approves a $1 million federal subsidy to each state for educational tv and House Commerce Committee Chairman Harris, at House hearing, says he wants etv channels put to use as soon as possible. See . . .

SENATE APPROVES ETV AID . . . 60

The audiences of network tv affiliate stations are getting more of and a greater variety of public affairs programming than they've ever had—sometimes a surfeit—BROADCASTING study of 229 stations finds. See . . .

ENLIGHTENMENT VS. ENTERTAINMENT . . 64

The pros and cons of the Miami ch. 10 'ex parte' case, the outcome of which will affect a half-dozen similar contests to be decided by the FCC, is heard by the U. S. Court of Appeals in Washington. See . . .

MIAMI CH. 10 CASE ARGUED . . . 52

KDWB Minneapolis-St. Paul falls first victim to new FCC authority to fine wayward licensees, and it gets the limit, $10,000; power-antenna violations were inherited from former owners, Crowell-Collier says. See . . .

FCC THROWS THE BOOK AT KDWB . . . 46

A prediction that electronics will go from a $10 billion to a $30 billion industry by 1970 is entirely in keeping with the Institute of Radio Engineers' convention, where engineers from 40 countries trade information. See . . .

IRE CONVENTION DRAWS 70,000 . . . 90

Summer network tv programming schedules are almost completely in place with only six half-hours left open; re-runs are still predominant, and even the 'Ed Sullivan' show gives way to the trend. See . . .

NETWORK TV SET FOR SUMMER . . . 85

Proposals by Canada's Board of Broadcast Governors to restrict advertising and program content might mean the finish of commercial broadcasting, Canadian broadcasters warn at CAB's convention in Vancouver. See . . .

BROADCASTING PLANS ALARM CAB . . . 94

In terms of money spent, those re-runs are just as economical for summer television advertising as the originals, A. C. Nielsen Co. concludes in a special analysis of summer re-runs. See . . .

SUMMER RE-RUNS: HOT BUY . . . 34

The creative man in advertising is the one who can keep a jump ahead of the public in its demands for a steadily rising standard of living, says Campbell-Ewald President Thomas B. Adams. See . . .

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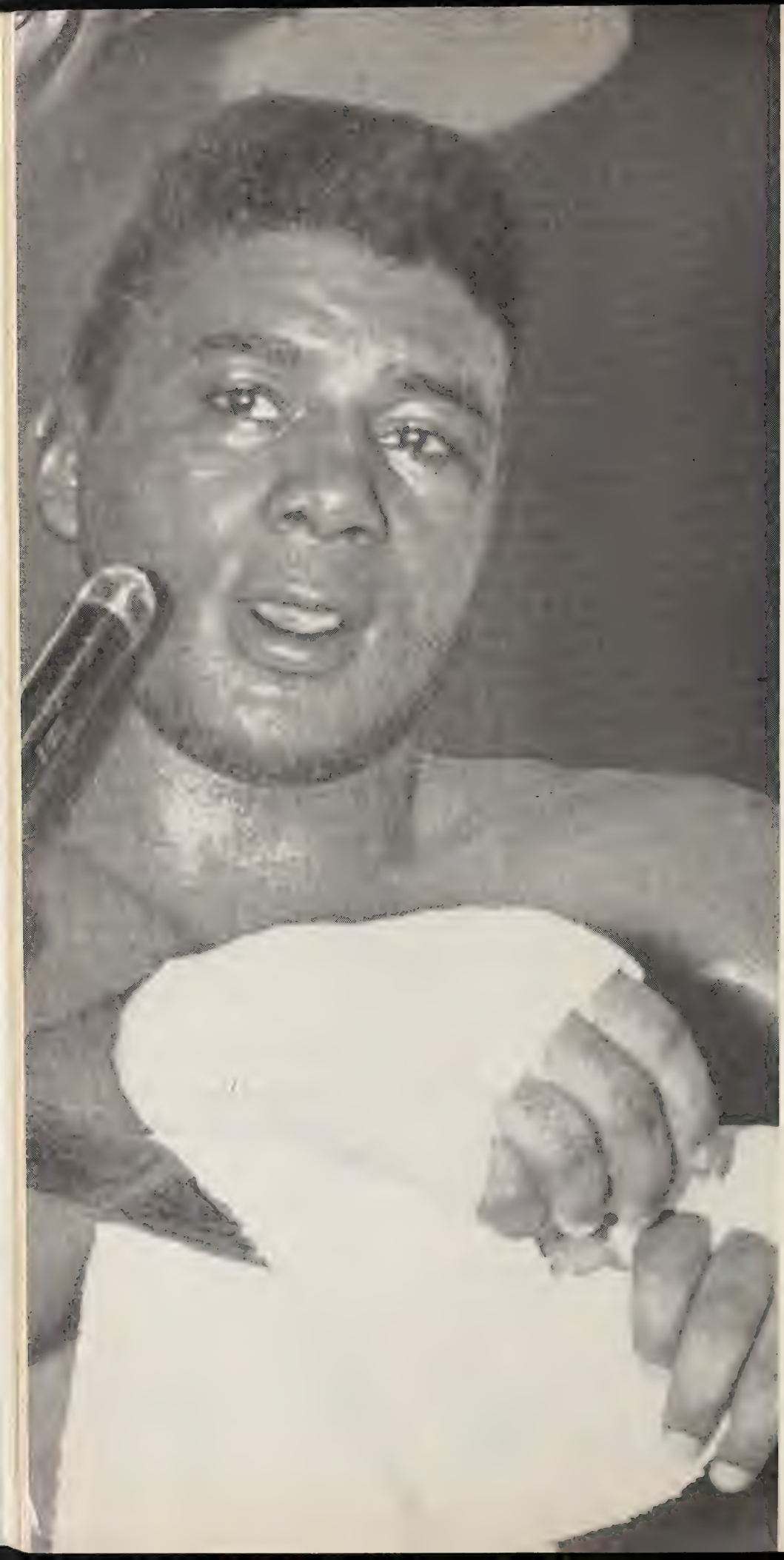
BROADCASTING

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WE SAID 60,000,000 WE DELIVERED 62,500,000

THAT'S THE WAY IT IS WHEN YOU DO BUSINESS WITH ABC RADIO

"How to hit 60,000,000 customers with one shot"; that's how we said it when we announced ABC's Radio exclusive coverage of the March 13th Patterson-Johannson title bout. 60,000,000 customers, that's how Mennen, Carling and Studebaker bought it. But here's how ABC delivered with 550 stations throughout the U. S. and Canada with the greatest audience in advertising history, 62,500,000 strong. Still more proof that you get the best of the bargain when you do business with ABC Radio.

AT DEADLINE

Examiner uses authority to make final decision

In first use of newly-delegated authority, Chief FCC Hearing Examiner James D. Cunningham granted new am in Minneapolis to Hennepin Broadcasting Assoc. Friday (March 24) and approved agreement for Hennepin to pay applicant Robert E. Smith $5,501 for dropping out (BROADCASTING, Feb. 27).

Mr. Smith sought 690 kc, same as that granted Hennepin, in River Falls, Wis., and two applications were set for comparative hearing. Mr. Cunningham Friday approved payment of partial expenses to Mr. Smith and dismissed his application with prejudice.

Grant to Hennepin was made possible under FCC rule change early this year authorizing examiner to make disposition of such cases when dropout removes all hearing issues (BROADCASTING, Jan. 9). Hennepin is owned by Albert S. and Patricia W. Tedesco.

SAG holds to position on 'wild spot' residuals

Screen Actors Guild, as aftermath of BROADCASTING's story on union's interpretation of "wild spot" and "program commercial" (BROADCASTING, March 13), has notified American Assn. of Advertising Agencies observers at labor negotiations that its interpretation is not "new," and re-stated position on those residuals for record. It's understood AAAA observers plan to study situation and hope to evolve formula to classify "cut-away" commercials from network program in specific residual fee category—perhaps higher than "wild spot" but lower than program fees SAG's interpretation now calls for.

Business briefly...

Block Drug Co., Polident denture kit, Nytol and Pycopay toothbrush, Jersey City, N. J., starting April 6 will join Toni Co. in co-sponsorship of NBC-TV's *Groucho Marx Show* (Thurs. 10-10:30 p.m. NYT). Agency: Grey Adv., N.Y.

American Dairy Assn., Chicago, considering program sponsorship of network tv next fall and has increased ad budget $300,000 for total of over $5 million mark. ADA presently uses spots on NBC-TV's *Today* and will use local tv spot starting in April to promote ice cream. Agency: Campbell-Mithun, Chicago.

Edward Dalton Co., Metrecal, Evansville, Ind., will expand tv activity in April to promote two-month "ready for summer" campaign—considered peak period for consumer interest in weight control. Liquid dietary product will use tv spot in undetermined number of markets plus sponsorship of *Valiant Years* on ABC-TV. Additional network tv exposure is in negotiation. Agency: Kenyon & Eckhardt, N. Y.

Series, All-Stars set

Gillette Safety Razor Co., Boston, and Chrysler Corp., Detroit, will co-sponsor baseball's World Series and All-Star games on NBC Radio in 1961, reports Baseball Commissioner Ford Frick. He revealed total payment for tv-radio rights to World Series and two All-Star games will be $3,750,000.

Mr. Frick said games will be carried on total of 225 tv stations and 500 radio stations in U. S. Gillette's agency is Maxon Inc., Detroit, and Chrysler's is Leo Burnett, Chicago.

Public affairs shows pressure-free——Kintner

News and public affairs coverage enjoys unsurpassed freedom of inquiry and expression in American journalism, Robert E. Kintner, NBC president, said in speech prepared for delivery to college conference at Middlebury, Vt.

Noting tv is criticized as being "sponsor-dominated," Mr. Kintner asserted networks have hit hard and "forthright" with documentaries "without pressure, protest or interference from advertisers who continue to sponsor these efforts in greater numbers." And, he said, news-public information shows have greater audiences and more advertisers and more of them are set for peak viewing hours.

CBS-TV sets Benny salute

CBS-TV will present *Carnegie Hall Salutes Jack Benny* hour-long special honoring Mr. Benny for his many benefit performances, on Sept. 27 (10-11 p.m.). Half sponsorship has been bought by Kitchens of Sara Lee Inc., Chicago, through Cunningham & Walsh, Chicago. Proceeds from program, to be taped in New York April 3, will go to Carnegie Hall Foundation. Performers already signed include Harry Belafonte, Van Cliburn, Isaac Stern and Eugene Ormandy and Philadelphia Orchestra.

Sealtest 'Newhart' deal on NBC is complicated

Sealtest deal for Bob Newhart half-hour on NBC—ordered but not yet signed at all points—emerges as complex one. Sponsor may wind up offering short rides to others, although any sell-offs would be small bits.

Sealtest also splits network, since it does not cover country, and has been sharing *Bat Masterson* on NBC with Hills Bros. Coffee in West. Programming Newhart show next to Kraft Perry Como hour means further saving. Both Kraft and Sealtest are divisions of National Dairy Products Corp. and thereby qualify for "contiguous" rates, standing to save up to 10% per hour. National Dairy agencies are J. Walter Thompson Co. for Kraft and N. W. Ayer & Son for Sealtest. Latter also is Hills Bros. agency.

Orlando ch. 9 case set for rehearing by FCC

FCC rehearing of Orlando, Fla., ch. 9 grant to determine if improper *ex parte* contacts were made will begin in Washington May 22. Date was set Friday (March 24) by FCC Chief Hearing Examiner James D. Cunningham, who will hear case.

This is last of comparative tv cases to be reheard by commission as result of disclosures before House Legislative Oversight Subcommittee. Others in which rehearings are completed and tentative commission decisions made are Boston ch. 5 and Miami chs. 7 and 10.

Orlando grant went to Mid-Florida Tv Corp. (WLOF-TV) over competing WORZ Inc. Both will be parties in new proceedings, along with FCC general counsel. Justice Dept. will be invited to participate as in other cases. Prehearing conference is scheduled April 5, when names of witnesses will be exchanged.

Networks buy Eichmann trial

Within next fortnight—probably this week—all three tv networks can be expected to sign contract with Capital Cities Broadcasting Corp. for flat $50,000 apiece for one-hour-per-day, 17-week, tape coverage of Eichmann trial now slated to start in Jerusalem

more AT DEADLINE page 10

WEEK'S HEADLINERS

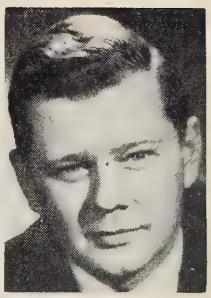

Mr. Israel

Larry H. Israel elected president of Television Advertising Representatives Inc., replacing **Donald H. McGannon.** Mr. McGannon, president of Westinghouse Broadcasting Stations and also president of TvAR since its formation in 1959, now becomes chairman of board of representatives. Mr. Israel, formerly general manager of WJZ-TV Baltimore, helped launch station representative firm and has served it as vp and general manager. He previously worked for WDTV (TV), now KDKA-TV Pittsburgh, and WENS (TV), that city, where he was vp and general manager. Newly elected to other offices are **Robert M. McGredy,** named executive vp and **Lamont (Tommy) Thompson,** elected vp, Chicago. Last month, Mr. McGredy, who is national tv sales manager of Westinghouse Broadcasting, joined TvAR as general sales manager, while Mr. Thompson has been manager of rep firm's Chicago office since its inception.

Hendrik Booraem, Jr., vp and broadcast director of Ogilvy, Benson & Mather, N. Y., resigns effective April 1. He is launching private enterprise not yet ready to be announced. Mr. Booraem, former vp and account supervisor of C. J. La Roche & Co., N. Y., joined OBM in September 1957. **John G. Hoagland,** vp and associate broadcast director of Ogilvy, will be acting department head. He is former BBDO vp and account supervisor who moved to OBM in February 1959.

Joseph F. Timlin, executive vp, The Branham Co., N. Y., station representative firm, has resigned. Mr. Timlin, who has been at Branham's New York office for past 15 years, did not disclose his future plans. Though he will remain at radio-tv rep for several weeks, Mr. Timlin's position has been assumed by **Thomas B. Campbell,** vp of company.

William H. Howard, vp, J. Walter Thompson, N. Y., and earlier senior vp, Young & Rubicam, that city, named president of C. J. La Roche & Co., effective April 1. He fills vacancy created by death last fall of James D. Webb. Chester J. La Roche, continues as board chairman. Before entering agency business, Mr. Howard had been executive vp of R. H. Macy & Co., retail sales and advertising manager of Montgomery Ward, and advertising director of Gimbel Bros.


Mr. Wilson

James L. Wilson, director of engineering administration and advance planning since 1958, appointed director of engineering, NBC. Mr. Wilson joined NBC in tv network operations in 1948, became development engineer a year later and in 1950 was made audio-video systems engineer. He has also served NBC as manager, capital budgets, in controller's department.

William E. Rine, Storer Broadcasting Co. executive since 1932, named vp for administration. His duties include supervising company's profit-sharing trust fund and Storer-owned Miami Beach Sun Co. He is being succeeded as vp for radio by **Lionel F. Baxter,** formerly director of radio operations. Both Messrs. Rine and Baxter are Storer directors. Storer stations are WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KPOP Los Angeles; WWVA-AM-FM Wheeling, W. Va.; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee.

For other personnel changes of the week see FATES & FORTUNES

April 11. Price was scaled down from Capital Cities' original asking price of approximately $385,000 from each network. Capital Cities has exclusive film and tape rights to trial.

FBI checking tv program

Justice Department has ordered FBI investigation of WBAL-TV Baltimore program in which members of Baltimore jury re-enacted their deliberations in murder trial (also see story, page 80). Investigation was ordered to determine whether telecast violated federal laws covering obstruction of justice. Hour-long video taped show was presented by WBAL-TV last Wednesday night.

Antitrust consideration

FCC was told Friday it must take into account consent decrees and *nolo contendre* pleas in antitrust cases in judging applicants for new stations or renewals. Word was given to appeals court by Justice Dept. in Philco vs. NBC's WRCV-TV renewal in Philadelphia.

CBS-TV Sports appoints Dolph, others in changes

CBS-TV Sports announced seven departmental staff changes Friday (March 24), including appointment of Jack Dolph to succeed William C. MacPhail as director of sports department. Mr. MacPhail was named vice president of CBS-TV Sports in January.

Other sports staff appointments: Don Hamilton, director of business affairs; Jack Purves, sports sales coordinator, Bob Dailey, producer-director; Tony Verna, director; John Pokorski, producer, and Chet Forte, sports coordinator.

ABC adds editors, writers

ABC News, implementing its avowed policy of expanded coverage, has assigned two news editors and seven news writers to its tv and radio newsrooms in New York. Sidney Darion and Walter Porges have been appointed news editors in ABC-TV and ABC Radio newsrooms, respectively, while news writers Paul W. Greenberg, Benjamin B. Lacy Jr., Paul Good, Robert W. Sharp, Charles N. Klensch, Lawrence C. Murphy, and another yet to be named join the network's news staff immediately.

N. Y. committee coverage

Bill to permit radio-tv coverage of joint legislative committee hearings has passed New York legislature, clearing Senate near adjournment deadline March 24; it awaits governor's signature.

Assemblyman Bruce Manley's bill to require detailed explanation of radio-tv ratings (see page 32) was not expected to reach assembly floor for debate until late night closing hours of legislature Friday. Meanwhile, assembly killed measure to require licensing of all tv repairmen.

KCIJ joins CBS Radio

KCIJ Shreveport, La., joins CBS Radio as primary affiliate April 17, network announced last week. Station is daytimer on 1050 kc with 250 w, operated by Southwest Broadcasters Inc.

ARE YOUR SALESMEN GREEN WITH ENVY BECAUSE THEY DON'T HAVE THE UPI NEWS PACKAGE TO SELL ?





The Embassy of Greece

Mrs. George Denby, daughter of His Excellency, the Ambassador of Greece to the United States, photographed at the Embassy of Greece in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.



WHO is at work on a satellite system for global telephone and TV transmission?

WHO provides the communications channels for America's missile defenses?

WHO is girdling the globe with communications for America's first man into space?

WHO tapped the sun for electric power by inventing the Solar Battery?

WHO used the moon for two-way conversations across the country?

who?

WHO guided Tiros and Echo into accurate orbit?

WHO made your pocket radio possible by inventing the Transistor?

WHO maintains the world's largest, finest industrial research facilities?

WHO supplies the most and the best telephone service in the world?

WHO has the UNIVERSAL communications organization?

THERE'S ONLY ONE ANSWER TO ALL TEN QUESTIONS

BELL TELEPHONE SYSTEM

Pioneering in outer space to improve communications on earth

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

March 28—**American Marketing Assn., New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.**

*March 28—**American Women in Radio & Television,** Omaha chapter, meeting. Speaker: Frank Fogarty, president Radio Advertising Bureau, Omaha.

*March 30—Deadline for producers' entries of best programs in **Emmy** awards competition. For information write: Academy of Television Arts & Sciences, 200 Central Park South, New York 19.

March 30—**Academy of Television Arts & Sciences,** Los Angeles chapter, meeting. CBS Tv City, Los Angeles.

March 31—**Deadline for entries in American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 2-7—**Inside Advertising Week.**

April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

*April 5—**Academy of Television Arts & Sciences,** Chicago chapter, luncheon. James Hagerty, ABC news vp, guest speaker. Hotel Knickerbocker, Chicago.

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn. annual meeting. Billings, Mont.**

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

*April 11—**Business Council for International Understanding,** session group dinner, Fairfax Hotel, Washington, D. C. Ralf Brent, president of WRUL New York, is speaker.

April 11-12—**Illinois Broadcasters Assn.,** spring meeting. St. Nicholas Hotel, Springfield.

*April 13-14—**New York State Educational Radio & Television Assn., and Eastern Education Network,** combined conference. Tom Sawyer Motor Inn., Albany, N. Y.

*April 13-14—**Atlanta Ad Institute,** sponsored by Atlanta Advertising Club. Speakers include Max Freedman, *Manchester Guardian* Washington correspondent; John D. Yeck, Yeck & Yeck, Dayton, Ohio, and John G. Mapes, Hill & Knowlton, New York. Dinkler Plaza Hotel, Atlanta, Ga.

April 14—**Mississippi UPI Broadcasters Assn.,** annual meeting. Buena Vista Hotel, Biloxi.

April 14—**Veterans Hospital Radio & Television Guild,** anniversary ball. Essex House, New York.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

*April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Speakers include John F. Meagher, radio vp, NAB and Ernest B. Cummings, Cummings Adv. Co., Memphis. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

*April 17—**Institute on Musical Copyright Law in the Music Industry,** Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn** Waldorf-Astoria Hotel, New York City.

*April 18—**Radio & Television Executives Society,** Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

*April 19-22—**1961 American Film Festival,** sponsored by Educational Film Library Assn. at Barbizon-Plaza Hotel, New York City.

April 20-21—**Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.**

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

*April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies.** Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Con-

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.



There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!



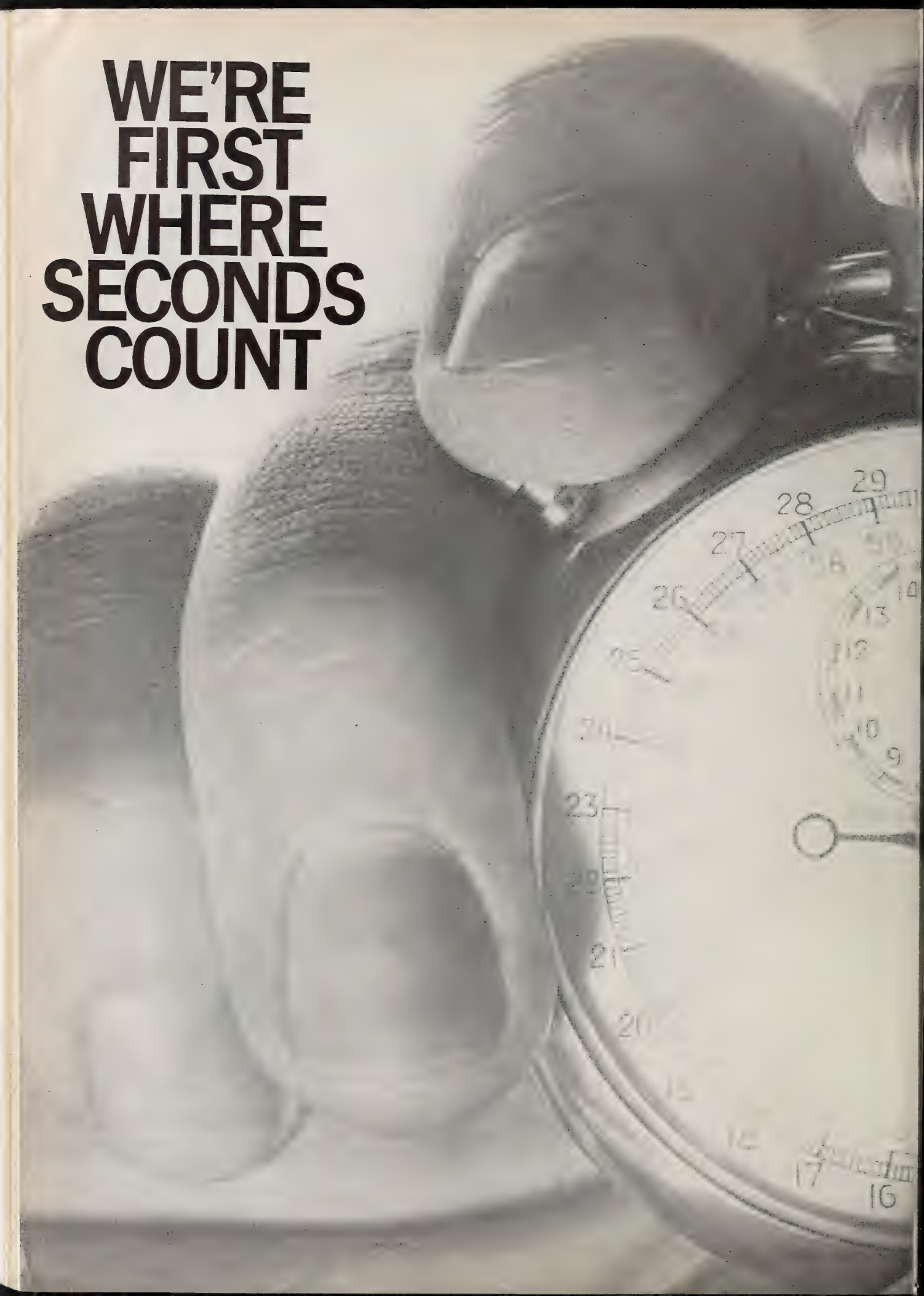


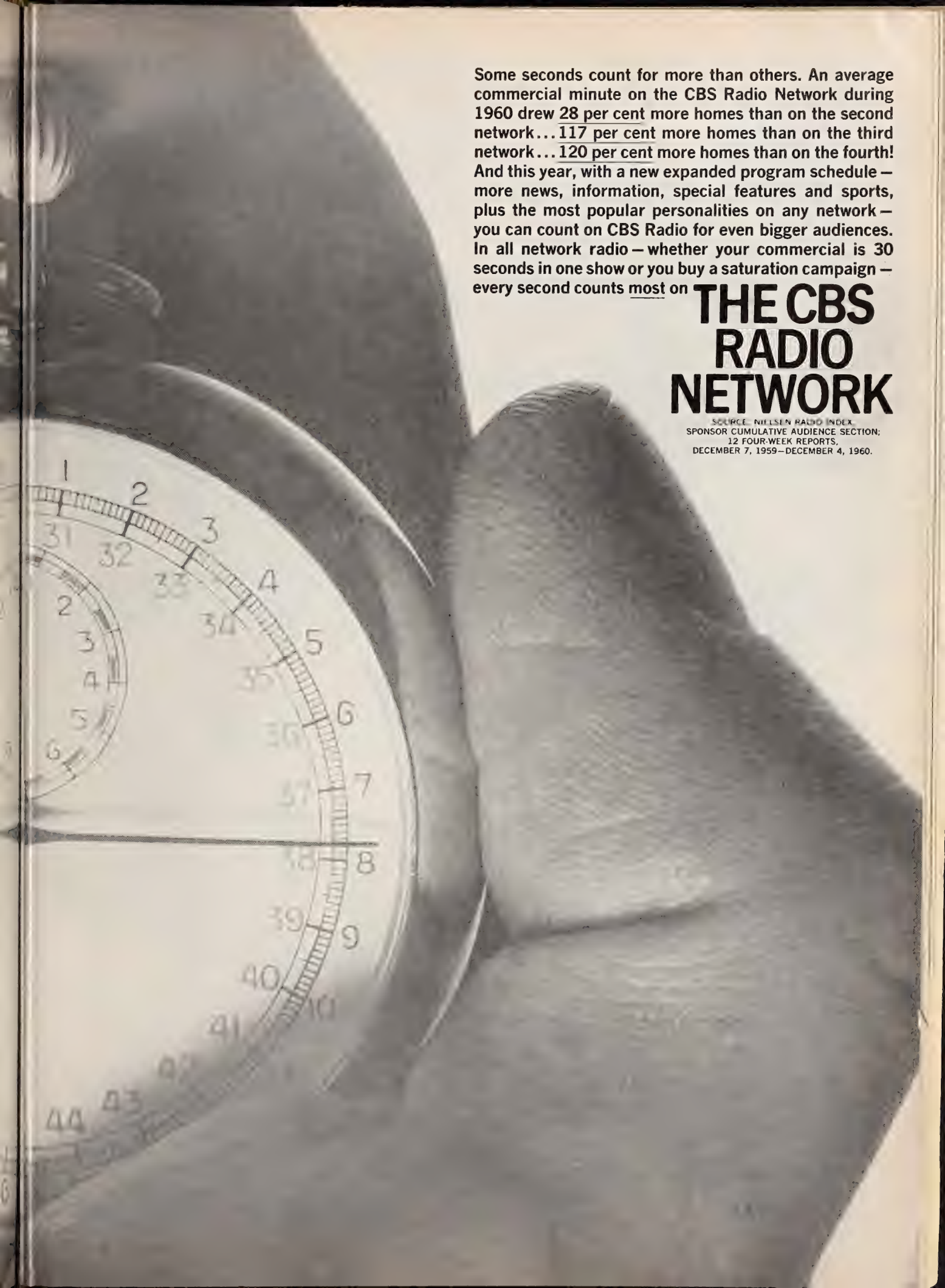
KDUB-TV KEDY-TV
LUBBOCK, TEXAS BIG SPRING, TEXAS
KPAR-TV KVER-TV
ABILENE - SWEETWATER CLOVIS, NEW MEXICO

west texas
television
network

W. D. "Dub" Rogers, President and Gen. Mgr.
NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

WE'RE FIRST WHERE SECONDS COUNT





Some seconds count for more than others. An average commercial minute on the CBS Radio Network during 1960 drew 28 per cent more homes than on the second network... 117 per cent more homes than on the third network... 120 per cent more homes than on the fourth! And this year, with a new expanded program schedule — more news, information, special features and sports, plus the most popular personalities on any network — you can count on CBS Radio for even bigger audiences. In all network radio — whether your commercial is 30 seconds in one show or you buy a saturation campaign — every second counts most on

THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX,
SPONSOR CUMULATIVE AUDIENCE SECTION;
12 FOUR-WEEK REPORTS,
DECEMBER 7, 1959—DECEMBER 4, 1960.

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'
LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.



America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top National Advertisers BUY Carlton Fredericks' LIVING SHOULD BE FUN

Anbesol Antiseptic
Alcoa Wrap
Atlas Juicemaster
Benson's Prune Malt
Bovril
Buitoni Products
Eclipse Mattress
Fels & Co.
Mountain Valley Water
A. J. Parker Co.
Real Lemon
Vademecum Tooth Paste
Vegamato
West Pine CN Plus

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KABC Los Angeles, Calif.
WJAN Ishpeming, Mich.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WIOS Tawas City, Mich.
WGAC Augusta, Ga.
KQAQ Austin, Minn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WRSA Saratoga Springs, N. Y.
WWOL Buffalo, N. Y.
WSET Glens Falls, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting

For complete information and audition tapes, write, wire or 'phone:

CF PRODUCTIONS, INC.
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ference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

*April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

*April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29 — **Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the **1961 Western Electronic Show & Convention (WESCON).** Send to the attention of **E. W. Herold,** WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4 — **Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn., Silver Nail Timebuyer of the Year Award** luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Shelter Island Inn, San Diego, Calif.

May 4-7 — **American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—**Society of Motion Picture & Television Engineers,** 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — **Assn. of National Advertisers** Workshop on International Advertising, Hotel Plaza, New York City.

*May 12—**Connecticut Broadcasters Assn.,** annual meeting. The Waverly Inn, Cheshire.

*May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — **Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

*May 13—New York area **Emmy** awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

*May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — **Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

*June 5-16—**International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-15—**World Conference on Missionary Radio,** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

*June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

*June 15-17—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

IN RADIO IT'S THE...

SALES CLIMATE THAT COUNTS!

WPEN

MATURE, ESTABLISHED PERSONALITIES

•

EXCLUSIVE HELICOPTER TRAFFIC REPORTS

•

FIGHTING EDITORIALS

•

ADULT MUSIC

Certainly, we have respectable ratings to talk about — but so do many other stations. WPEN has a big plus that is shared by few other stations — the ideal selling climate. The WPEN advertising atmosphere is the product of responsible management who provides established selling personalities, outstanding program features, and non-frantic music. Result: the best sound on WPEN is your commercial.

PHILADELPHIA

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THE STATION OF THE STARS

CALL GILL-PERNA

WPEN

OUR BEST SOUND IS A RINGING CASH REGISTER



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

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The real owners

EDITOR: I would appreciate it if you would correct any erroneous impressions that may have been created . . . [by two stories] regarding the sale of WRAW Inc. (CHANGING HANDS, March 20, Feb. 6).

In each instance you stated . . . that WRAW Inc. was sold by Robert S. Reider and associates to William F. Rust Jr. and Ralph Gottlieb.

My capacity at WRAW is that of president and general manager. I have never been a stockholder, had any financial interest whatsoever or been a member of the board of directors. . . . The following gentlemen owned and sold WRAW to Messrs. Rust and Gottlieb: Charlest T. Weiland, chairman of the board, vice president, stockholder, director; Perrin C. Hamilton, secretary, stockholder, director; William L. Cremers Jr., treasurer, stockholder, director; Hugh Hamilton, stockholder, director; John Cremers, stockholder, director. . . . — *Robert S. Reider, President & General Manager, WRAW Reading, Pa.*

Which is tops?

EDITOR: Why not ask Joe Castor which is tops in his fm group (MONDAY MEMO, March 13)? Send 250 reprints please.—*Bob Adams, President, KUTE (FM) Glendale, Calif.*

Faithful

EDITOR: . . . We are among the most faithful readers of BROADCASTING and earnestly feel that you are doing a magnificent job in covering the entire industry. . . . —*Eugene R. Bertermann, President, National Religious Broadcasters Inc., St. Louis.*

The fm story

EDITOR: Your article on fm was truly outstanding. Would you please send us 25 reprints?—*John L. Harris Jr., Station Manager, WPEX-FM Pensacola, Florida.*

EDITOR: Please ship us 100 reprints. . . . Congratulations on another fine article. —*E. Z. Jones, General Manager, WBBB-FM Burlington, N. C.*

EDITOR: . . . Please forward 25 copies. . . . —*Warren J. Deacon, Program Director, KFIL-FM Santa Ana, Calif.*

EDITOR: Please send me 50 reprints. . . . —*Ted L. Daniel, Director of Television, Radio & Audio-Visuals, Synod of North Carolina, Presbyterian Church in the U. S., Raleigh, N. C.*

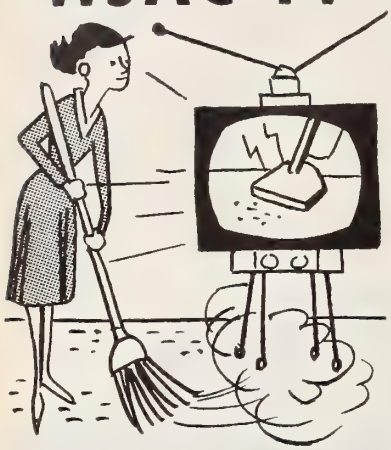
EDITOR: Please send 20 copies. . . . Also, please consider this my subscription re-

The Nation's leading advertisers (like Colgate) are sold on SPOT . . . The only market-by-market mass medium with no waste circulation . . . The medium that lets you match your advertising effort to your sales potential . . . Bess Myerson sells the housewife at carefully selected times and . . . COLGATE'S AJAX continues to bubble up increased sales . . . Your H-R man will sell you now on SPOT . . .

H-R *Television, Inc.*
Representatives



What they see on WJAC-TV



THEY BUY!



When you advertise your product on WJAC-TV, you can be sure people see it . . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

quest for BROADCASTING to begin with the next issue.—*Roy A. Elsner, General Manager, KQIP-FM Odessa, Tex.*

EDITOR: Please accept this as confirmation of our order of 500 prints. . . .—*S. K. Evans, Manager, WFBM-FM Indianapolis.*

EDITOR: Please send 50 reprints.—*Thomas H. Ruben, General Manager, WLOL-FM Minneapolis.*

EDITOR: I would appreciate your sending us 5 reprints. . . .—*Harold Heminger, Vice President, WFLM (FM) Fort Lauderdale, Fla.*

EDITOR: Please send 50 reprints. . . . —*W. D. Bringier, Station Manager, WTUL Radio, Tulane University, New Orleans.*

EDITOR: Please send me 100 reprints. . . . —*Edgar B. Younger Jr., Houston.*

EDITOR: Kindly send me 10 reprints . . . —*Emerson Russell, General Manager, KFUO-AM-FM Clayton (St. Louis), Mo.*

[Fm reprints are available for 15 cents each. On orders over 500 they are 10 cents each—THE EDITORS]

BOOK NOTES

Crusade for Democracy, by V. M. Newton Jr., Iowa State U. Press, 316 pages; $3.95.

V. M. (Red) Newton Jr., managing editor of the *Tampa Tribune,* is happy when politicians and businessmen sneeringly refer to him as a "crusader." He persists in crusading despite harassing phone calls and threats from gangsters, politicians and businessmen and despite nasty letters and ad cancellations.

He outlines crusades his paper has waged from the affairs of local government to the persistent battle for the public's right to know about the machinations of federal government. His swings at political figures are hard-hitting. The book's pages are sprinkled with rascals in both parties. (Mr. Newton has a newspaperman's distrust for politicians in general, which he thoroughly explains).

An interesting sidelight for broadcasters: Much of the book deals with Florida state politics, including the tenure of Gov. LeRoy Collins, now NAB president. Mr. Newton gives Mr. Collins some credit for honesty and a progressive outlook and for investigating untoward conditions dug up by the newspaper.

Mr. Newton holds the now-rare idea that newspapers should look into the way government spends the people's tax money instead of relying on the flood of handouts from politicians' press agents and public relations advisors.

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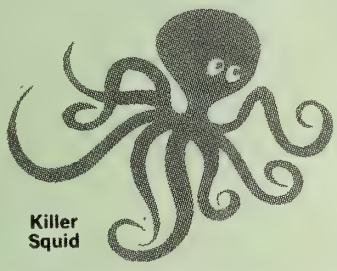
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*Reg. U.S. Patent Office

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OCEANS OF RAVES FOR "Diver Dan"

"Edwards Shoes (Sponsor) excited about DIVER DAN. After only three programs, WCAU-TV and client impressed. This show a winner."
Al Fingerman,
Ernest William Greenfield, Inc.



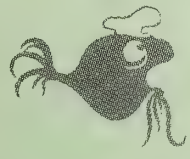
Killer Squid

"DIVER DAN at 4:30-5:15 P.M. . . . (period) . . . number one in ratings." Bob Guy, Program Director, WWL-TV, New Orleans



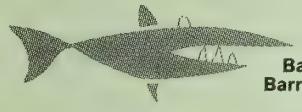
Skipper Kipper

"Kids will be fascinated by the underwater movement. The action has an hypnotic effect that makes you follow the characters. Kids will love it . . . We have always been ahead of the trend. DIVER DAN's gonna be big! It will be a winner!"
George W. Cyr, Program Manager, WGR-TV, Buffalo



Finley Haddock

"Just a note to let you know that I have heard from Ernie Greup at WTVD about DIVER DAN. He says: ". . . Their (ITC's) product is a great one. Our children viewers scream for DIVER DAN to come back."
Donald A. Pels, Controller, Capital Cities Broadcasting



Baron Barracuda

"The new concept inherent in the DIVER DAN series is very exciting . . . A great success!"
Warren Wright, Program Manager, WFBM-TV, Indianapolis

THE THRILLING ACTION ADVENTURES OF DIVER DAN AND HIS UNDERSEA FRIENDS

Delightful . . . different . . . completely flexible . . . Exploits of the fearless explorer, Diver Dan . . . the beautiful mermaid . . . and the wonderful puppet-fish . . . all part of this underwater live-and-puppet adventure in color and black-and-white. Can be shown as you see fit. One adventure flows into another for a half-hour, a 15-minute series, or include 7-minutes of DIVER DAN in your own local program.

"Diver Dan"

Already sold: New York, Chicago, Philadelphia, Indianapolis, Buffalo, Cincinnati, New Orleans, Seattle, St. Louis, Detroit and other top markets. Key stations KTVI-TV, WKRC-TV, WGR-TV, WWJ-TV, KKTV-TV, WCAU-TV, WFBM-TV, KOMO-TV, WGN-TV, WFRV-TV, WNEW-TV, WJAC-TV, WREX-TV, WTVD-TV, etc., etc. For TV's newest *color*-ful entertainment-success for the whole family, phone or wire today.



I T C

INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166



Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets ... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's ... star-studded features, never

SOURCE: Unduplicated audience, latest available N



before shown on television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind"). All this added to film libraries which already attract the largest movie audiences in each market. **CBS TELEVISION STATIONS** ◉

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Ange
WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by
CBS Television Spot Sales).

MONDAY MEMO

from THOMAS B. ADAMS, president, Campbell-Ewald Co., Detroit

Your daughter marry an advertising man?

There is nothing wrong with the advertising business that more good, honest, productive advertising can't cure.

Our problem is to make advertising more useful, more interesting, more believable and more helpful to the consumer, rather than to try to make the consumer think more highly of us as individuals or as a business. If we do these things, then we will deserve to be well regarded and we and advertising will be well respected.

By definition there appears to be two kinds of advertising men that the public is aware of. The first is the "good" advertising man. Let's say he's a guy that uses his creative talent and resourcefulness to promote products that people will want, can use and can afford.

By contrast, the bad guy or "huckster" is a low type who tries to sell people things they don't want, can't use and can't afford. This kind of operation is believed to require very little creative talent and resourcefulness—just no conscience.

Time the Key ▪ The trouble with these definitions is that they don't cover a factor that sometimes makes it hard for the public—and for us—to decide whether the promotions some advertising men are involved in fit the huckster class or not. This factor is timing.

Consider: on the basis of our definition of "want," "need" and "afford," the advertising man who 50 years ago tried to promote the vision of a garage for every family and a car in every garage. Was he not labeled a huckster instead of a pioneer? This man was undoubtedly considered a bad risk for anyone's daughter—a man of questionable motives.

Today, in spite of having acknowledged our national tendency to underestimate U. S. consumer capacity, some of the public, particularly in educated circles where they should know better, are still goofing. You'll hear them cry "huckster" as we press on for a plane for every family, a power cruiser for every cottage, a luxury trailer for every vacation driver, winter and summer houses for every wage earner and both masculine and feminine type cars with color tv in the rear seat.

Guilty Feeling ▪ But the really sad part of this situation is that too many of us in advertising might feel guilty about, instead of proud of, the work we will be doing in the years ahead. I'm not saying that we believe it consciously, but I am suggesting that every American generation—including ours—is keyed to the economic era of his youth. An era that, by the time our youth is spent and we enter the market place as buyers and sellers, is outmoded.

Our country provides a standard of living that is the envy of the world, but it is the only country that I know of which seems to feel that earning and spending power are somehow immoral.

I think creative people in advertising—and I don't mean just those in copy and art—can help to resolve this conflict. They will have to. Because I think the next step in our marketing thinking should be toward applying our creativity and resourcefulness to the problems of removing price barriers that stand between the American consumer and better quality products.

Advertising has helped pioneer the idea of quantity—more products for everybody. Now we must move on to the quality stage—better products for more people.

If we think in terms of wage hours rather than wage dollars, it will be easy to overcome our inhibitions about price. For instance, in 1930 an electrically equipped kitchen, including electric washing machine, cost over 1,100 average wage hours. Today, the same amount of equipment, vastly improved, costs only 350 wage hours.

Jump Ahead ▪ Actually, in certain areas the consumer has become quality conscious beyond any of our fondest dreams: where the product class itself is a quality symbol, like mink, and where product brand has achieved the reputation of quality. Today there is virtually no product category offered for sale to the general public in which the lowest-priced brand is the leading seller.

Obviously the next question is whether we in advertising can afford to have the quality-conscious consumer set the pace for what is supposed to be our specialty—creativity? Let's face it, today we could almost say that creativity begins at home, with the consumer who is shedding his distrust of being able to acquire the things he wants. He's very imaginative and original in the products he dreams of owning and often quite resourceful in figuring out ways of getting them, if we aren't fast enough to provide a way.

We've got to be more creative than our customers because it may not be a choice among American brands—it could be a choice of foreign *versus* American brands. If we are not creative enough to provide him not only with the quality he wants, but also with an easy means by which he can come to own it, he'll find another way to spend his money.

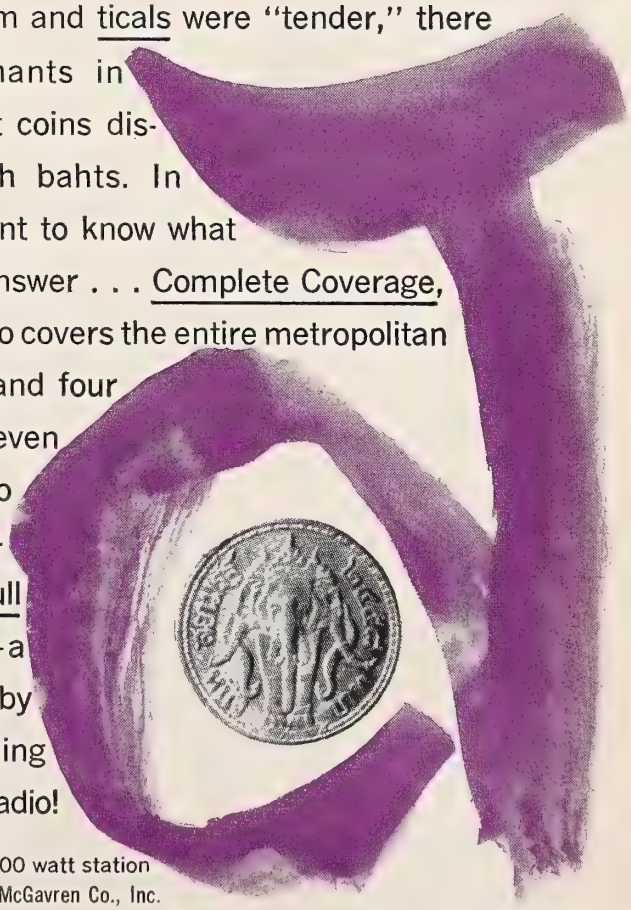
Winning Formula ▪ I'd almost rather use the term "resourceful" than "creative." The latter term is so often misused. But creativity is the domain of no one department of an agency. The greater need is to broaden every agency individual's creative horizon. Our resourcefulness in action at every level will determine our reputation with the public, our status in business and whether or not government becomes a "not so silent" partner in our affairs.

If we in agency management properly shoulder our responsibilities to the agency business, our *product* will paint our image and the daughters of America can marry us with full confidence in our integrity, purpose and productivity.



Thomas B. Adams has been with Campbell-Ewald from the start of his advertising career 15 years ago upon his release from the Navy where he won several decorations as a carrier pilot. He began as a radio writer and contact man, later was account executive on metropolitan Chevrolet dealer accounts and on used car and truck advertising. He was named vice president and assistant to the president in 1955 and his duties were expanded. He became president in February 1958.

WHAT WILL A BAHT BUY? When Thailand was Siam and ticals were "tender," there were thousands of these three-headed elephants in Bangkok. But as times changed, these elephant coins disappeared and Bangkokians began buying with bahts. In Thailand, the natives can tell you, but, if you want to know what a baht buys in Baltimore, WBAL-Radio has the answer . . . Complete Coverage, that Thailand umbrellas can't provide—WBAL-Radio covers the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states . . . A Trunk Full of Listeners that even a herd of elephants couldn't produce—WBAL-Radio is DOMINANT in the market, providing more unduplicated coverage than any other station . . . Full Range Programming and Music for Mature Minds—a distinctive combination that's hard to match even by Siamese standards. If you want to keep your sales riding high, bring your bahts to Baltimore —and buy WBAL-Radio!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

Enter JFK (ecu)...



Extreme close-up. And no ordinary close-up. A face-to-forelock view of the new 35th President—and much more. An historical perspective on his every word, every move. A human look at all that went into making them.

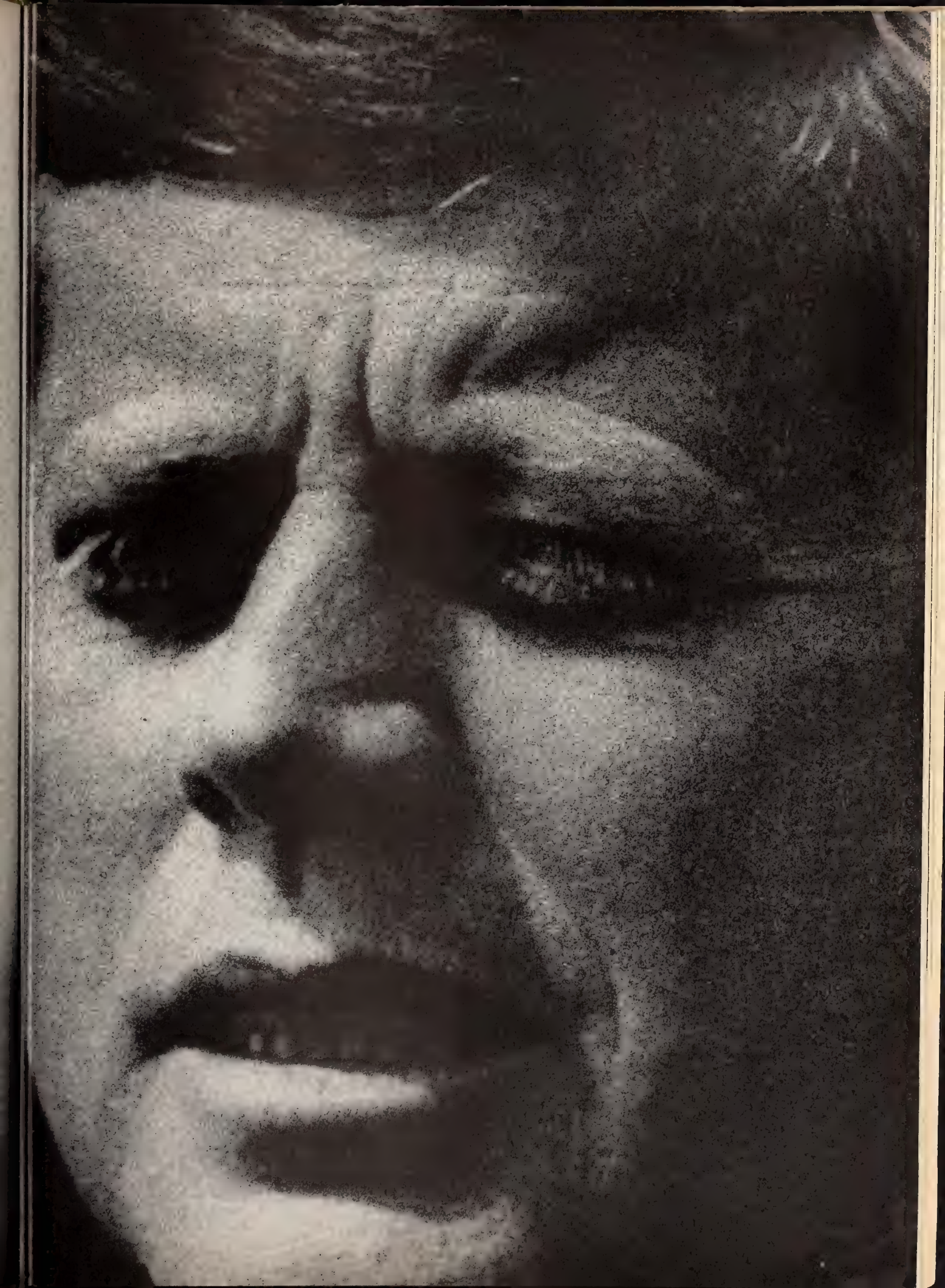
Whether at JFK's live press conference or in his living room, this is the kind of Kennedy that TIME-LIFE Broadcast brings its audience. No less than a wholly unique kind of broadcast news coverage.

In Washington, Time Inc.'s specialized correspondents report the news in a depth no conventional coverage can match. Out of close personal contacts and off-the-cuff meetings come not just what happens on stage but what goes on in the wings, what went before and what might happen next. Then TIME-LIFE Broadcast processes and edits these correspondents' stories especially for broadcast—and exclusively for Time Inc.'s own stations.

Extreme close-up, certainly. Or saying it another way, a very close bond between broadcaster and his audience.

For a close-up of the new Washington, ask for your copy of TIME's "First Report from the 87th Congress." Just make your request in writing to TIME-LIFE Broadcast, New York 20, New York.

TIME-LIFE BROADCAST KLZ-TV-AM Denver • WFBM-TV-AM-FM Indianapolis
WOOD-TV-AM Grand Rapids • WTCN-TV-AM Minneapolis





there is nothing harder to stop than a trend

Network television-watching is up . . . to the tune-in of 1,190,000 more homes.

Being a communications art, very much in the public eye, television attracts constant critical fire.

Certainly the targets are most inviting: less entertainment—or more "good" entertainment? What *is* the public interest? Equal time for whom, what and when? Etc.

Most recently, it's being said that such questions are academic, since television has reached its audience peak and is starting down the other side.

Well sir, *that* one we can nail. And *our* critical authority is none other than Joe Viewer. By the mere act of turning on (or off) his set, by the mere turning of dials, his is the last word.

Today's dial-counting figures say he likes us more than ever. He's watching evening network programs now in 27,906,000 homes per average minute.* That's an upward trend of 1,190,000 over his 1960 liking.

We would think that this isn't because he's suddenly found himself with more time on his hands these evenings. But because these evenings in television are becoming more and more rewarding for him.

Obviously, we're pleased. The more so (and understandably) because the figures go on to say that *ABC's increase comes to 73% of the total increase.*

This is not unexpected. In competitive markets where the viewer has a choice of all 3 networks, he consistently chooses ABC. Every Nielsen† this year (10 in a row now) says so.

A closing thought (for the dial-counting advertiser): nothing is harder to stop than a trend. Nothing more profitable to go with.

ABC Television Network

*Source: National Nielsen TV Report, 2 weeks ending Feb. 19, 1961 vs. similar period in 1960. Average Audience, Sunday, 6:30-11 PM, Mon. through Sat., 7:30-11 PM.

†Source: Nielsen 24-Market TV Report, 10 weeks ending March 5, 1961. Average Audience, Sunday, 6:30-11 PM, Monday-Saturday, 7:30-11 PM.

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March 27, 1961 Vol. 60 No. 13

RATINGS METHODS STUDY URGED

■ Harris committee finds little to fault in measurements

■ Agency spokesman thinks study office might be helpful

The television industry was urged last week to set up an Office of Research Methodology to implement a study of how the broadcast ratings which affect programming are arrived at and used.

This was considered one of the more significant recommendations contained in the report presented to a House subcommittee by the American Statistical Assn's. Technical Committee on Broadcast Ratings.

The report, which may have disappointed those who have denounced rating services as villains of the television industry, was made public Thursday, at a heavily attended and tv-filmed news conference, by Rep. Oren Harris (D-Ark.), chairman of the Regulatory Agencies Subcommittee. The old Oversight Subcommittee, which Rep. Harris also headed, had authorized the report a year ago.

In recommending that the industry establish an Office of Research Methodology, the report said there is now a lack of research on ratings and their uses in broadcasting. The report said the rating services should cooperate with the proposed office, which would conduct its own research or support a study.

A Most Important Question ▪ In releasing the report, Rep. Harris said it was "a highly important document" and dealt with "one of the most important" questions facing the American people. He said it had been prepared independently and that its conclusions were those of its authors without interference by "anyone."

The report was prepared by William G. Madow, of the Stanford Research Institute; Herbert H. Hyman, of Columbia U.; and Raymond J. Jessen, of CEIR Inc. Mr. Madow, who served as chairman of the committee, attended the news conference.

With the study containing 139 pages of fairly technical information, followed by 24 pages of appendices, comment was not readily available. NAB President LeRoy Collins, who has attacked rating services as victimizing the television industry, was among those who asked additional time for study before discussing the report.

An Agency Man Approves ▪ However, a research director of a leading advertising agency in New York endorsed the idea of an Office of Research Methodology. The director, who asked that he not be identified, said "A methodological investigation is fine and should prove useful to agencies. Sometimes we simply do not have the time to evaluate the findings of various research systems fully."

He also said he was happy that the report did not recommend a single industry-wide rating service. He said such a service would "represent an encroachment on private business and would, in practice, restrict clients to a single choice." The report specifically ruled out a recommendation for a single rating service.

At his news conference, Rep. Harris said there was so much information in the report that persons "with preconceived attitudes about ratings will probably find something . . . to bolster their attitudes, whether favorable or unfavorable."

In preparing their report, the authors studied the seven major rating services —American Research Bureau, C. H. Hooper Inc., A. C. Nielsen Co., The Pulse Inc., Sindlinger & Co., Trendex Inc., and Videodex Inc. And on balance, the report said, these services are "doing a reasonably good technical piece of work for the purposes to be served."

However, the report said that audience composition data is probably more poorly estimated than the ratings themselves. Rep. Harris observed this is a



LeRoy Collins, NAB president, renewed his invitation to President Kennedy to address the NAB convention in Washington May 7-10, while spending an hour with the Chief Executive March 22.

Gov. Collins (pictured here on the White House steps with newsmen) said the President indicated he will make every effort to take part in the convention. He added that Mr. Kennedy showed deep interest in broadcasting and programming, emphasizing the importance of the medium in implementing the U.S. role in world affairs. Asked for an opinion on the ratings report (page 31) he asked for time to study it.

Industry eyes N. Y., Oregon ratings bills

While broadcasting executives in New York awaited developments unfolding in Washington in the investigations of rating services, a separate but not wholly unrelated drama was taking place upstate in Albany.

At stake in New York's capital: a so-called "ratings bill," legislation to require a station to explain and document ratings—either on the air or in writing (by publishing)—when it shows a rating publicly.

It was obvious, too, that the Manley bill was considered as more than a diversionary pastime. Dr. Frank Stanton, CBS Inc. president and himself a former researcher of prominence in the broadcast industry, appeared to consider it as a direct threat as he circulated a wire among state legislators outlining CBS opposition to the bill (introduced by assemblyman Bruce Manley).

NAB 'Neutral' ▪ A legislative committee of the New York State Broadcasters Assn., headed by Michael R. Hanna, WHCU Utica, sought a mutually-agreed-upon position for broadcasters and conferred with NAB President LeRoy Collins for the parent organization's position, which was described as "neutral." This was the course set by the state broadcasters.

The bill was slated to be debated on the floor of the assembly last Thursday evening (March 23) as the state legislature headed toward adjournment. Observers thought it unlikely the bill could become law this late in the session.

Anxious Services ▪ Many rating services privately have expressed anxiety over the bill, noting that the stringent restrictions might well hamper the free flow of rating information.

Dr. Stanton's wire was specific in a six-point objection, as follows:

"First, the setting up of a permanent sample by various rating services of results of careful research for purpose of assuring validity of sample. Publication of location of homes in sample would undoubtedly subject such homes to abnormal pressures from outside forces, thereby invalidating the normalcy of response by sample homes.

"Second, we assume purpose of bill is to permit evaluation of rating information by public but information required to be revealed by bill would not afford public opportunity to evaluate validity of services because sampling measurement of listening or viewing audiences involves statistical techniques requiring specialized learning in mathematical probability field.

"Third, bill is grossly discriminatory because similar audience measurement practices are used to influence sale of advertising in newspaper, magazine, billboard and car cards businesses.

"Fourth, rating information is one important factor utilized by broadcasters in programming in line with taste and interests of public.

"Fifth, competition between stations in the same market, between nationwide networks and between programs is touchstone of American broadcasting system. We believe this bill would destroy one of legitimate elements in such competition.

"Sixth, United States Senate Subcommittee has held hearings on rating services and House of Representatives subcommittee is currently studying the technical soundness of rating services and uses made thereof by broadcasters. Any legislation concerning a matter of such importance to any industry in the state of New York deserves far more consideration and study by New York legislators than has occurred to date."

A similar bill to put broadcast rating services under the collar of state law is pending in the Oregon Legislature. House Bill No. 1469 was introduced Feb. 13 and referred to the House committee on commerce and utilities.

It was introduced by three Oregon legislators. Two have connections with Oregon broadcasting: Kessler Cannon has been program director of KBND Bend, Ore., and Carl H. Fisher Jr. is connected with KUGN and KVAL-TV Eugene, KUMA Pendleton, KBZY Salem, and KCBY-TV Coos Bay.

The bill would require all persons or companies measuring the broadcast audience to register within 20 days after completion with the Secretary of State the names and addresses of all those engaged in the survey, a description of the statistical methods used in collecting, analyzing and reporting the interviews, and complete field data obtained from each such interview "or recording."

Failure to comply would be punishable on first offense by a $250 fine and/or 10 days in jail; for subsequent offenses, $500 and/or 10 days in jail.

matter of some concern since this information is a matter of increasing concern to rating users.

Some Sources of Error ▪ A number of sources of error are pointed out in the report. As an example, Dr. Madow said some services cull their samples from telephone directories despite the fact that telephone users are not equally distributed through the country. Similar possible sources of error are found in services using other means of selecting information.

The report points out, however, that such errors are far more significant on the local than on the national level. Errors in a nation-wide sampling tend to cancel each other out, it said.

This is not the case on a local level, where very small samples are taken, leaving little margin for error. The significance of this, as pointed out in the report, is that a survey that gives a local station or regional network an erroneously low rating penalizes it in its efforts to obtain advertising dollars.

Small Stations Suffer ▪ The report observed that rating companies probably could not afford to improve their service to small stations since such service is not, as a rule, profitable now. In this connection, Dr. Madow said that the proposed Office of Research Methodology would be valuable to small stations which cannot afford to do the research he feels is necessary if the service they get is to be improved.

In discussing samples, the report turned aside a common criticism of rating services—that the number of viewers questioned is too small to reflect accurately the tastes of the population in question. The report said it isn't the size of the sample but how well it is designed that counts.

Rep. Harris selected two of the report's recommendations as being especially important. One calls on the rating services to publish and make available sufficiently detailed descriptions of what they do and of the quality of their service. The other would have the services provided adequate information in their pocket pieces on the accuracy of their estimates.

Some parts of the report, Rep. Harris noted, "may become controversial." Other parts may be received critically. But its purpose was to bring to the attention of the public a subject that means so much in its affect on programming, he said. He also said he saw no legislative proposals developing from the report, but he left the door open to further investigation by his regulatory subcommittee.

With the statistical association's report now filed, the rating services and their clients now are awaiting the results of a rating study being made by the FTC. Rep. Harris said there was no connection between the two probes.

INVITATION TO SUCCESS...

You are cordially invited
to join the growing list
of prestige clients
on KTLA---

reaching more homes per quarter hour,
sign-on to sign-off,
than any other
independent television station
*in Los Angeles**

**Dec. 1960, Jan. 1961; ARB and Nielsen*

R.S.V.P.
NATIONALLY: PETERS, GRIFFIN, WOODWARD
SAN FRANCISCO: YUKON 1-1288
LOS ANGELES: HOLLYWOOD 9-3181



SUMMER RERUNS: HOT BUY

Network discounts make for lower cpm than Same shows cost in winter, Nielsen reports

No matter what else may be said about television's summer re-runs, on a cost-per-thousand basis they're just as efficient for advertisers as they were when first shown during the winter season.

That generalization sums up the conclusions reached by A. C. Nielsen Co. in a "summer re-run analysis" released last week. The report emphasizes that this finding applies to re-runs as a whole, and that in specific cases the re-runs' cpm may be higher or lower than that of the originals.

The study, which Nielsen said confirms the findings of a similar analysis it made in 1955, covered a total of 634 pairs of matched episodes (re-run audience vs. original audience) of 57 network series on the air in 1959-60.

This showed that the re-runs' share-of-audience rating averaged 4% less than the shares obtained by the original telecasts. However, since summer audiences are smaller than winter audiences (Nielsen figures total volume of viewing is down 30% in the hot-weather months), the 4% loss in share translates into a bigger loss in actual audience.

To compensate for this audience drop, the Neilsen report notes, the networks in 1960 introduced new discount structures which reduced summer time costs by a greater percentage than the audience losses. Moreover, it was pointed out, talent and production charges on re-runs are usually much lower than on the originals. Assuming that talent-production charges decrease to the same extent as time charges—between 40 and 48%, according to the report's computations—then Nielsen concludes that "re-runs are as efficient as originals on a cost-per-thousand basis."

Moreover, the report asserts, in the cases studied over half of the audience reached by re-runs had not seen the episodes during the original telecast. Thus the summer re-run's audience is predominantly "new."

Showing the extent to which individual cases may vary from the average, the report notes that in one-third of the episodes studied the re-runs reached from 0.1 to 19.9% greater share of audience than they did on their original presentation, while 46% had from 0.1 to 19.9% smaller shares than they had the first time around.

The average mystery drama and adventure program reached from 1 to 5% larger share of the available audience in its re-run presentation than it did in its original telecast. The average suspense drama, situation comedy, western and general drama slumped from 2 to 10% in share of audience on its re-run appearance.

DuPont research finds tune-in ads ineffective

Newspaper tune-in advertising has little influence on the size of a tv show's audience but it does help select an audience. That's the opinion of James C. Becknell Jr., research psychologist in the advertising research section of E. I. duPont de Nemours & Co. Writing in the March issue of the *Journal of Advertising Research* Mr. Becknell cited an experiment he had conducted to determine the differences in the mean viewing levels among cities which had various tune-in advertisments for a given show, and the difference in the variance estimates for these cities. Twenty-one cities were randomly assigned to groups receiving normal, double and no tune-in advertising for the duPont *Show of the Month* run in April 1960.

Mr. Becknell's conclusions were that "Tune-in advertising had no effect on the number of sets viewing a low-rated *Show of the Month,*" but he also said that "tune-in advertising does select an audience—both by attracting viewers and by driving them away."

Westinghouse buys on all three networks

In a novel programming approach the Westinghouse Electric Corp., Pittsburgh, announced last week it has bought 18 one-hour special programs on ABC-TV, CBS-TV, NBC-TV for the 1961-62 season. The shows will cover drama, humor, music, entertainment, world events and public affairs. The investment is reported at $8 million. The agency is McCann-Erickson, New York.

Six original hour-long dramas will be presented on CBS-TV. Gordon Duff has been named as executive producer of the series, but names of properties and dates of presentations have not been set. Four documentaries have been scheduled for NBC-TV. Plans include two programs each for its commentators, Chet Huntley and David Brinkley. In addition, two entertainment shows are planned for NBC-TV. ABC-TV has been assigned five musical programs, including *An Old-Fashioned Thanksgiving,* which will be produced by Robert Saudek Assoc.; Tchaikovsky's "Nutcracker Suite"; the Dartmouth Winter Carnival to be produced on location; an adaptation of the stage musical, "Destry Rides Again," and a musical variety show starring Meredith Willson. The programs will begin in October and continue through September, 1962.

Westinghouse also will sponsor a Jan. 12, 1962, special production, based on the Walter Lord book, *The Good Years,* over CBS-TV. It will be produced by Leland Hayward.

A spokesman for Westinghouse said this concept will permit the company to appear on a different network on different days and time periods and to reach different audiences. He claimed that this "mix" of drama, music and documentaries will "offer something for everyone . . . while maintaining the highest levels of good taste."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 16-22 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 16	**The Untouchables** (9:30 p.m.)	ABC-TV	28.5
Fri., March 17	**Flintstones** (8:30 p.m.)	ABC-TV	28.1
Sat., March 18	**Gunsmoke** (10 p.m.)	CBS-TV	30.1
Sun., March 19	**Candid Camera** (10 p.m.)	CBS-TV	32.6
Mon., March 20	**Ingrid Bergman** (9 p.m.)	CBS-TV	24.9
Tue., March 21	**Dobie Gillis** (8:30 p.m.)	CBS-TV	24.0
Wed., March 22	**Wagon Train** (7:30 p.m.)	NBC-TV	22.1

Copyright 1961 American Research Bureau



wmca 570 kc

Nail down more homes, more listeners and more adult listeners in the New York Metropolitan Area with Joe O'Brien on early morning wmca...the biggest Voice of New York.*

*No. 1 Station NSI Jan-Feb 1961 Mon-Fri, 6-9 am Avg.

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

in 1960 . . . these 20 top local and national spot advertisers on WBBM-RADI

AMERICAN AIRLINES
Programs and Announcements

ANHEUSER-BUSCH
Announcements

CHRYSLER CORPORATION
Programs and Announcements

CITIES SERVICE
Programs and Announcements

CLARK OIL & REFINING CORP.
Announcements

COCA-COLA
Programs and Announcements

REUBEN H. DONNELLEY CORP.
Announcements

FORD MOTOR COMPANY
Programs and Announcements

GENERAL MOTORS CORP.
Programs and Announcements

THEO. HAMM BREWING CO.
Programs and Announcements

spent

$2,410,

WBBM Radio's solid LIVE *SHOW*manship and motivating LIVE *SALES*manship produces SALES RESULTS year after year! That's the reason so many of America's gilt-edge advertisers continually depend on WBBM Radio to move their products or sell their services in the nation's second market.

Call Bill Connelly, WHitehall 4-6000 or CBS Radio Spot Sales

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UNITED AIRLINES
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WALGREEN CO.
Programs and Announcements

008.84

LIVE showmanship  *LIVE salesmanship*

WBBM RADIO

CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

Max Factor's 'different' tv commercial

SALES TRIPLED EXPECTATIONS, MANN TELLS ANA MEET

The planning and production for introducing the new line of "No Shine" lipsticks, which began last June although the lipsticks were not introduced until last month, was described by Marvin Mann, director of advertising for Max Factor & Co., at the concluding session of the west coast meeting of the Assn. of National Advertisers March 18 (BROADCASTING, March 20).

Television—five NBC-TV shows plus spots—was used, along with fashion magazines and in-store displays, Mr. Mann reported. The tv commercial, he stated, had to be "different . . . arresting and exciting, because this commercial would only be shown on network and spot tv for about three weeks and it had to do a terrific job in that short period."

In making the spots, which cost $19,000, Factor tried to put before the camera the same high-fashion styling, high-key photography so often found in fashion magazines, Mr. Mann related. This was done by producing a major part of the film in a still photographer's studio, by having the print art director work closely with the film art director to get on film the same flavor and effect used in the print ads, and by having a high fashion still photographer provide the lighting for the commercials. This was a complete departure from the tried and true method of television commercial production and resulted in a combination of animation, live-action and still photography plus musical punctuation to make the commercial different enough to have the impact needed for the short period of time it was used.

Was it worth it? Last fall, Mr. Mann reported, the Factor people estimated the promotion would sell 800,000 "No Shine" lipsticks. Last week, just in the middle of the campaign, sales had topped three million.

That Extra Data ▪ Advertising research produces statistics to "provide you with an idea about the number of tv sets that were turned on, the movement of your brand from grocery or drugstore shelves, the programs that are being viewed, heard and the messages recalled," Frank Meissner, assistant professor of economics, San Jose State College, Calif., told the advertising men. "But," he asked, "how can you compare an ad on the back cover of *Life* magazine with a plug on Jack Parr's show? How do you measure the causative relationship between exposure and sale?"

For better information about the effectiveness of their advertising, Dr. Meissner advised his hearers to "bring the research people into your confidence before you start a campaign. Make the job of evaluating the effect of the campaign an integral part of the campaign itself. You will be surprised how much valuable pay dirt there is in the gold mine in your back yard. The payoff is there for the asking, provided you ask the right questions at the right time."

Next, he urged the advertising executives to "ask the ANA to sponsor 'Operation Inventory.' We need desperately a systematic summary, integration and interpretation of what we already know about measuring the impact of advertising. And, of course, we need to know what we don't know."

John Veckley, director of advertising, U.S. Steel Corp., suggested that the way to get a more sympathetic consideration of advertising budgets by top company management might be to let management know more about the way the advertising objectives are defined, the care that goes into selecting media, the pains taken to integrate advertising with sales and marketing.

"Management is not questioning the advertising function," he said, "but it is questioning the advertising process. The more you know about the product the more apt you are to be favorably inclined toward it. Let management know more about our product—advertising—and they'll be more inclined to know and respect advertising."

Spot radio sales up 1.3% in 1960

Gross time sales of national spot radio in 1960 are estimated at $190,667,000, according to Station Representatives Assn.

SRA's estimate, based on figures compiled by the Price Waterhouse Co., places the volume at a level representing a 1.3% gain over the FCC's official figure of $188,143,000 for 1959.

The gross sales last year also represent an increase of nearly $70.5 million over the past five years. Lawrence Webb, managing director of SRA, said there is "every reason" to expect a continuation of growth in spot radio sales.

Spot radio's best period in the year was in the second quarter (May-June) when gross sales hit over the $50.2 million mark. By quarters, the 1960 vs. 1959 comparison:

	1960	1959
1st Q.	$ 43,779,000	$ 42,707,000
2nd	50,228,000	49,643,000
3rd	46,470,000	47,066,000
4th	50,190,000	48,727,000
Total	$190,667,000	$188,143,000

Italians to continue L&M product boycott

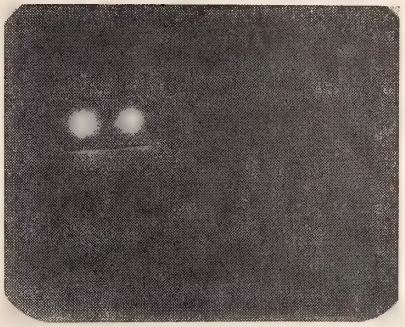
The Federation of the Italian-American Democratic Organizations of New York voted last week to continue to boycott products and picket activities of the Liggett & Myers Tobacco Co. and sanctioned similar actions against Armour & Co., another advertiser of ABC-TV's *The Untouchables*. The action was in protest of the advertisers continuing association with the ABC-TV program which in the past has often portrayed Italian personalities, real and fictional, as gangsters.

In the face of this threat, ABC was still able to sell the program for next season to two new sponsors—J. B. Williams, division of Pharmaceuticals Inc., manufacturers of Geritol and various proprietary medicines and drugs, and Alberto Culver, makers of Alberto VO5, Rinse Away and Command. The two companies will share alternate week, one sixth participations in the program along with three returning sponsors from this year—Armour & Co., Whitehall Labs and Beecham Ltd. In addition there is a "strong possibility" that a third new advertiser, Miles Labs, makers of Alka-Seltzer, will also buy a piece of *The Untouchables* next fall.

Liggett & Myers, which has announced it would withdraw from the program next season (BROADCASTING, March 20), still is drawing the brunt of the Italian-American attack. This Tuesday (March 28), the federation will picket the cigarette firm's annual stockholders meeting in Jersey City, N.J.

According to Rep. Alfred E. Santangelo (D-N.Y.), state president of the federation, his organization, which particularly objects to three coming *Untouchables* episodes that employ an abundance of Italian names in fictionalized situations, wants Liggett & Myers to desist from sponsoring these shows and also six summer repeats which also supposedly contain excessive use of Italian names. Rep. Santangelo said that McCann-Erickson, advertising agency handling the Liggett & Myers accounts, was in contact with him. He said M-E assured him it had advised ABC on behalf of L&M, that the sponsor did not wish to be one of the ad-

Tv steals spotlight at Art Directors Club







Volkswagen spot wins special ADC medal

Television is taking up more room in the art directors' gallery. It is conspicuous in the 40th annual National Exhibition of Advertising and Editorial Art and Design both in number of entries and in being the medium singled out for the all-show award. The exhibition, sponsored by the Art Directors Club of New York, made the ADC Medal Special Award to Helmut Krone, art director of Doyle Dane Bernbach, New York, for Volkswagen Corp.'s Karmann Ghia campaign.

On the show's tv reels are 62 entries in a total show of 532 entries accepted from more than 14,000 submissions. Television art took three of 10 medal awards and five out of 45 awards of distinctive merit announced at the awards luncheon Tuesday (March 21). The exhibition will be in the Plaza Gallery of the Pepsi-Cola Building, 500 Park Ave., New York, through March 30.

Management awards, made for art encouragement, went to John P. Cunningham, board chairman of Cunningham & Walsh; Lawrence Litchfield Jr., president of Aluminum Co. of America; George R. Cain, president of Abbott Labs, James Parton, president of American Heritage Pub. Co., and Alfred A. and Blanche W. Knopf of Alfred A. Knopf Inc.

Art Director Club medals in addition to Volkswagen's went to a Bristol-Myers live-action commercial for Bufferin by Young & Rubicam and an animated one for Ford Dealers of Southern California by J. Walter Thompson.

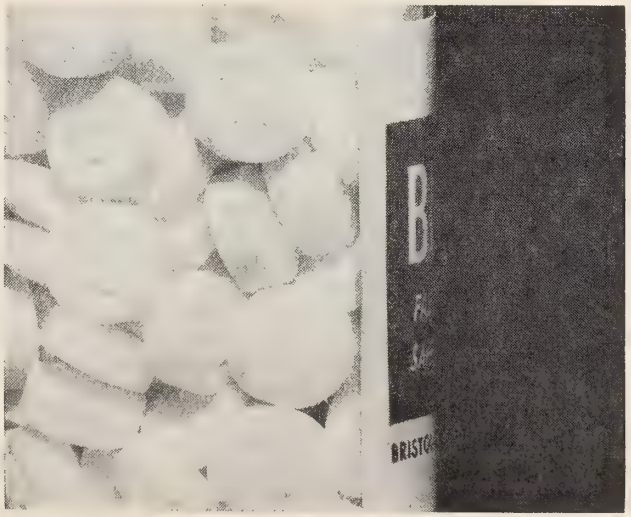
Working with Mr. Krone on VW were Rita Selden, writer; M. Nichelson, photographer, John Capsis and Joseph Spery, producers, and Robert Lawrence Productions Inc. Bufferin credits: Stephen Frankfurt, art director/designer; Cliff Crawford and Ivor Weigler, designers; Sumner Winebaum, writer, and On Film Inc. (Tom Ford). For Ford Dealers: Bill Melendez, art director; Chris Jenkyns, writer; Sterling Sturtevant, designer; Herman Cohen and Robert Carlson, photographers; Playhouse Pictures.

The five tv merit awards went to art directors of a live-action commercial for General Foods' Maxwell House coffee by Ogilvy, Benson & Mather; nine live-action CBS show promotion films; an animated U. S. Navy recruiting spot; a limited animation commercial for Personal Products Corp.'s Modess by Young & Rubicam, and an NBC title slide.

Dave Elledge was art director for Maxwell House, Ed Witalis designer; Dave McCall, writer; Bob Franz, Charles Wasserman, Howard Linkoff and Alan Gittler, photographers; Television Graphics Inc., production. Louis Dorfsman, CBS creative director, was art director/designer/writer for his network's group of nine-second promos, of which seven were produced by Elliot, Unger & Elliot and two by Gerald Productions. Robert Cannon was art director/photographer of the Navy Recruiting spot by Playhouse Pictures, written by Chris Jenkyns. The Modess commercial was by Stephen Frankfurt, art director/designer/writer, and Audio Productions Inc. John Graham was art director of the NBC show slide and Bill Weinstein designer.



Ford Dealers win in animation



Bufferin's live action winner

vertisers in the 10 programs the Italian-Americans found objectionable. However, the congressman added that in absence of a confirmation from ABC he did not see why the federation should accept "cloture for our protests against these 10 fictionalized stories reflecting so seriously on the 20 million law-abiding Americans of Italian extraction."

Accord Brings Discord ▪ Among other topics discussed at the federation's meeting (on March 20) was the statement of accord issued on March 17 (AT DEADLINE, March 20) by a divergent Italian-American group, the National Italian-American League to Combat Defamation, and Desilu Productions, producer of *The Untouchables*. The statement indicated that beginning October 3, 1961, "limitations" will be placed on the use of Italian names for gangsters in the tv program and that at the same time more emphasis would be placed on the accomplishments of Italian-American characters portrayed in the series.

The statement which was apparently issued to mollify the ire of Italian-Americans, seemingly had an opposite effect. "Our members at the meeting reacted adversely to it," a spokesman for the federation said. "They felt it was a slap in the face to all the groups that had been spearheading the drive to tone down the program."

The federation official went on to challenge Desi Arnaz's, head of Desilu, avowed intentions to give characters of Italian extraction more favorable recognition on his programs. "Our feeling is let Arnaz put up or shut up. We're tired of waiting," the spokesman declared.

Implementation of the federation's action against Armour & Co., makers of meat and grocery products including Dial soap, is expected at later dates. The group plans, among other things, to picket the company's offices, plants, and retail outlets. They are also considering picketing ABC's station affiliates on a nationwide scale.

Tidewater plans 5-media campaign heavy in tv

The hour-long tv special, *Race For Space*, will kick off a five-media advertising campaign for Tidewater Oil Co. the week of April 10 in all U.S. markets served by the company. Institutional advertising emphasizing Tidewater's research and refining activities as well as direct selling copy for Flying A gasoline and tires and Veedol motor oils will be used in the campaign. Also included will be another 60-minute video special, *Project: Man in Space*, plus tv spots in the spring and fall, radio spots during the summer when the driving season is at its peak, outdoor pictures and two-page spreads in major magazines. The Frank Goss newscasts sponsored by Tidewater on the CBS Radio Pacific Network six mornings a week, 7:30-7:45 a.m. in 20 markets, will be tied into the campaign. Present plans also call for a continuation of Tidewater's sponsorship of western college football and basketball broadcasts.

Noting that for some time Tidewater has "made successful use of a comprehensive media mix," Jack Leener, advertising manager, said that in the new campaign "Our objective is maximum exposure for our total advertising message. We believe that the elements in a campaign do not necessarily take their best form in just one medium. To bring this particular campaign to its fullest fruition, Tidewater will appear in five major media. Each medium has been bought to take advantage of peak audience and circulation periods in conjunction with the best dollar and frequency discounts."

Foote, Cone & Belding, Los Angeles, is the Tidewater agency.

Hamm's holds to first in commercials survey

Hamm's Beer is still champion of the American Research Bureau's best-liked tv commercials survey. The January listing, released by ARB, shows Hamm's leading the pack for the eighth consecutive time. Beechnut Gum, a newcomer, is second. Texaco, making its first appearance in the top three, was third. The complete list of the nation's best-liked commercials follows:

		% Commercial Mention
1.	Hamm's beer	6.0
2.	Beechnut gum	4.8
3.	Texaco	4.4
4.	Ford	3.7
5.	Alka Seltzer	3.4
6.	Burgermeister beer	3.1
7.	Maxwell House coffee	2.9
8.	Johnson Baby Products	2.8
9.	Kelloggs	2.4
10.	Ivory Products	2.0
	Jax beer	2.0
12.	Kraft	1.9
13.	Campbell's	1.8
	Dial soap	1.8
	Maypo	1.8
16.	Mr. Clean	1.7
17.	Chevrolet	1.6
	DuPont	1.6
19.	Ban	1.5
	Chung King	1.5
	General Electric	1.5
	Piel's beer	1.5
	Snowdrift	1.5
24.	Jello	1.4
	Kaiser Foil	1.4
	L&M cigarettes	1.4
27.	Dutch Master cigars	1.2
	Post's cereals	1.2
	Seven-Up	1.2
30.	Newport cigarettes	1.1
31.	Falstaff beer	1.0
	Ralston	1.0

Business briefly...

P. Lorillard Co., N. Y., has purchased one-third sponsorship in *Cain's Hundred*, a new action-drama series NBC-TV has scheduled for next season (Tue. 10-11 p.m. NYT), starting Sept. 12 (BROADCASTING, March 13). Agency: Lennen & Newell Inc., N. Y.

B. Ray Robbins Co., investments, N.Y., which began using spot radio two months ago in major eastern markets to promote 5¼% FHA insured mortgages, is concluding its current campaign but plans to resume schedules in additional eastern cities about April 15 when lower-rate mortgages are made available. Agency: The Metlis & Lebow Corp., N.Y.

Campbell Soup Co., Camden, N. J., has joined **Consolidated Cigar Corp.** and **Ralston Purina Co.** in sponsorship of *Silents Please*, an anthology of silent movies, which returned to ABC-TV March 23 (Thur., 10:30-11 p.m. EST). Campbell also becomes a participating sponsor of ABC-TV's *Walt Disney Presents*, beginning April 16 (Sun., 6:30-7:30 p.m. EST). Agency: Needham, Louis & Brorby, Chicago.

General Mills and **Campbell Soup** will sponsor *Father of the Bride* on CBS-TV, Fri., 9:30-10 p.m., starting Sept. 29. Pilot was financed by General Mills through BBDO, which later brought in Campbell Soup as alternate sponsor.

Ronson Electric Shavers, N. Y., is planning a six-week spot television buy in eight major markets scattered around the country, to begin early in May. Agency: Papert, Koenig, Lois Inc., N. Y.

Union Central Life Insurance Co., Cincinnati, whose last broadcast advertising was sponsorship of a weekly series of historical dramas on NBC Radio from 1930 to 1936, will return to NBC with sponsorship next season of two *Project 20* productions on NBC-TV. Union Central's programs will be biographies of Ulysses S. Grant and Robert E. Lee. The business was placed direct.

Home Products Div., Shulton Inc., Good-Aire floral and spice air fresheners, N. Y., has ordered a three-month radio spot campaign in 46 markets. Heavy weekend schedules started in March to promote a special price offer. Agency: Ralph Allum Co., N. Y.

American Sponge & Chamois Co., Amsco sponge cloth, Long Island City, N. Y., started tv spot campaign in mid-March, using 10 to 16 spots per week in each of 10 major markets for approximately three months. Agency: Daniel & Charles, N. Y.

Montgomery Ward department store chain has been video taping fashion



*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

Vital news for every taxpayer!



Test traffic shown rolling on Loop 5 during 17-million-mile run

National Road Test demonstrates superiority of concrete

for the tremendous road-building job ahead!

Sponsored by AASHO (American Association of State Highway Officials), the National Road Test was developed to answer today's big questions on highway design and financing. To assure complete impartiality, the entire project was administered and directed by the Highway Research Board of the National Academy of Sciences — National Research Council.

Near Ottawa, Illinois, a pavement proving ground 8 miles long was created and staffed with engineering and technical specialists. Army Transportation Corps drivers manned the fleet of trucks. 836 separate pavement sections were laid in 6 loops, concrete on one side, asphalt on the other. Total cost of the project: 27 million dollars.

For 2 full years, November, 1958 to December 1, 1960, test traffic circled the pavements day and night until 17 million miles of travel, 1,113,762 load applications, millions of scientific readings were recorded. The final result is a storehouse of vital engineering data needed by every engineer and official to plan and build the most practical, efficient road system possible. How the two pavements measured up should be clear for all to see. Here is conclusive proof of concrete's extra value and riding superiority for streets, roads and Interstate highways.

National Road Test supplies the evidence

1. Concrete is more durable! A count of pavement sections still surviving after 2 years of test traffic showed *concrete outlasted asphalt 3 to 1.* A dramatic demonstration that tax money can go farther when paving engineers choose concrete.

2. Concrete rides easier. In ratings of how pavements retained the "rideability" they started with, *concrete beat asphalt by a wide margin.* This confirms again that only concrete gives the smooth-riding enjoyment the public expects from modern pavements.

The National Road Test has been the most significant pavement test in transportation history. Its findings will influence highway design and benefit taxpayers in the years ahead as America meets the challenge of providing for an automobile population that is growing by more than 2 million cars every year.

PORTLAND CEMENT ASSOCIATION National Headquarters: 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete

Your Message Is
ALWAYS
ON TARGET
with



NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)

VIDEOTAPE
NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 ABC
NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

shows for regional television showing. About 15 major markets will receive the 30 minute shows which will continue through March.

The Gillette Co., Boston, ordered full sponsorship of ABC-TV's *Fight of the Week* next season (Sat. 10-11 p.m. EST). Gillette co-sponsored the program this season with Miles Labs. Agency: Maxon Inc., Detroit.

Agency appointments...

▪ Magnus Organ Co., N. Y., appoints Wexton Adv., that city, for advertising in all media.

▪ Greenwood Foods Inc., Waterloo, N. Y., packers of vegetables; Triumph Hosiery Mills Inc., York Pa.; Danskin Inc., N. Y., makers of ballet and sportswear; Forstner Inc., Irvington, N. J., manufacturers of jewelry and watchbands, and Pearls by Deltah Inc., Pawtucket, R. I., all appoint J. M. Kesslinger & Assoc., N. Y., as their agency.

▪ Oliver Corp., Chicago farm equipment manufacturer that uses some local radio, has named Fuller & Smith & Ross, Chicago, as agency for $1 million account, effective July 1. Account had been handled by Buchen Adv.

▪ Henry Heide Inc., candy manufacturers, appoints Fuller & Smith & Ross, N. Y., as its advertising agency. Harry Niederauer, FSR vice president, will service the account.

Publishing-media spurt in network tv

TVB REPORT SHOWS CLASSIFICATION UP 8,331% IN 1960

Billings of publishing and media show the biggest gains in the list of 29 classifications in Television Bureau of Advertising's report of estimated gross time expenditures of network tv advertisers in 1960. Showing a spectacular increase of 8,330.9%, publishing and media billings rose from $26,593 in 1959 to $2,242,022 in 1960.

Substantial percentage increases were made in 22 other classifications in 1960, including entertainment and amusement, 138.5%; gasoline, lubricants and other fuels, 58.5%, and horticulture, 48.7%. Billings of all classifications in 1960 totaled $682,371,069, as reported earlier in a breakdown by network (BROADCASTING, March 6).

Biggest gross time dollar gainers last year by classification were: drugs and remedies; toiletries and toilet goods, and automotive, automotive accessories & equipment. The billings are reported to TvB by Leading National Advertisers-Broadcast Advertisers Reports. The complete listing follows.

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	Jan.-Dec. 1960	Jan.-Dec. 1959	% Change
Agriculture & farming	$ 1,957,972	$ 1,809,137	+ 8.2%
Apparel, footwear & accessories	9,322,623	7,221,250	+ 29.1
Automotive, automotive accessories & equipment	55,117,617	46,709,247	+ 18.0
Beer, wine	8,147,196	6,715,256	+ 21.3
Building materials, equipment & fixtures	2,192,297	3,380,407	— 35.1
Confectionery & soft drinks	14,901,505	12,982,938	+ 14.8
Consumer services	3,863,817	3,441,788	+ 12.3
Drugs & remedies	84,706,199	74,950,528	+ 13.0
Entertainment & amusement	914,103	383,278	+138.5
Food & food products	114,745,780	113,099,511	+ 1.5
Freight, industrial & agricultural development	403,740	404,807	— .3
Gasoline, lubricants & other fuels	15,584,878	9,830,669	+ 58.5
Horticulture	371,250	249,608	+ 48.7
Household equipment & supplies	30,742,512	30,112,185	+ 2.1
Household furnishings	5,796,304	4,025,729	+ 44.0
Industrial materials	22,889,140	20,980,307	+ 9.1
Insurance	12,381,622	10,270,755	+ 20.6
Jewelry, optical goods & cameras	13,904,040	13,966,553	— .4
Office equipment, stationery & writing supplies	3,917,436	4,615,765	— 15.1
Political	2,501,857	.....	inf.
Publishing & media	2,242,022	26,593	+8,330.9%
Radio, tv sets, phonographs, musical instruments & accessories	5,340,214	5,373,926	— .6
Retail or direct by mail	124,126	.....	inf.
Smoking materials	76,902,164	75,009,215	+ 2.5
Soaps, cleansers & polishes	69,493,945	67,140,302	+ 3.5
Sporting goods & toys	3,208,980	2,999,564	+ 7.0
Toiletries & toilet goods	111,096,951	102,311,526	+ 8.6
Travel, hotels & resorts	765,173	1,125,861	— 3.2
Miscellaneous	8,835,606	8,174,825	+ 8.1
TOTAL	$682,371,069	$627,311,530	+ 8.8

KSLA TV



THEY LIVE IT UP . . . AND LOVE IT . . . in the fabulous KSLA market. Oil-rich, timber-rich, cattle-rich, and growing industrially . . . this tri-state area hardly knows recession. Its people play hard, work hard and have the money to buy. They look to KSLA-TV for news they believe . . . programs they enjoy.

Ask our reps (Harrington, Righter and Parsons) about the fabulous KSLA market!

CBS **KSLA TV SHREVEPORT LOUISIANA**

FCC throws the book at KDWB

$10,000 FINE FOR POWER-ANTENNA FLUB IS FIRST TEST OF NEW LAW

Displaying for the first time its newly-acquired power to fine broadcast stations, the FCC last week informed KDWB Minneapolis-St. Paul it faces a $10,000 fine for alleged "willful or repeated" violations of authorized nighttime power and directional antenna patterns.

This is the maximum forfeiture the commission can levy against a station under amendments to the Communications Act which became effective Sept. 13, 1960 (BROADCASTING, Sept. 19, 1960). Crowell-Collier Broadcasting Corp., licensee of KDWB since August 1959, said the admitted violation was neither willful nor repeated and that it was corrected immediately upon discovery of the improper nighttime operation.

In its "first notice of liability for forfeiture"—required before any fine can be levied—the commission pointed out that KDWB is licensed to operate on 630 kc with 5 kw day and 500 w night, using different directional antenna patterns day and night. Hours of operation with different facilities are specified for each month.

At 1 a.m. on Jan. 25, a commission field engineer inspected the station and found it operating with the daytime power and antenna array in violation of its license, the FCC said in its letter to KDWB. Two days later, the field engineer issued an official notice of violation.

In a reply Feb. 14 to the citation, Crowell-Collier acknowledged that KDWB had been operated with its daytime power and directional pattern from midnight to 4 a.m. ever since the present licensee assumed ownership of the station, according to the FCC. The commission notice continued:

"It is apparent, therefore, that station KDWB has been so operated for at least 10 days since Sept. 13, 1960, the effective date of Sec. 503 (b) of the Communications Act . . . and that you are subject to the maximum forfeiture . . . for willfully or repeatedly failing to operate station KDWB substantially as set forth in its license. Consequently, the commission has determined that you have incurred an apparent liability of $10,000 for willful or repeated failure to operate station KDWB substantially as set forth in its license . . . In making this determination the commission has considered your response to the notice of violation, but does not consider the facts stated therein as a valid excuse. . . ."

In Defense ▪ In a statement last Thursday (March 23), Crowell-Collier said the nighttime operation cited by the commission was instituted by the previous licensee. "When Crowell-Collier Broadcasting Corp. acquired the station in August 1959, the technical staff was retained and this phase of the operation was not reviewed," the statement continued. "The KDWB logs have reflected how the directional antenna has been operated throughout."

"No officer or director of the licensee was aware of the matter until the first FCC notice several weeks ago, at which time the operation complained of was immediately discontinued and has at no time been resumed. Under the circumstances, KDWB believes that there has been no willful or repeated violation of the commission's rules within the meaning of the Communications Act and consequently that a forfeiture is unwarranted.

"Accordingly, KDWB intends to reply to the commission's letter and pursue its position in further appropriate proceedings before the commission."

Under the amended act, the commission must give written notice of an "apparent liability" before it can levy any forfeiture. A station can then be fined $1,000 for each day the violation exists, but in no case can it be penalized over $10,000.

Crowell-Collier has 30 days to reply to the FCC notice. After the reply is received, the commission then will determine if the forfeiture will stand and, in such case, the $10,000 is payable to the Treasurer of the U. S. and not the FCC.

A $625,000 Purchase ▪ Crowell-Collier purchased KDWB (then WISK) from the Tedesco Brothers for $625,000. The present licensee said its troubles originated through a misinterpretation of the rules by the Tedescos.

In addition to KDWB, Crowell-Collier owns KFWB Los Angeles and KEWB San Francisco-Oakland. The publishing firm also is currently seeking FCC approval of its purchase of WMGM New York for $11 million and WGMS-AM-FM Washington for $1.5 million.

Automated applications

The FCC announced it is using electronic computers to make certain computations dealing with directional antenna proposals submitted on applications for am stations. The agency finds this permits quick investigation of antenna designs and expedites processing. Applicants have been asked to submit antenna data on FCC form 202 in addition to the standard broadcast application form 301. Use of form 202 will speed translation of the antenna parameters into machine language by making data standard. Its use is voluntary at this time, the commission said.

Another Eaton station gets short-term renewal

A short-term license was granted WOOK Washington, D. C., last week. Five other stations also owned by Richard Eaton have had similar FCC sanctions placed upon them (BROADCASTING, Dec. 12, 1960). Mr. Eaton was the first licensee to feel the sting of the FCC's newly-granted power to renew licenses for periods shorter than the customary three years. Six Eaton stations will come up for review July 1, 1962.

After the first commission action, Mr. Eaton wrote the FCC and said he felt its premise for restricting his licenses' terms was wholly erroneous, but said he did not object to the fact that the action would lead to an early review of his operations. The commission had charged in issuing the renewals that Mr. Eaton did not maintain sufficiently close personal supervision of his properties. In his letter, Mr. Eaton denied this.

Commissioners Rosel Hyde and T. A. M. Craven dissented to all the Eaton short-term renewals. Mr. Hyde in December stated that such an action put stations at a competitive disadvantage, "I think [licensees] ought to be either in or out," he said.

Eaton stations renewed for short-terms in December were WANT Richmond, Va., WFAN (FM) Washington, D. C., WINX Rockville, Md., WSID Baltimore and WMUR-TV Manchester, N. H.

FCC to act on request to reconsider KLFT

Although a tentative hearing date of May 24 has been set, further action on license revocation proceedings against KLFT Golden Meadow, La., will await an FCC decision on a plea by licensee Joseph Leo Theriot for reconsideration.

Mr. Theriot is charged with "re-

Why WAVY-TV bought Warner's "Films of the 50's"

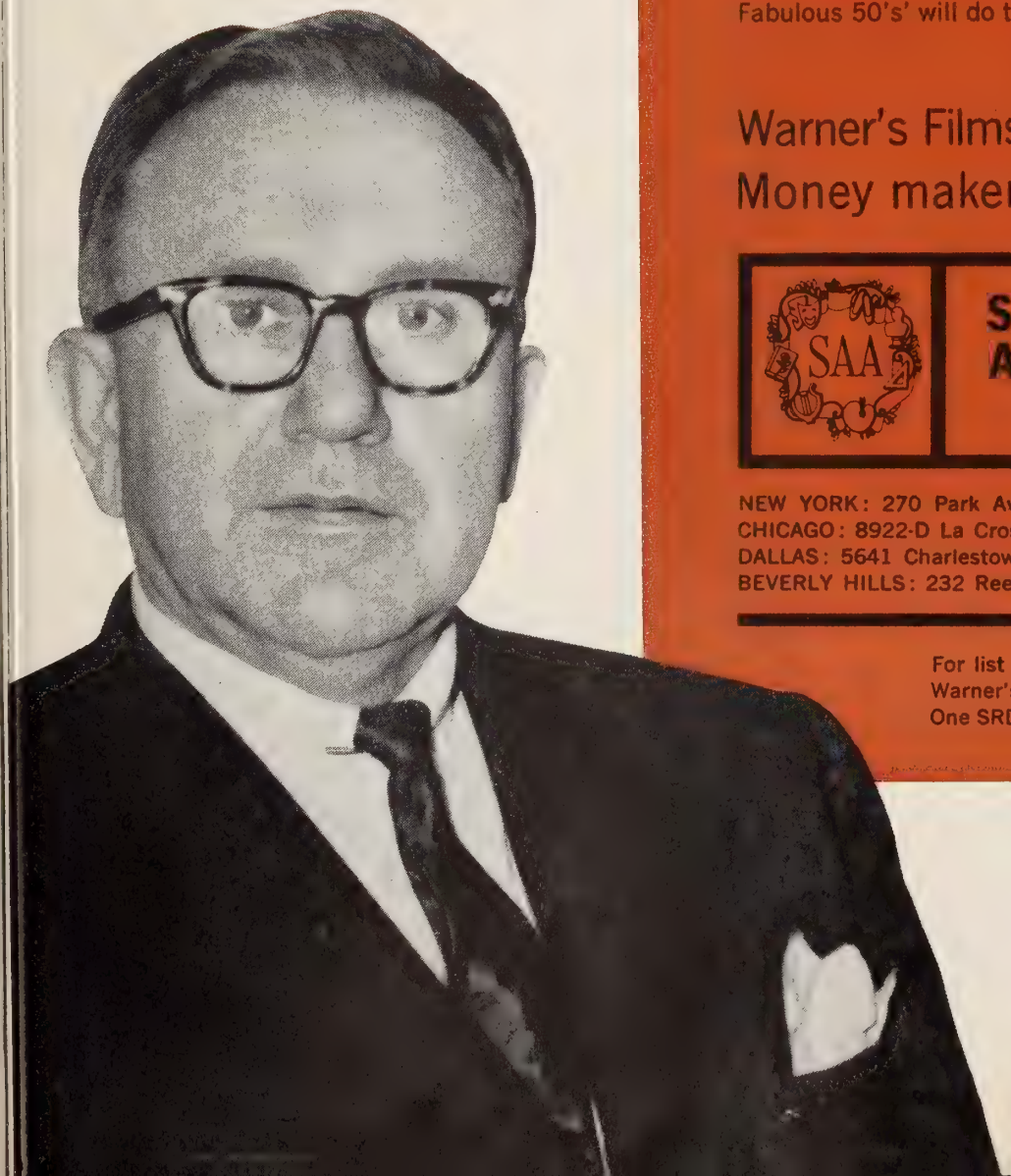
Says J. Glen Taylor

"We bought the Seven Arts Warner pictures because they balance out our feature library. We need

to keep the number of viewers on the climb

in Tidewater, Virginia, America's 27th fast-growing market. This package of 'Films from the Fabulous 50's' will do the job!"

J. Glen Taylor
president, Tidewater Teleradio, Inc.
WAVY-TV Norfolk, Portsmouth, Newport News, Va.



Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Certainly not George Bernard Shaw! Current Broadway history to the contrary, Shaw's brilliant plays need no musical embellishment to delight audiences with their sparkling wit.

KNXT proved it with a superlative *locally-produced* presentation of one of GBS' fairest ladies, "CANDIDA," as acted by members of Project '58 (a *local* actors workshop) and sponsored by the Lincoln Savings and Loan Association (a *local* firm). The rhapsodies were supplied by the public and press. *Close to a half-million people* enjoyed "... a bold, significant stride in the direction of adult entertainment" (VARIETY), "... a dramatic milestone in western television" (PASADENA STAR-NEWS) and "... the sort of thing that can give stature to local television" (LOS ANGELES TIMES). Reported SATURDAY REVIEW: "A full measure of triumph. Local television at a high level. The audience was well served."

"CANDIDA," the first ninety-minute television drama ever *locally-produced* by a west coast station (incidentally, there are four more to come!), is but the latest step in KNXT's continuing search for new ways to serve its audiences well. Its success is measured, in part, in the 160 awards and citations for local programming received during the station's ten-year history. More important, it is measured in the audiences themselves, who year after year have made Television 2 the favorite station in Los Angeles.

KNXT
CBS Owned

Music... who needs it?



peated and willful" technical violations. He said he has corrected deficiencies and taken steps to prevent recurrence. The Brodcast Bureau argued that the license should be revoked for past offenses. (BROADCASTING, March 20).

Mr. Theriot last week was granted a change of hearing site from Washington, D.C., to New Orleans which he requested because his witnesses as well as FCC witnesses are there.

FCC SETS KORD RENEWAL HEARING

Overcommercialism, program shortcomings cited in decision

The license renewal application of KORD Pasco, Wash., was set for hearing by the FCC last week on charges the station failed to fulfill its programming promises and constantly interrupted programs with an alleged overabundance of commercial spots

In an action one commission executive said would never have been possible without the new FCC chairman, the renewal hearing was ordered on a 4-3 vote. The majority voters were Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee. The three-man minority: Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross. The commissioner whom Mr. Minow replaced, Charles H. King, voted for renewal of the station last September (BROADCASTING, Oct. 3, 1960) when a letter of inquiry was sent.

The FCC order last week charged that KORD's actual programming performance varied substantially from what the station proposed at the time of its original grant in 1956. The commission charged that KORD has little religious and agricultural programming and no time devoted to discussion, education and talk shows.

In the letter of inquiry, the FCC said KORD promised 6% of its programming would be of the local, live variety and that such has not been the case; that the station proposed to air 700 commercial and 84 non-commercial announcements per week, but the actual number during the composite week was 1,631 (only 41 non-commercial) announcements—931 more than KORD represented that it would carry.

The FCC charged that 33% of KORD's 14½-minute segments contained five or more spots and "that during certain periods of the broadcast day a number of 25-minute programs contained continuous spot announcements which left little, if any, time for other program material."

Entertainment Value ▪ In reply to the commission's September 309(b) letter, the daytime-only station said its large percentage of entertainment programming "evolves from our desire to serve the majority need . . . and from our policy of including as much non-entertainment programming as possible as part of a general entertainment format."

The listeners' reactions are better, KORD said, if public service is interspersed throughout the day with entertainment. Because of this practice, not all the public service programming aired shows up on the station's log and consequently much of the time so devoted does not show up in the composite log. KORD said its lack of programming in educational and agricultural fields was because it was unable to find "dependable" program sources in these areas.

As a result of the FCC investigation, KORD amended its renewal application to show 1,343 commercial spots per week, instead of the 1,631 originally proposed. The station said it would not be economically feasible to carry less than the adjusted figure.

FUROR OVER 'HARVEST'

Murrow tries to get show off BBC after Senator protests

One of Edward R. Murrow's first actions upon taking over as U.S. Information Agency director last week was to attempt to dissuade the BBC from showing one of the more controversial CBS documentaries with which he had been associated, *Harvest of Shame*. The attempt failed, and the program went on as scheduled Tuesday.

Mr. Murrow's intervention was disclosed by Sen. Spessard L. Holland (D-Fla.), a bitter critic of the documentary on migrant farm laborers. In a Senate speech Wednesday, he said Mr. Murrow, who had narrated the documentary first shown in this country last November, "deplores and resents" the sale of the film for foreign presentation. Senator Holland also quoted him as saying the CBS action was "wholly irresponsible."

Mr. Murrow "emphasized that the film was made for domestic presentation and that he had nothing whatever to do with its sale for showing abroad," the Senator added. A spokesman for Mr. Murrow said that Sen. Holland's report of their conversation was "roughly right."

Mr. Murrow said later he attempted to prevent the showing in Great Britain because of his new position. He did not want the documentary to appear to have the approval of the U. S. government, he said. He added that he had acted on his own initiative.

Mr. Murrow, who was sworn in Tuesday as USIA chief, was reported to have telephoned a BBC official that same day and asked that the film not be shown. However, he was told that *Harvest* had been too widely advertised to be withdrawn at such a late date.

Truth Basis ▪ Mr. Murrow's reaction to the CBS sale of *Harvest* to the BBC surprised some observers in view of the position he took during the Senate Foreign Relations Committee hearing on his nomination as USIA chief. Mr. Murrow said then that the controversial documentaries with which he had been connected were produced for domestic use. However, the burden of his testimony was that USIA would operate on "the basis of truth"—the whole truth, good and bad—in telling America's story to the world (BROADCASTING, March 20).

CBS responded promptly to Senator Holland's attack, issuing a statement by CBS News President Richard S. Salant defending the sale to the BBC. Mr. Salant said *Harvest* was a news report, was available after broadcast for world-wide circulation, "just as is any American newspaper or magazine. To deny overseas subscribers the use of the news report would be inconsistent with basic principles of freedom of information and full circulation of news."

The statement also said the BBC broadcast made clear that Mr. Murrow had narrated the program before his appointment as USIA director. Sen. Holland said that it was because of his protests that CBS requested the clarification of Mr. Murrow's status.

Inaccurate? ▪ In his Senate speech, Sen. Holland said the showing of the film overseas "might not be so objectionable" if it were given an accurate portrayal. But the "national image" it gives is not only unfavorable but unfair and untrue. He said it contained errors of fact and created the impression American labor is exploited.

However, Sen. Harrison A. Williams (D-N.J.) chairman of the Senate Subcommittee on Migratory Labor, said the errors to which Sen. Holland referred were of small degree. He said CBS film crews had accompanied his subcommittee on some of its field trips into the South and recorded situations substantially as he found them.

While the furor stirred up by Mr. Murrow's action continued, CBS announced that it has turned over to USIA for world-wide distribution "The Burma Surgeon Today," a *Twentieth Century* documentary. The network said the agency requested the film.

The network said a 16 mm print was presented to Mr. Murrow by Mr. Salant and *Twentieth Century* producer Burton Benjamin.



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TV's Star Performers



RCA Image Orthicons can play a major role in extending your telecasting techniques beyond previous concepts of camera technology.

* * *

Designed and manufactured by RCA, world-famed in image orthicon development, this stellar family includes special units for extremely low-light-level work; others that double for indoor or outdoor operation, or for both color and black-and-white. There are image orthicons with special sections to suppress "TV ghost", highlight flare, and other undesirable effects. Each one delivers video information having superlative resolution, high signal-to-noise ratio, and remarkable fidelity.

Whatever your station's requirements and special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your Authorized RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, New Jersey.*

Facts About RCA Image Orthicons

Type	Description
RCA-7295-A	Designed for tape and B&W studio broadcast use. High resolution capability and very high signal-to-noise ratio. Features new Field Mesh.
RCA-7389-A	Superior quality, extremely high signal-to-noise ratio. For tape recordings and exceptionally high-quality B&W pickup. Features new Field Mesh.
RCA-5820	Studio and outdoor pickup in B&W. The "standard" of broadcasting.
RCA-7293-A	Fine performance in B&W studio cameras. Features Field Mesh and anti-ghost, image-section design.
RCA-7513	Precision construction for color and high-quality B&W TV. Features Field Mesh.
RCA-4401	High signal output—for studio or outdoor color or B&W light level situations. Matched sets for max. performance in color cameras.
RCA-4401-V1	High sensitivity and high signal output. For B&W remote pickup at very low light levels.

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The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

MIAMI CH. 10 CASE ARGUED IN COURT

Outcome to affect half-dozen other 'ex-parte' cases

The FCC's stern judgement in the Miami ch. 10 case—revoking its 1957 grant to National Airlines and finding National and two other applicants disqualified—was heatedly argued in the U. S. Court of Appeals in Washington last Wednesday.

The ch. 10 case is the first of the tv grants tainted with alleged off-the-record contacts to be heard by the appeals court. The court's ruling will be precedent-making in a half-dozen other tv cases also involved in purported off-the-record representations to FCC members.

In its July 1960 order, the FCC revoked the Miami grant to National Airlines and found National, North Dade Video Inc. and WKAT Miami guilty of behind-the-scenes activities. The commission then awarded ch. 10 to L. B. Wilson Inc., the only applicant not found to have engaged in *ex parte* activity.

Although the FCC order originally set last Sept. 15 for National Airlines' WPST-TV Miami to cease operating (and for L. B. Wilson to begin on the same ch. 10), various legal steps intervened. The FCC in its last postponement ruled that it would hold its order in abeyance until 15 days after the appellate court rules on various judicial appeals and motions.

Arguing against the FCC order were National Airlines and North Dade Video. They were joined, in the argument against granting to L. B. Wilson, by Elzey Roberts, former St. Louis broadcaster who seeks to apply for the contested channel.

Defending the 1960 order were the commission, the Dept. of Justice and L. B. Wilson.

Requires Hearing ▪ The FCC cannot take a grant away from a permittee without a hearing, Norman E. Jorgensen, attorney for National Airlines, argued. The rehearing before Special Hearing Examiner Horace Stern was an investigation of the *ex parte* charges, not a revocation proceeding, Mr. Jorgensen maintained.

The commission, he asserted, is using National Airlines as a scapegoat; it has not acted as severely in other *ex parte* cases (Boston, St. Louis, etc.).

Denying that Thurman A. Whiteside, Miami attorney and friend of former Commissioner Richard A. Mack, acted as National's agent, Mr. Jorgensen declared there is no legal prohibition in the Communications Act against *ex parte* contracts with commissioners by persons who are not parties to the proceeding.

Mr. Jorgensen also attacked the commission's decision to make the grant to L. B. Wilson as "action by default." He charged the Wilson application is just as tainted as National Airlines' because Sen. George A. Smathers (D-Fla.) had spoken to former Commissioner Mack. Sen. Smathers was executor of the estate of the late L. B. Wilson, and has denied attempting to influence Mr. Mack's vote.

North Dade maintained that its employment of former FCC Commissioner (and former congressman) Robert F. Jones can't be counted as an attempt to subvert commissioners or the FCC's decision, because he was hired only to attempt to persuade Congress to legislate against an airline holding a tv grant from the federal government. He was hired to "neutralize" the alleged pressures emanating from other applicants, Alex Boskoff, North Dade attorney, argued.

His statement prompted Circuit Judge E. Barrett Prettyman to comment that to "neutralize" also could mean to secure congressional pressures on the FCC in favor of North Dade. Mr. Boskoff declared the record denies this interpretation.

Sitting with Judge Prettyman were Circuit Judges George T. Washington and John A. Danaher. They are the same three judges who heard the original appeal in the Miami ch. 10 case.

Wilson Grant Attacked ▪ Elzey Roberts held the FCC can't grant ch. 10 to the L. B. Wilson firm because the applicant today is not the same one who originally filed. There have been 10 to 20 changes in ownership interests, J. Roger Wollenberg, attorney for Mr. Roberts, contended. Mr. Wollenberg held that the FCC is legally required to open the ch. 10 contest to new applicants.

Judge Prettyman asked whether the commission's order isn't, in a sense, a middle course between foreclosing new applicants and opening the contest to all. He alluded to the fact that the FCC granted Wilson only a four-month license on the expressed hope that when the license comes up for renewal other applicants will apply.

The arguments by National and North Dade are "incredible," said Max Paglin, newly-appointed FCC general counsel, who argued for the commission.

Both National and North Dade, Mr. Paglin said, tried to hire or did hire additional counsel, even though the record was closed and there remained nothing to do for anyone but FCC.

There was nothing Mr. Whiteside could offer at that point, Mr. Paglin charged, "but friendship with Mack."

As for North Dade, Mr. Paglin asked rhetorically: "What was Mr. Jones hired to do that was proper?"

Judge Danaher questioned Mr. Paglin about the climate at the FCC at that time regarding *ex parte* conversations with commissioners. which, Judge Danaher said, "seemed welcomed, even invited."

Mr. Paglin insisted that these occurrences involved rulemaking proceedings, never adjudicatory proceedings.

Denfending the grant of ch. 10 to the Wilson company, Mr. Paglin maintained that control of the company was in the same hands as when the application was first tendered. These are, he said, C. H. Topmiller, Mrs. Jeanette Heinze and Thomas A. Welstead. L. B. Wilson Inc., Mr. Paglin pointed out, is the licensee of WCKY Cincinnati and this station's license was renewed in 1959.

No Standing ▪ Since National Airlines and North Dade have been disqualified, they have no standing to protest the grant to Wilson, Mr. Paglin contended. Mr. Roberts is not even a party, since he has no application pending, the FCC attorney added.

L. B. Wilson's grant of ch. 10 cannot be protested by National Airlines or North Dade because they have been disqualified, Robert A. Marmet, Wilson attorney, told the court. The grant to Wilson, he said, is a non-comparative one.

Mr. Marmet said National Airlines

Freeloaders safe

A booster system in Omak, Wash., has figured out a way to get rid of the free-riders who don't pay their way: Let us scramble our pictures, and in this way those who want our service will have to pay for it. This was the request submitted to the FCC by the northwestern reflector organization. The Omak request said that only one third of its users are paying for the service; the rest are free loaders. The Omak system runs seven boosters for its area. It was one of the first to establish low power booster operations, years before it was legalized by the FCC in 1960. The FCC's answer, the same as it has been in about half dozen such suggestions over the past five years from translator operators as well as booster people, was that it is impossible: it's not permitted for broadcast stations (which must transmit to the public at large), and the technical standards prohibit any tampering with a reception free picture.



Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV



Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV



Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV



Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

AT THE RISK OF REPEATING OURSELVES

NIELSEN'S NEW TOP 10 (Two weeks ending February 19AA)		
GUNSMOKE	CBS	40.1
WAGON TRAIN	NBC	36.2
HAVE GUN-WILL TRAVEL	CBS	31.0
DU PONT SHOW	CBS	30.5
CANDID CAMERA	CBS	30.2
RAWHIDE	CBS	30.1
ANDY GRIFFITH	CBS	30.0
DENNIS THE MENACE	CBS	29.1
ED SULLIVAN	CBS	28.4
UNTOUCHABLES	ABC	28.2

A Frenchman once said the more things change the more they stay the same. This seems to be borne out by the latest Nielsen report which credits the CBS Television Network with broadcasting 8 out of the 10 most popular programs in television. Actually, this network has achieved, or surpassed, this performance 35 times in the past five-and-a-half years. During the same period no other network has matched this performance even once. Could it be a trend?

CBS

is enjoying $750,000 yearly revenues from operating the Miami station.

The Dept. of Justice took a single viewpoint on the FCC action respecting National Airlines and North Dade. The "intent" of National and North Dade was to distort the FCC's processes when they attempted to hire or did hire other counsel to participate, Justice said. The record was closed and there was nothing further to be done by the parties; this was "influence peddling" pure and simple, said Lewis Bernstein, Justice Dept. attorney.

Boston to Supreme Court ▪ Meanwhile, a petition asking the U. S. Supreme Court to review the FCC's action in the Boston ch. 5 case was filed last week. In the Boston case the FCC voided its 1957 grant to the *Boston Herald Traveler* and found that both that applicant and Massachusetts Bay Telecasters Inc. engaged in off-the-record activities. The FCC did not disqualify any of the applicants, however, but said the record would be reopened for determination of whether a new grant should be made. The FCC authorized the *Boston Herald-Traveler* to continue operating WHDH-TV on a temporary basis. The ruling was affirmed by the appeals court last January.

Earlier, the commission issued instructions in the Miami ch. 7 case indicating it would void its grant to Biscayne Television Inc. and disqualify Biscayne and two other applicants because of off-the-record contacts with FCC commissioners (BROADCASTING, March 20). Other *ex parte* cases are Orlando ch. 9, Jacksonville ch. 12, St. Louis ch. 2 and St. Louis ch. 11.

ALABAMA'S TOWERING NEW LEADER!

NEW TOWER—1209 FEET

Alabama's tallest tower stands 1209 feet above the ground, 1549 feet above sea level.

NEW POWER-100,000 WATTS

Serving 197,300 television homes. Total population: 1,062,100 with 261,700 total homes in the area.

CHANNEL 4

Covers 48 counties: 25 in Georgia, 13 in Alabama, and 10 in Florida. Retail sales in 1959 for WTVY viewers total $824,295,000.

CBS WTVY ABC

DOTHAN, ALABAMA

Call Daren McGavren, National Reps; Clarke Brown, Southern Rep; or F. E. Busby at SY 2-3195

San Joaquin Valley to have all-uhf tv

An all-uhf preserve in California's San Joaquin Valley was completed (on paper, at least) by the FCC last week with the deletion of ch. 10 from Bakersfield and the addition of chs. 23 and 51.

At the same time, the commission ordered a hearing on modification of the license of KERO-TV Bakersfield to specify operation on ch. 23 in lieu of the deleted ch. 10. Last summer, the FCC began the valley deintermixture process by deleting ch. 12 from Fresno and changing KFRE-TV's assignment from that channel to ch. 30 (BROADCASTING, July 11, 1960).

According to the commission, the new allocations "will enable existing San Joaquin Valley tv stations to compete more effectively and enhance opportunities for adding new tv stations in the valley." In last week's action, the FCC reassigned ch. 12 to Santa Maria, Calif., but made no new disposition of ch. 10. Several conflicting pleadings for reassignments of the two vhf channels were denied.

As a part of the decision last week, ch. 39 Bakersfield was reserved for educational use and ch. 45 was substituted for ch. 37 in Delano, Calif. The Bakersfield deintermixture will become effective Dec. 1, 1962, the expiration date of KERO-TV's license for operation on ch. 10—or at any earlier date the station commences operation on ch. 23.

Lishman resignation announced by Harris

Rep. Oren Harris (D-Ark.), chairman of the Regulatory Agencies Subcommittee, announced Thursday the resignation of Robert W. Lishman as chief counsel. Mr. Lishman had served the new subcommittee's predecessor, the Oversight unit, for three years. His resignation is effective April 1.

Rep. Harris, who expressed deep regret at Mr. Lishman's impending departure, said he would be succeeded by Charles P. Howze Jr., a staff attorney with Oversight the last two years. This appointment will "probably" be permanent, Rep. Harris added.

As Rep. Harris conceded, the announcement of Mr. Lishman's resignation was not a surprise. Mr. Lishman has indicated for months that he would like to return to his private law practice in Washington.

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QUALITY RADIO PROGRAMMING AT REALISTIC PRICES

We have established prices undreamed of in the industry for full range top level quality shows.

Our concept of programming, unique in the field, encompasses all phases from the creative beginnings through expert engineering, assembly and duplication to sales and distribution . . . Direct from Us to You. . . . No middleman's profits or sales commissions which cause prices to soar. We can place in your hands proven sales tools at prices which are the envy of the industry.

Entering our fifth consecutive year of production, we have a firm faith in the future. . . . A faith based upon the conviction that we have the answers to many of your problems.

From deep in the heartland of America . . . to cosmopolitan centers . . . from Hong Kong to Berlin . . . our shows are utilized with telling effect. We invite you to climb aboard our Bandwagon of Success!

QUALITY CAN STILL BE BOUGHT AT ECONOMY PRICES

Each of the following programs available . . . ten hours per week:

TOP FORTY FORMATS
MIDDLE OF THE ROAD SHOWS
POPS CONCERT PROGRAMS
CLASSICAL SHOWS
DICK HAYNES SHOW
JOHNNY BOND . . . THE RECOGNIZED PERSONALITY IN THE C&W FIELD

Five Minute Features and A Commercial Service, and More on the Way—Soon with Ecco-Fonic Sound.

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JIM AMECHE PRODUCTIONS INC.

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Jim Ameche,
President

WDEF Chattanooga
JIM AMECHE SHOW
Latest Survey
10AM-11AM **35.3**
11AM-12 Noon **38.2**
HIGHEST RATING IN TOWN



WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?

For how they answered, see the facing page . . .

...DECISIONS ON MARKETS? 91% say they participate in decisions on MARKETS to be used. Of these:



REGULARLY (81%) OCCASIONALLY (19%)

...DECISIONS ON MEDIA? 93% say they participate in decisions on MEDIA to be used. Of these:



REGULARLY (82%) OCCASIONALLY (18%)

...DECISIONS ON STATIONS? 86% say they participate in decisions on STATIONS to be used. Of these:



REGULARLY (88%) OCCASIONALLY (12%)

Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) ***For broadcast media news and information,*** BROADCASTING is read by more of them than any of the others.

2) ***For reporting of current trade events,*** BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) ***They express the most confidence*** in BROADCASTING—86% more than for the next-best magazine.

4) ***They consider the most useful publication*** to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) ***For your advertising, they recommend — to best reach them*** — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) ***Your advertising is likely to have the most impact on them,*** they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!



BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

SENATE APPROVES ETV AID

House subcommittee hears pros & cons of subsidy; Harris says he favors quick use of etv channels

Federal funds for educational tv received two powerful boosts last week in Washington, but at the same time voices were raised urging caution.

The Senate passed, 67 to 13, the measure sponsored by Sen. Warren G. Magnuson (D-Wash.) to give every state and the District of Columbia $1 million to build etv facilities.

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, put himself on record as determined to see that the reserved educational tv channels are used for that purpose as speedily as possible.

Mr. Harris made his views public during hearings by his committee's Communications & Power Subcommittee on legislation to appropriate federal funds for each state for educational tv. He said he feared the channels might be lost by educators if they aren't used quickly. If they aren't utilized soon, he said, they may go by default to commercial broadcasting, the military or for space communications.

He's taking steps immediately, he said, to ask all state governors to report what they plan to do with any federal funds they receive for etv.

The Senate-approved bill would appropriate the $1 million on a straight grant basis. Several House bills, however, would require the states to match the federal subsidy.

Keating Amendment ▪ An amendment to the Senate bill, offered by Sen. Kenneth B. Keating (R-N.Y.) and accepted by the committee, provided that the federal funds go only to state agencies. The state, however, could distribute the federal money to private-nonprofit groups.

The Senate action came after Health, Education & Welfare Secretary Abraham Ribicoff urged delay. He said Congress should await a report by the National Assn. of Educational Broadcasters and that further consideration should be given to state-wide and regional development of etv.

Mr. Ribicoff asked that any measure adopted by Congress require that states allocate sufficient funds for etv operation. He expressed his belief that educational tv appropriations should be considered within the broader context of federal aid to education.

House Bills ▪ The House committee is considering seven measures. These range from outright grants, similar to the Senate-approved measure, to those requiring matching state funds.

As it did before the Senate, the FCC approved the objectives of the etv bills. Chairman Newton N. Minow, accompanied by Commissioner Frederick W. Ford, put himself personally and his agency on record as favoring maximum aid for etv.

During testimony by a score of witnesses, mostly educators, various committee members expressed reservations on portions of the bills. These included:

- Fear that federal government aid might mean federal interference in education.
- A belief that the states should finance etv themselves.
- Suggestions that the legislation, if passed, permit use of federal funds for leasing of cable or microwave links to interconnect etv stations.



A trio of Tennesseans at the FTC

Paul Rand Dixon (l) takes the oath of office as chairman of the Federal Trade Commission in a ceremony at the commission Tuesday. Swearing him in is Judge Samuel Whittaker of the U. S. Court of Claims, a long-standing friend and fellow Tennesseean (r). Sen. Estes Kefauver (D-Tenn.) holds the Bible. Mr. Dixon in 1957 was staff director of Sen. Kefauver's antitrust subcommittee.

More than 150 friends and well-wishers attended Mr. Dixon's swearing-in.

Supreme Court agree to review Poller suit

The U. S. Supreme Court last week agreed to review the triple-damage antitrust suit filed against CBS by Low Poller, one-time uhf broadcaster in Milwaukee.

Mr. Poller claims CBS and others conspired to monopolize uhf broadcasting in Milwaukee when CBS bought ch. 19 WOKY-TV there in 1955 and transferred to it the CBS affiliation in that city (later WXIX-TV). Mr. Poller claimed he suffered $1.45 million damages when he sold his ch. 25 WCAN-TV equipment to CBS for $500,000 (and in return received the equipment of WOKY-TV) because, he alleges, he was once offered $2 million for his ch. 25 station.

The suit was dismissed by a federal judge in U. S. district court in Washington in 1959. Mr. Poller appealed this dismissal to the appellate court in Washington, and last November the appeals court upheld the dismissal by a 2-1 vote. The appeals court found CBS innocent of monopoly or restraint of trade and held Mr. Poller's loss resulted from his own "improvidence" in contracting for extra and new equipment in the expectation that CBS would not rescind its affiliation contract with him (BROADCASTING, Nov. 14, 1960).

In Mr. Poller's brief to the Supreme Court, he raised questions involving a network's right to exercise contractual provisions for affiliation cancellation and whether "contributory negligence" is sufficient grounds to dismiss an antitrust case.

CBS operated ch. 19 WXIX-TV in Milwaukee until 1959 when it sold the permit to Gene Posner who now operates it (on ch. 18). Mr. Poller still holds a permit for ch. 25's WCAN-TV in Milwaukee, but it has gone off the air.

HEAR YE! HEAR YE!

AGAIN EMERGING TRIUMPHANT

C.R.C.

ANNOUNCES THE MOST USEFUL AND MOST ECONOMICAL INNOVATION EVER TO STIR THE IMAGINATION OF THE MOST MUNDANE AMONGST YOU.

FREQUENCY I. D.'s

NOT ONE, NOT TWO, BUT TEN (count 'em, 10) BRIGHT, BREEZY FREQUENCY IDENTIFICATION JINGLES . . . COMPLETELY CUSTOMIZED FOR YOUR FREQUENCY!

BELIEVE US . . . YOU WON'T BELIEVE THE PRICE!

COME ONE! COME ALL!

SEND THIS DAY FOR FREE DEMONSTRATION TAPE. NO SALESMAN WILL CALL. THIS IS A SPECIAL OFFER LIMITED TO RADIO STATIONS ONLY, AND/OR FAITHFUL READERS OF THIS ADVERTISEMENT.

EXCLUSIVE! ONLY ONE (1) STATION TO A MARKET

WRITE, WIRE OR CALL THIS DAY

COMMERCIAL RECORDING CORP.

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FCC told WBC free of antitrust activity

With the backing of the Justice Dept., Westinghouse Electric Co. has taken steps to assure the FCC that none of the officers, directors or employes of its broadcasting subsidiary was involved in recent antitrust activities of which some of the parent company executives were convicted.

E. V. Huggins, vice president of Westinghouse Electric, wrote the commission that only three employes of the parent company have positions of significance at Westinghouse Broadcasting Co. They include Westinghouse Electric President Mark W. Cresap Jr., Board Chairman Gwilym A. Price, and Mr. Huggins, all of whom also are directors of WBC.

Mr. Huggins sent the FCC a letter he received from W. Wallace Kirkpatrick, acting assistant attorney general. Mr. Kirkpatrick stated that, aside from the three directors above, "and so far as our present knowledge is concerned, neither Westinghouse Broadcasting Co. nor any of its officers, directors or employes was involved in any of the recent pending antitrust cases."

The antitrust action related solely to the manufacture and sale of electrical products used in the generation, transmission and distribution of electrical energy, Mr. Kirkpatrick said, and not to radio or television broadcasting or sale of radio or television apparatus.

It was reported earlier (BROADCASTING, Feb. 27) that there have been unofficial discussions within the FCC as to what action, if any, the agency might take following the antitrust convictions of Westinghouse and General Electric executives. Westinghouse owns WBZ-AM-TV Boston, KDKA-AM-TV Pittsburgh, KEX Portland, Ore., WJZ-TV Baltimore, KYW-AM-TV Cleveland, WOWO Ft. Wayne, Ind., WIND Chicago, KPIX-TV San Francisco and WBZA Springfield, Mass. The licenses of the Boston, Pittsburgh, Portland and Baltimore stations presently are up for renewal.

General Electric owns WGY-WRGB (TV) Schenectady, N. Y., which also are awaiting renewal.

Confidence that the FCC will "fairly evaluate" the broad achievements and record of WGY and WRGB (TV) Schenectady, N.Y., stations owned by General Electric Co., was expressed last week by J. Milton Lang, general manager of GE's broadcasting stations.

"The unauthorized action by GE employees who were convicted recently in Philadelphia in the electrical equipment antitrust cases, and for which the company was technically held responsible, were in fields not in any way related with radio and tv broadcasting," Mr. Lang stated. He called attention to the stations' long "dedicated course that more than fulfills the responsibilities of broadcasting in the public interest, convenience and necessity."

Campaign complaints to be aired

WATCHDOG GROUP SET TO HEAR POLITICAL GRIPES

The Senate Watchdog Subcommittee has 50 complaints lined up for three days of hearings beginning today (March 27) on alleged broadcaster bias during the 1960 presidential campaign.

The subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.), will hear testimony primarily from the FCC. But in all, some 20 witnesses are expected to be heard.

Those whose names have been announced in advance include Roger Kent, chairman of the California State Democratic Executive Committee; R. Peter Straus, president of WMCA New York; Sen. Thruston Morton (R-Ky.), chairman of the Republican National Commitmittee; State Sen. Charles L. Murphy, of Bismarck, N. D., and John W. Boler, president of KBMB-TV Fargo, N. D.

In addition, representatives of four San Francisco stations are reported to have been invited to testify. The stations are KPIX (TV), KCBS, KRON-TV, and KGO-TV Translator. They were invited in connection with Mr. Kent's complaint that a speech by former President Eisenhower in San Francisco on October 20 was not non-political, as asserted at the time, and that the Democratic party was entitled to equal time.

WMCA has been called because of the editorial it broadcast last fall endorsing the candidacy of John F. Kennedy. Sen. Morton will represent the Republican party in this complaint.

The North Dakota case reportedly involves a documentary on state hospitals filmed, KBMB-TV asserts, as a public service to illuminate one of the issues in the state's political campaign. The complaint charges the documentary was favorable to the administration.

Sen. Yarborough said the hearings should provide a more complete picture of how well the political broadcasting laws and regulations are operating. He also said the hearings will be of interest to Congress in considering future policy in this area.

The Watchdog unit, a subcommittee of the Commerce Committee, was created to keep an eye on how well broadcasters used the freedom given them by relaxation of the equal-time provisions of Sec. 315 of the Communications Act. Legislation (S 204) has been introduced to make permanent last year's temporary suspension of that act as it applied to presidential and vice presidential candidates.

The Senate Communications Subcommittee has already held preliminary hearings on the bill (BROADCASTING, Feb. 6), and is expected to complete them next month.

Theatre owners take pay tv to court

Pay television moved into the courts last week when the motion picture exhibitors who are fighting the FCC's approval of a Phonevision test in Hartford, Conn., asked the U. S. Court of Appeals in Washington to reverse the commission.

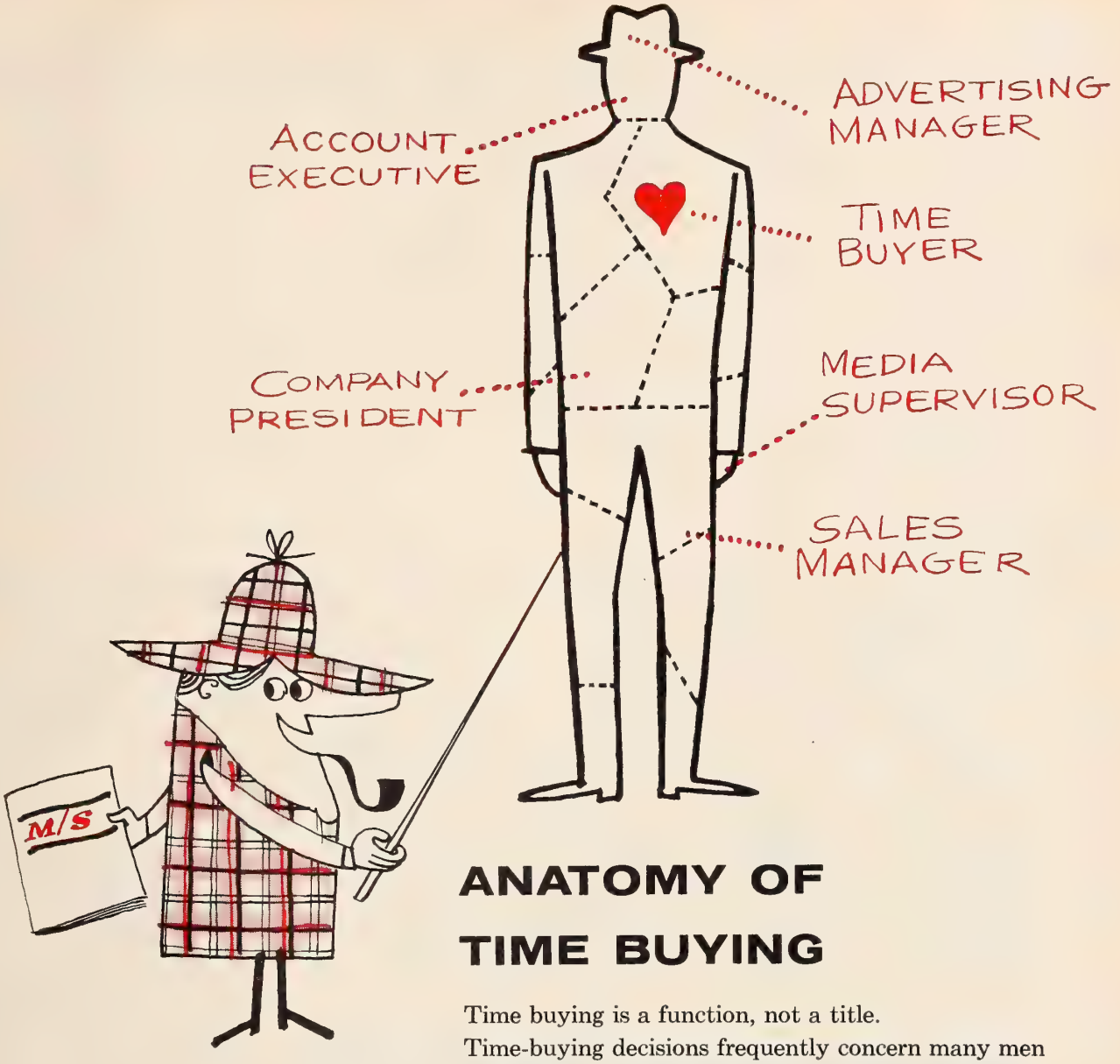
The Connecticut Committee Against Pay TV, comprising motion picture theatre owners in the Hartford area, announced that the appeal would be made. The announcement was made at the mid-winter board meeting of the Theatre Owners of America in Washington last week.

The anti-pay tv group is prepared, it was announced, to carry the case right up to the Supreme Court. The decision to appeal was reported by Philip F. Harling, chairman of the anti pay-tv committee of TOA. Mr. Harling also is chairman of the national Joint Committee Against Pay Tv. He said the appeal would be based on the charge that the FCC failed to give proper consideration to the exhibitors' claim that pay tv is not in the public interest and also that it would raise the question of the FCC's jurisdiction to take any action on subscription tv.

"We do not believe the public air waves can legally be subjoined by private interests for private profit," Mr. Harling said, "and therefore the FCC has no authority to make such a grant."

The FCC approved the application of RKO General Inc. for permission to stage a three-year test of pay tv over its ch. 18 WHCT (TV) Hartford, Conn. (BROADCASTING, Feb. 27). The commission approval came after a week-long hearing before the FCC *en banc* in which the Connecticut theatre group opposed the grant.

Little Rock Test ▪ A closed circuit, wire pay tv system is under consideration for Little Rock, Ark., where a group has taken out a franchise for the Telemeter system, a development owned by Paramount Pictures Inc. The Little Rock group has asked the Arkansas Public Utilities Commission for an order requiring the Southwestern Bell Telephone Co. to furnish lines for this project (BROADCASTING, Jan. 30).



ANATOMY OF TIME BUYING

Time buying is a function, not a title.

Time-buying decisions frequently concern many men and women in the advertising-marketing complex.

One agency's *time buyer* is another's *media supervisor*, still another's *account executive*. One advertiser's *advertising manager* is another's *sales manager*, still another's *company president*.

Media/scope is edited for all of them, regardless of title, so long as they are concerned with the advertising buying function. Or for *none* of them if they are *not* concerned with advertising buying.

To sell time on your station, reach the people who perform the time-buying function, regardless of title. Advertise in Media/scope.

Media/scope

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Enlightenment gains on entertainment

HOW LOCAL STATIONS ARE BEEFING UP THEIR INFORMATION SHOWS

In practically all U.S. markets, the viewers of grassroots television are getting an insight into local and regional issues, problems, news, history and culture that they've never had before.

They are learning not only about their local bond issues, schools, hospitals and city governments, but also about such broader questions as juvenile delinquency, minority groups and their problems, slum clearance, medical and scientific advances, social problems, economic influences, art exhibits and music concerts, theatrical activities and resort and recreation facilities and needs—all personalized for them in terms of what's going on in their own communities.

A great many viewers are learning more than they really want to know. Given a choice, the majority chooses entertainment over enlightenment, and local advertisers tend to show the same preference in selecting programs to carry their commercial messages. But despite the inclination of both audiences and sponsors to rate entertainment ahead of information, most stations feel their information programming has values beyond those calculated in rating points or dollars and cents—and often can submit documentary evidence to prove it.

These conclusions are drawn from a BROADCASTING survey of a subject never canvassed in such depth before: The extent and acceptance of television's public-affairs programming at the local level.

To keep the study within manageable limits, the survey planners concentrated on so-called "Doerfer Plan" programming—public-affairs programming presented by local stations in tandem with specified programming presented nationally by their respective networks.*

The survey produced a seldom-matched rate of response—signed usable questionnaires from 299 out of the approximately 490 stations that are network affiliated. And two points quickly became evident: (1) The programming that stations present as a result of the Doerfer Plan is in most cases only a part—in many cases only a small part—of their total information programming, much of which pre-dates the Doerfer Plan by several years, and (2) although the survey's emphasis on the Doerfer Plan necessarily limited it to network-affiliated stations, a number of non-affiliated stations received and returned questionnaires showing that on their own initiative they have more than matched the Doerfer Plan's minimums.

Most Stations Participate ▪ Here is what the survey found in terms of local participation in the Doerfer Plan project:

Affiliates carrying network Doerfer Plan programs: 210 out of 229 affiliates who responded, or 91.7%.

Affiliates presenting their own Doerfer Plan programs in the periods yielded

* The plan derived its name from John C. Doerfer, then FCC chairman, who got the networks to participate. Each network agreed to present a total of one hour of "informational, educational or cultural programming" in prime evening time each week, and to give up to its affiliates one half-hour of this time for local programming of a similar character every third week. The plan went into effect last November. Since then it has undergone some modifications; CBS-TV, for example, now gives its affiliates their half-hour every fourth week instead of every third. Moreover, some network officials now take the position that the plan is unnecessary because they normally present much more public-affairs programming than the minimum called for in the Doerfer Plan. On the other hand NAB President LeRoy Collins, without referring to the Doerfer Plan, is currently advocating that the networks commit themselves to present a weekly minimum of perhaps two hours of "quality programming" apiece (BROADCASTING, March 20; CLOSED CIRCUIT, March 13).

ABC stages contest for Doerfer

It takes a good budget, a management that's high on enthusiasm and productive imagination to put together a worthwhile local Doerfer Plan program, say those close to the so-called *Expedition! Local* contest.

That competition is nearing its final stages. Three winners will be selected in mid-April out of the group of semifinalists picked from a total 33 ABC-TV affiliates which submitted single programs of their individual local series. Basis for an award grant: the affiliate with the outstanding program aired as the local counterpart of the network *Expedition!* (network Doerfer programming and seen on ABC-TV, Tuesday, 7-7:30 p.m.).

Plan Has Sponsor ▪ Backing the competition is the Ralston Purina Co., advertiser of the network show (and in its spot buying a purchaser of some of the local Doerfer plan *Expedition!* shows), and the National Education Assn. (which also is supplying judging talent).

In the preliminary round just last week, a total of nine stations were qualified as semifinalists. The stations and the programs, along with some general explanation of the "philosophy" or nature of the series, follow:

▪ KTVI (TV) St. Louis—*Expedition! St. Louis—The Constant Protector,* a study of the operations of the St. Louis Police Department. Each of the local series is written, produced and filmed entirely by the station's own personnel. Extensive use is made of a helicopter to film the 13-program series. As is the case with many stations, the local shows as well as the network *Expedition* episodes are expected to become part of the school system's classroom activities (and with required home viewing).

▪ KABC-TV Los Angeles—*Expedition! Los Angeles—the 13th Month,* a study of the forest fire watcher and fire fighter services. The program series live and on film and is produced in cooperation with a regional educational tv advisory committee. The show carries spot announcements, and KABC-TV claims its ratings are better than those of the previous show replaced.

▪ WABC-TV New York—*Expedition! New York—Education Tailor-Made,* a study of the special schools for handicapped children maintained by the city's public school system. Also on film and tape, this series examines the City of New York from various aspects (harbor, education, United Nations, Harlem, via eyes of poets and authors and through newspapers, etc.). Ralston Purina is listed as a sponsor on a spot basis. Its program entry, *Tailor-Made,* received an audience reaction that encouraged the station to repeat the show, an unprecedented action (it's also been submitted for an Ohio State broadcasting award).

▪ KOMO (TV) Seattle—*Expedition! Northwest—Cattle Roundup in British Columbia,* a portrait of a roundup on the continent's largest ranch. This show is on tape run by staffers or uses film shot by northwest "adventurers." Commentary is

to them by their networks for that purpose: 202, or 88.2%.

By networks, the answers follow:

	ABC-TV (52 respond)	CBS-TV (75 respond)	NBC-TV (64 respond)	Dual Affiliates (38 respond)
Carry network's programs..	96%	93%	95%	76%
Show own programs..	96%	93%	89%	66%

Although identical percentages of ABC and CBS affiliates were carrying both network and local Doerfer Plan programs (see table above), this evening-out was a mathematical happenstance. Failure to carry the network material does not necessarily mean failure to present local material, or vice versa. Among affiliates of all networks, a relatively small number of stations are presenting local programming of Doerfer Plan character but are bypassing their network feeds, while a few others carry the network material without supplementing it locally.

Failure to participate in one or both types of programming — network or local—sometimes was reported to be unavoidable rather than deliberate. A few stations said that for one reason or another they could not get the material offered by their networks. At least one said it had abandoned its efforts to present a local version of the network program because the hour provided for it—10:30 p.m. EST—was so late that the station could not interest local residents in coming to the studio to take part.

Few Exceptions ▪ A handful did say flatly that they were not carrying Doerfer Plan programs of either the network or the local variety. These stations were programming entertainment shows, mostly from network sources, in the Doerfer Plan hours. Two stations said they carry their network's efforts but simply sign off a half-hour early every third week when their own Doerfer time comes.

At the other extreme, some dual affiliates were carrying the Doerfer Plan offerings of both of their networks and in addition were presenting two Doerfer entries of their own.

What luck are stations having in selling their local offerings?

Better than one station out of five finds a sponsor, judging by the survey results. A total of 46 stations said they had sold their local programs—46 out

Plan programs

by station personnel. Sponsor is the Seattle First National Bank. It's been high in local ratings.

▪ KGO-TV San Francisco—*Expedition! California—Clipper Ships and Paddlewheels,* the story of great sailing ships, ferry boats and river boats, pleasure craft and shipwrecks in the Bay area. The KGO-TV concept has been to present a series on the early pioneering years in California, with a focus on the early-day San Francisco Bay area. Ralston and Hills Bros. Coffee share sponsorship of this series. Included in this particular episode were dramatic scenes of shipwrecks along California shores. Of interest: the local show is more popular in its reaction than the network companion.

▪ KTVK (TV) Phoenix—*Expedition! Arizona—Shards of The Ages,* a study of archeological finds in the state. Sponsor of the series is First National Bank of Arizona, the programming sampling Arizona's history and current events in a documentary treatment.

▪ KOCO (TV) Oklahoma City—*Expedition! Oklahoma—Cows, Cowboys and Cow Country,* a retrospective study of the early days of cattle ranching. Also treated in this live production: the oil industry, the "run of '89" and other historical gems. The state governor is host.

▪ WSIX (TV) Nashville—*Expedition! Tennessee—AEDC-at Tullahoma,* on the experimental work at the Arnold Engineering Development Center and the Air Force missile testing area, is near Tullahoma.

▪ KBTV (TV) Denver—*Expedition! Colorado—The General Palmer Story,* a treatment of the state's pioneer railroad builder. This series also has Ralston Purina associated with it as an advertiser (spot), uses technique showing actual photographs in sequence.

Among judging "points": what the stations did on the air as well as what they did to implement the series.

Also part of the overall competition will be a selection of 359 teachers for awards. They will be picked on the basis of use they made of *Expedition* programs as a stimulant to classroom teaching. Six top awards will include a six-week trip to Europe where the winners can study European educational systems. Another special award enables the recipient to spend five weeks in Washington, D. C., to study governmental operations, and another week in New York to study the UN in action. Still other awards include other trips, while some 300 subscriptions to *National Geographic Magazine* (also a participant) will be given to other winning teachers in the competition.

In every case of local stations programming their version of *Expedition!,* there has been close cooperation with educational groups and various plans for distribution of teachers guides from the Ralston company.



Part of the 'Expedition: New York' series is 'The New West Side Story' which will appear in April showing first performer dancing on stage of Philharmonic Hall of the Lincoln Center of the Performing Arts.

of 198 which answered this question. Sales were reported by 24 ABC affiliates, 14 CBS, 5 NBC and 3 dual affiliates.

But the bare figures can be misleading both ways. They may exaggerate the enthusiasm of local advertisers, because almost half of all sales were reported by affiliates of ABC-TV, whose network Doerfer Plan sponsor, Ralston-Purina, is also underwriting some of the local adaptation of the national program. On the other hand the track record is better than the raw statistics make it appear, because 68 stations—almost half of those which registered No Sale—said the programs were not available for sponsorship.

Advertiser enthusiasm for public affairs programming appears to equate fairly closely with that shown by audiences—at least on a quantitative basis. "Small but loyal" summarizes the descriptions used repeatedly by stations in summing up local audience response to public-affairs shows.

Audience Limited ▪ Extracts from this majority viewpoint find the programs and the public response to them described by broadcasters in such terms as: "Loved by a highly enthusiastic, vast minority" . . . "has a following markedly smaller than the entertainment programs it supplanted, but far more loyal and responsive" . . . "good public relations" . . . "good minority audience reaction" . . . "station prestige is certainly increased" . . . "while we would like greater audience response, we are not primarily working to that end". . . .

Some broadcasters, however, found their audiences far more enthusiastic. Several said their local Doerfer Plan programming was pulling audiences comparable to those of the entertainment shows it replaced. Another substantial number said their local entries were proving more popular than their network counterparts. "Good," "favorable," "wonderful" were used by others to describe local reception.

At the other extreme a few broadcasters could find little or nothing good to report. Said one who is presenting a local series of discussions by space scientists: ". . . There appear to be very few people who are not totally addicted to *Gunsmoke,* and many of these are unreconstructed fight fiends. There are not enough people being slaughtered, butchered or maimed to attract gigantic audiences to the space age—it's much too routine and tame and sissy."

Here are other examples of the pessimistic viewpoint, all from stations that nevertheless are presenting Doerfer Plan programs:

"The Doerfer Plan is a bust. Programming for minority segments *this small* is impractical—our local segments are really good enough to justify Sunday afternoon time, but not prime time" . . . "Forcing cultural and educational programs on the public will not work; they will simply turn off the set or do something else if not interested" . . . "The masses do not want to be informed or educated; they prefer to be entertained". . . .

Added Opportunity ▪ A few said they might not be presenting public affairs programming regularly if the Doerfer Plan had not been invented, but others looked on it as "an extra added opportunity" and a great many more went out of their way to call attention to programming that pre-dates the plan and to other shows that go far beyond the plan's minimums.

Some challenged the timing of Doerfer Plan shows without questioning the plan's objectives, arguing that from an audience standpoint this type of program is hindered more than helped by being scheduled in strong evening hours. Tom Dargan, program director of KGW-TV Portland, Ore., which has carried a weekly *Viewpoint* series of local affairs since the station went on the air, put it this way: "Stations would reach greater audiences with (Doerfer Plan) programming in less 'prime' time where the competition of strictly 'entertainment 'programming is less keen."

The survey also showed that stations not only are participating in the Doerfer Plan locally but are promoting these programs. Many volunteered information on program guides and similar material sent regularly to schools and other institutions to keep them abreast of plans. A large number have enlisted the aid of schools, colleges and other local organizations in preparing public affairs shows, and many of these as well as others reported that their programs had become "required viewing" in schools and that frequently they get requests for film prints, slides or other material for use in clubs and schools.

In preparing their local Doerfer Plan shows, the general custom of affiliates is to follow the lead of their networks in both format and program title—and often in subject matter as well. Thus most NBC-TV affiliates present local variations on the *Nation's Future* theme; CBS-TV affiliates are inclined to set up local shows patterned after *Face the Nation* or *CBS Reports,* and ABC-TV affiliates—with the extra encouragement of a contest offering prizes for the best local versions (see page 64)—generally stage an *Expedition* into local subject matter.

Network Influence ▪ This striving for compatibility between the network and local programming is dramatized when a station switches from one network affiliation to another. WHDH-TV Boston, for instance, explored local problems and community interests in *Expedition! Local* while it was affiliated with ABC; when it switched to CBS-TV the first of this year, its Doerfer Plan programming was continued as *Channel 5 Reports.*

Among stations that do not follow the network pattern but also elect not to originate wholly local programming, the alternative is syndicated programming used either alone or in combination with local programming. The syndicated shows mentioned most frequently by survey respondents in this connection include *American Civil War* (produced by Westinghouse and syndicated by Trans-Lux); *Medicine 1961* (syndicated by Screen Gems); United Nations Radio's *International Zone* (see story page 68), *Danger Is My Business* (NBC Films), *World Artists Concert Hall* (Major Television Productions), UPI—Movietone news films and various films from the National Education Assn.

Here, network by network, is a sampling of some of the programs, formats and subjects being explored in Doerfer Plan programming at the local level:

ABC-TV

The network's Doerfer Plan programming consists of *Winston Churchill: The Valiant Years* (Sun., 10:30-11 p.m. EST), sponsored by Mead, Johnson & Co., and *Expedition* (Tues., 7-7:30 p.m. EST), sponsored by Ralston-Purina. Most ABC-TV affiliates build their own Doerfer Plan shows on the *Expedition* pattern, and some of those adjudged among the best of these are described on page 64 in the report on finalists in ABC-TV's *Expedition* contest. Others include:

Crosley's WIWI (TV) Indianapolis concentrates its *Expedition* on *Knowledge,* testing high school teams in contests based on questions developed through a committee of teachers and art museum representatives. In Atlanta another Crosley station, WLWA (TV), puts on *Expedition: Space,* with experts and high school students discussing space-age questions in a series presented in cooperation with the Air Force, Wright Air Development Div., Dayton, Ohio, and the Miami Valley Educational Tv Foundation.

Triangle's WFIL-TV Philadelphia does not use the *Expedition* approach, but presents *Young Audiences,* a music information program presented in cooperation with Young Audiences Inc. and the local school systems, *Frontiers of Knowledge,* produced in cooperation with the U. of Pennsylvania and showing how that school's research programs benefit industry, national defense

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and the man in the street.

Westinghouse's WJZ-TV Baltimore combines live, film and tape techniques in exploring such historical and contemporary features as the port of Baltimore, early Indian life in Maryland, and city architecture under the title of *Expedition: Local.* WTAE (TV) Pittsbrugh presents programs produced with Carnegie Museum, U. of Pittsburgh, Duquesne U., Carnegie Institute and Mt. Mercy College in an *Expedition: Pittsburgh* that examines such subjects as journalism, local archeological activities and strip mining.

ABC-owned WBKB (TV) Chicago has investigated such diverse local activities as a "sleep laboratory," cancer research and product-testing at Underwriters Laboratory, and in addition presents an outstanding city school student each week and is offering a $1,000 award for the high school student adjudged to have made the greatest achievement in science during the school year. WTCN-TV Minneapolis-St. Paul relies heavily on its video-tape equipment in presenting statewide "expeditions" covering such highlights as the Minneapolis Institute of Art, the Minneapolis Symphony, Indian wild rice harvest, historical sites and church and school activities.

In *Expedition Kansas* KAKE-TV Wichita is covering state history, government, folklore, nature, religion, culture, industry, agriculture, recreation and famous Kansans. KXGO-TV Fargo, N. D., explores its area similarly in *Expedition Red River Valley,* and WLUK-TV Green Bay, Wis., takes much the same approach in *Expedition Fox River Valley.*

WMUR-TV Manchester, N. H., has turned its half-hour over to the local school department for studies of school activities and problems. WSBA-TV York, Pa., uses the city schools' radio-tv coordinator as host of *Expedition Learning.* WMTW-TV Poland Spring, Me., has the cooperation of the Maine, New Hampshire and Vermont education departments in *Expedition Northern New England.* WTVC (TV) Chattanooga frequently presents panel discussions arranged through the Tennessee Education Assn., WISN-TV Milwaukee features school students in visits to other Wisconsin cities, KREM-TV Spokane works in cooperation with its local school district on subjects from geology to cultural opportunities; WOI-TV Ames has the cooperation of the Iowa State U.; WKBW-TV Buffalo works in conjunction with Canisius College; WLVA-TV Lynchburg with the U. of Virginia.

WXYZ-TV Detroit, an ABC-owned station, foregoes the *Expedition* format

UN's 'International Zone' popular informational programming

There's no lack of programming material for stations to use in the local Doerfer hours. The United Nations, for example, has been making available this season a series of skillfully filmed documentaries—*International Zone*—which treat the seldom headlined aspects of the UN.

At NAB's convention in Washington in May, UN tv experts and broadcasters "informally" will meet on the possibility of extending the series' life. This series of half-hour documentaries treating little-known aspects of the United Nations is produced on the basis of a 13-week cycle but with the expectation of one episode aired every three weeks (thus fitting closely the Doerfer programming concept).

The program usually is placed on the air as a local public affairs showcase in prime time and at only nominal handling charges. It's estimated a privately-produced equivalent would cost some $25-30,000 per episode. As of the present time, some five shows have been produced. Among these: an exclusive interview with U. S. ambassador to the UN Adlai E. Stevenson, *Flight 108* that treats of air flight safety from the international viewpoint. *The Man in the Blue Helmet.*

Still others either in production or on the planning board: a program of Danny Kaye's journey abroad on behalf of UNICEF, a review of the year 1960, a probe of economic cooperation via UN agencies, a profile of the interpreter, a treatment of trusteeship, a portrayal of the UN headquarters and a profile of the "delegate."



Emcee Alistair Cooke interviews U. S. Ambassador to the United Nations Adlai Stevenson on "International Zone."

Backers ▪ The UN series is a unique outgrowth of effort of such groups as the U. S. Broadcasters' Committee for the United Nations. Serving on the committee are representatives of the Triangle Stations, of KOIN-TV Portland, Ore., WJAR-TV Providence, KPRC-TV Houston, WWJ-TV Detroit, and KSD-TV St. Louis and of Corinthian, Westinghouse, Transcontinent, Crosley and Storer plus a WDSU-TV New Orleans and an ABC and an NBC representative.

As of the latest count by the two UN media officials most concerned with the series—Michael Hayward and Jeff Sparks—a total of 61 stations have been programming *International Zone* and at varying starts.

One unique advantage of the UN production: The services of Alistair Cooke of *Omnibus* fame at a fee much below that he'd usually expect if he didn't "believe" as the UN officials put it.

Cooke's Recipe ▪ Mr. Cooke is narrator and interviewer for the series, appearing on camera in some sequences.

Some of the non-budgeted material available to the UN production staff: film and other visual material of historic importance in the archives; film footage shot on special assignments in many countries, and interviews such as the one with former Gov. Stevenson. UN facilities include its own laboratory and printing facilities (thus cutting costs) and standing equipment and facilities. As expressed by Mr. Hayward and Mr. Sparks: "Our 'sets and studios' are next to nothing, for mostly we use the United Nations itself and film taken in other countries on other special assignment."

International Zone is an outgrowth, too, of former UN activity: *Dateline UN,* a series of 26 15-minute shows a few seasons ago which was followed by a series of 13 one-half hour programs.

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and tapes its programs at the Henry Ford Museum and Greenfield Village in Dearborn under the title of *The Exciting Years.* WJRT (TV) Flint shows films of foreign countries and then presents local students questioning foreign students representing those countries (arranged through General Motors Institute).

KONO-TV San Antonio seeks out a local authority as narrator on whatever subject is being discussed in its treatment of local institutions and problems. WVUE (TV) New Orleans explores local landmarks with "then-and-now" pictures and reports on local hobbies, historical figures and government and industrial operations. WSJV-TV South Bend-Elkhart presents Encyclopaedia Britannica Films biographies of famous Americans, follows up with a discussion by WSJV-TV President John F. Dille Jr. and a visiting school superintendent.

WLOS-TV Asheville, N. C., reports that while it was not ordered for *Expedition,* it wanted to participate locally and is devoting a half-hour of prime time each week—instead of every third week—to locally-oriented studies of such subjects as alcoholism, art groups, medicine, business, boating safety, traffic safety and education.

WPST-TV Miami supplements the network Doerfer Plan programs with studies of tourism and its importance to the communities, underwater treasure, Florida wild life, museums and the like. WJPB-TV Fairmont, W. Va., concentrates primarily on forums on educational, civic and governmental questions, presenting these weekly as *West Virginia Speaks.*

KTVK (TV) Phoenix produces both for its own use and for KGUN-TV Tucson an *Expedition Arizona* series that focuses on highlights of both the Old West and present-day Arizona. KAYS-TV Hays, Kans., usually concentrates on the early days of its territory, and WFAA-TV Dallas ordinarily examines contemporary subjects such as zoos, the state fair and music.

Some stations like WLYH-TV Lebanon, Pa., use a question-and-answer format tied in with their panels or debates on local issues, some taking questions by phone, others by mail or from the studio audience.

Among stations programming Westinghouse's Civil War series in Doerfer Plan time, some supplementing the films with local live commentary to point up the community relationship, are WLOF-TV Orlando (which said it first tried to get school cooperation for a local series and then took the Civil War programs with school officials' endorsement when the schools were unable to contribute to special programming); WSUN-TV St. Petersburg, WMAL-TV Washington, KMBC-TV Kansas City and WAST (TV) Albany, N. Y.

CBS-TV

The CBS-TV Doerfer Plan programs are *CBS Reports* and *Face the Nation,* which alternate in the 10-11 p.m. EST period on Thursdays, and in many cases affiliates tend to use one or the other of those programs as the pattern for their own.

There are, of course, exceptions to this practice—even among CBS-owned stations. WCBS-TV New York, for instance, presents a local counter-part to *Face,* featuring guests from public life, under the title *Face New York,* KMOX-TV St. Louis similarly explores questions of local significance on *Face the Issue,* as do KNXT (TV) Los Angeles in *Face Los Angeles* and WCAU-TV Philadelphia in *Face Philadelphia.* But WBBM-TV Chicago, another CBS-owned station, presents *Young Ideas,* in which selected youths appear with an adult guest to exchange views on a wide range of subjects.

WHAS-TV Louisville has delved into topics ranging from baseball to politics and local music on *WHAS-TV Reports.* WCCO-TV Minneapolis deals with farm problems, local space-age contributions, medicine, social problems and similar subjects in *WCCO Television Reports.* WJIM-TV Lansing combines forums and documentaries in *Channel 6 Reports,* and KRLD-TV Dallas turns its cameras on local issues and institutions in a program simply called *Report.* WPRO-TV Providence, R. I., has dealt with urban redevelopment as well as politics and social problems on *Close-up.*

WHDH-TV Boston currently is presenting such public figures as the Boston mayor and President Kennedy's brother Ted in discussions of local and national problems on *Channel 5 Reports* (and before its switch to CBS affiliation explored the Boston waterfront and other landmarks, the city's growth and the state's education problems in an *Expedition* series).

Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh presents courtroom dramatizations titled *The Devil's Advocate,* with the cooperation of the county bar association, in which name guests appear to defend such controversial positions as "the moral climate of the U. S. has reached a new low" (Author Cleveland Amory), "big-time college football is not detrimental to our schools" (Ohio State Coach Woody Hayes) and "capital punishment should be abolished" (criminologist Thorsten Sellin). KPIX (TV) San Francisco, also a Westinghouse station, has a *Direct Line* series in which members of the public are filmed as they ask questions which appropriate city or state officials answer on camera.

WJBK-TV Detroit presents a *Project 2* series of live, tape and film studies of civil defense, local crime, the local transportation system, farm problems and the like. KTNT-TV Seattle-Tacoma capitalizes on an African visit by Connie Page, one of its staff members, in what is planned as a 13-part study of Africa with an educator from the U. of Puget Sound appearing on camera with Miss Page. *Focus on Africa* is the title of KWTV (TV) Oklahoma City's series, which features guests with Dr. Waldo Stephens, the station's human affairs lecturer, who recently returned from five months in Africa.

WTOL-TV Toledo is investigating port facilities, art exhibits, suburban communities, local segregation problems, secondary education, migrant workers and resort facilities on *Series One.* WDBO-TV Orlando has the cooperation of the Orlando Junior Chamber of Commerce, the North Orlando Kiwanis and the Orlando Optimists Club in the preparation of *Central Florida Showcase,* a guest-interview series now in its seventh year and presented weekly.

Educational, cultural, economic and political subjects are studied on *Project 3* on WRBL-TV Columbus, Ga. Foreign exchange students, tornados and their effects, fads and broken homes are among those examined on KOTV (TV) Tulsa's *Eye on Oklahoma,* and politics, medicine, religion and shipping have been singled out on *Project 4* on WJXT (TV) Jacksonville, Fla.

WTOP-TV Washington's *Portfolio* ranges from a taped presentation by Catholic U.'s drama group to a visit to embassies in Washington. WHIO-TV Dayton produces a series on *New Horizons in Medicine.* WTVT (TV) Tampa-St. Petersburg deals with subjects from the Guantanamo Naval Base in Cuba to urban renewal and Epiphany ceremonies in an all-Greek community on *Insight.* WSBT-TV South Bend has ranged from a dramatic show to traffic studies on *Assignment 22,* and KHOU-TV Houston is covering zoning problems, hospital emergency rooms in action, dieting and food fads, and sports and politics on *Southwestern Close-Up.*

WDEF-TV Chattanooga has looked back at the city as it appeared in 1860 and ahead to the planning of the Saturn rocket among its programs on *Scene 12.* WANE-TV Fort Wayne has examined "the woman's place," the meaning of justice and the philosophy of the ministry among other subjects on *Vista '61.*

WBNS-TV Columbus, Ohio, has ranged from Caesarian operations to the Strategic Air Command on *WBNS-TV Telementaries.* WCIA (TV) Champaign, Ill. has dealt with historical subjects, urban renewal, home architecture and



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the work of the state police on *CIA Reports.* WINK-TV Fort Myers, Fla. has visited schools for retarded children, explored educational television's possibilities and studied the work of the nurses auxiliary on *Project 11.* WMT-TV Cedar Rapids has included a documentary on an unsolved murder in a series of programs which under various titles also deal with taxation, education, college financing and the like.

WTIC-TV Hartford, Conn. seeks the guidance of a local committee in trying to look into the future on *Connecticut: What's Ahead?* and across the country KFRE-TV Fresno also attempts to look ahead on *The Future of the Valley.*

Ask —— is used by WMAR-TV Baltimore to let viewers telephone questions which are answered by city officials. WOW-TV Omaha has a similar format for *Your Questions Please.* KCTV (TV) San Angelo, Tex. opens the way for viewers to direct questions to local authorities on *Town Topics* and WTVR (TV) Richmond's *Facing Richmond* and KRNT-TV Des Moines' *Press Conference* rely in part on questions from the audience.

WKRC-TV Cincinnati presents local newsmen in interviews with Congressional members from that area on *Your Man in Washington.* National, state and local officials also appear frequently on such programs as *Face the Carolinas* on WBTV (TV) Charlotte, *Piedmont News Conference* on WSPA-TV Spartanburg, S. C., *Face the State* on WISC-TV Madison, Wis., *Your City Government* on KTTS-TV Springfield, Mo., *Channel 12 Press Conference* on KVOS-TV Bellingham, Wash., *Face the State* on KXJB-TV Valley City, N. D., and *Face the Community* on KCMO-TV Kansas City.

WWL-TV New Orleans has faced up to that area's integration issue as well as traffic safety and other problems on its *Channel 4 Reports.* WKRG-TV Mobile, Ala., has covered city planning and the local Opera Guild Workshop among other topics. WMBD-TV Peoria, Ill., has ranged from local history to court reform, using varying program titles. KGGM-TV Albuquerque has presented two studies of the narcotics problem in its *Face the People* series.

WTVJ (TV) Miami includes biographies (among them: one on LeRoy Collins, former Florida governor, now president of NAB) as well as studies of national and regional problems in its *FYI* documentaries.

Chico State College's television department produces *Chico State Presents,* usually a discussion of regional issues, for KHSL-TV Chico, Calif. Local schools and colleges, bar association, chamber of commerce, city and county officials all help with the production of *Project 7* on KOSA-TV Odessa, Tex. WISH-TV Indianapolis has committed part of its Doerfer Plan time to the mayor's office to explain legislative projects. WKBN-TV Youngstown, Ohio, examined local bombing incidents in "A Profile of Intimidation" on its *WKBN Reports.*

Among a number of stations programming *The American Civil War,* Storer Broadcasting's WITI-TV Milwaukee does so in cooperation with the Milwaukee Public Library and promotes the library's Civil War Centennial exhibits during the "commercial" breaks. KFVS-TV Cape Giradeau, Mo. and KGLO-TV Mason City, Iowa, are among other stations carrying the Civil War series.

NBC-TV

The Nation's Future, presented Saturdays at 9:30-10:30 p.m. EST, is NBC-TV's Doerfer Plan program, and like those of the other networks it often is used as the model for the local programs which affiliates fit into half of this period every third week.

NBC-owned stations themselves have varying formats. WRCV-TV Philadelphia, for example, follows the pattern of the network show, using the same title and often the same subjects, with the local debate originating live before a studio audience immediately following the network program. KRCA (TV) Los Angeles and WRC-TV Washington, on the other hand, are among those that use different titles if not formats. KRCA varies its approach according to subject matter, which has included a report on the elimination of discrimination in Los Angeles and a study of the obligations of churches, as well as debates on various locally directed questions. WRC-TV uses the title *I Live in Washington* but in format and subject matter the program generally follows the pattern of the network's *Nation's Future.*

KVOO-TV Tulsa delves into its area's political, socio-economic and cultural questions in a video-taped series called *Assignment.* WGR-TV Buffalo concentrates to a great extent on documentaries on local business and industry and the area's new business potential in programs called *Buffalo Means Business.* Crosley's WLWT (TV) Cincinnati offers live discussion programs, in color, on such subjects as juvenile delinquency, charity solicitations and capital punishment under the title *Probe,* while its WLWC (TV) Columbus uses the same title for live and film documentaries on civic emergency facilities, medical care for the young, the senior citizen, etc.

WSLS-TV Roanoke, Va., taking the position that the Doerfer Plan program idea is good but the timing for the programs is poor, fills its periods in several ways, sometimes presenting film reports from the National Education Assn., sometimes presenting taped local extensions of the network debates, and sometimes using syndicated programs.

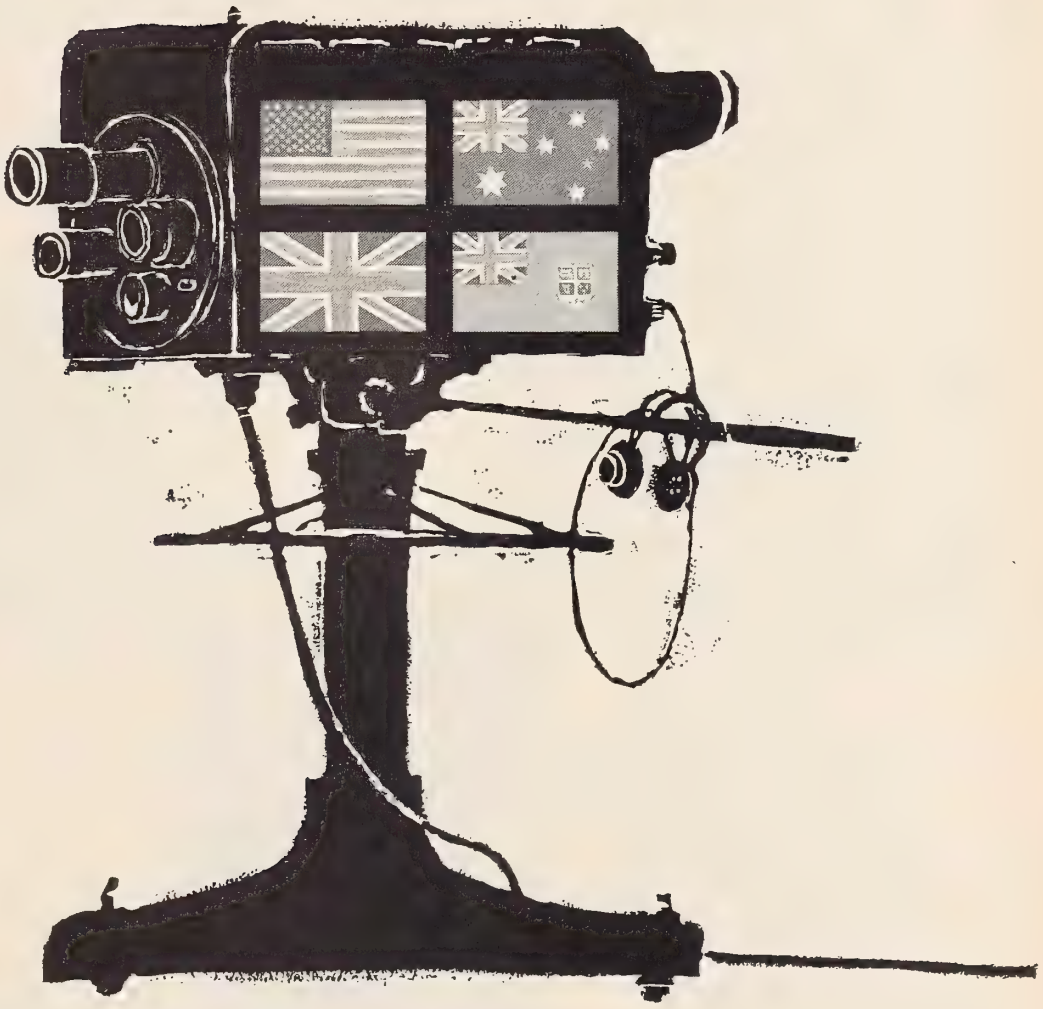
Among the stations which frequently if not always follow the format and topics of the network program are WWJ-TV Detroit on *Nation's Future—Detroit,* KSD-TV St. Louis on *Nation's Future—Dateline St. Louis,* WKY-TV Oklahoma City on *Point of View,* WSM-TV Nashville on *Follow-Up,* WFIE-TV Evansville, Ind. on *Fact of the Matter,* KING-TV Seattle on *Focus Washington,* WCKT (TV) Miami on *Florida's Future,* WNDU-TV South Bend, Ind. on *It Can Happen Here,* WMTV (TV) Madison on *Wisconsin Viewpoint,* and by such other stations as WSB-TV Atlanta, KSTP-TV St. Paul-Minneapolis, KRON-TV San Francisco, WICS (TV) Springfield, Ill., WAVE-TV Louisville, WFMJ-TV Youngstown, Ohio, WFRV (TV) Green Bay, Wis., WRGP (TV) Chattanooga, WINR-TV Binghamton, N. Y., KTSM-TV El Paso, KOA-TV Denver and KPRC-TV Houston under the same title as the network show.

WDSU-TV New Orleans has concentrated on the city's school integration problems on *WDSU News Forum;* KWWL-TV Waterloo, Iowa, has examined high-school attendance problems, new plans for Iowa State Teachers College, and right-to-work laws; WDAF-TV Kansas City has covered politics and jazz among other subjects; WSAZ-TV Huntington, W. Va. has used United Press-Movietone films as the basis for some programs and also has produced its own, including a three-part study of the region's coal industry.

WESH-TV Orlando-Daytona Beach presents scientists and missile experts in panel discussions of space-age developments on *Breakthrough,* developed in cooperation with the Martin Co., manufacturer of rocket equipment. WJAC-TV Johnstown, Pa., presents *Johnstown College Scholastic Quiz,* supervised by Johnstown College, U. of Pittsburgh, with contestants drawn from local schools and scholarships to be awarded to top winners. Baylor U. assists KCEN-TV Waco-Temple with programs on *Central Texas Future,* and local bar association members take part in preparation of *Lawyer on Trial,* an exploration of various local issues in a courtroom setting, on KRBC-TV Abilene.

Springfield Tv Broadcasting Co.'s WWLP (TV) Springfield, Mass. and WRLP (TV) Greenfield-Brattleboro use a combination of film and live programming in dealing with art, scientific, educational and social subjects on *Focal Point,* which has included interviews with Norman Rockwell on art and Artie Shaw on jazz. WCSH-TV Portland, Me., has transferred its four-year-old *Perspective* examination of local and

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state affairs into Doerfer Plan time and on occasion has preempted the network's program in order to devote a full hour to its own subject.

Tri Circle's KCKT (TV) Great Bend and KGLD (TV) Garden City, Kans. and KOMC (TV) McCook, Neb., go into school problems, mental health, farm problems and similar topics on *Insight.* WFBM-TV Indianapolis presents depth studies of the Middle East, with officials of Middle East countries as guests, on *Lands on Trial.* WFLA-TV Tampa has looked into population changes, highway development and harbor traffic among other subjects on *Challenge.* KMTV (TV) Omaha has presented an original live drama as well as panel and other presentations on local issues on *Assignment.*

The area's commercial airline service and Russian school systems as seen by local school superintendents on a recent visit are among topics examined by WSJS-TV Winston-Salem under various titles. Schooling for retarded children and morals problems of young people are among the questions examined by WKJG-TV Fort Wayne. Local annexation issues were discussed as part of *Knoxville's Future* on WATE-TV Knoxville, and local activity in missile development and plans for the U. of Arizona have been among the topics on *Tucson's Future* on KVOA-TV Tucson.

WIIC (TV) Pittsburgh frequently pre-empts the network program every third week for its full-hour *Fifth Dimension* series, which is produced with the U. of Pittsburgh and deals with such subjects as automation and alcoholism; on other occasions it presents local discussion groups dealing with the subjects covered on the network program. WEEK-TV Peoria uses not only its own but other stations' newsmen and newspaper reporters to question local or state figures on *What's the Story?* WBRE-TV Wilkes-Barre goes into city budget problems, urban renewal questions and county government activities in panel discussions on *Our Region's Future.* Questions of financing state schools, city police methods and downtown redevelopments have been treated on KHQ-TV's "Report to Spokane."

Dual Affiliates

Some dual affiliates carry the Doerfer plan programs of both of their networks and also present local versions of each. WOOD-TV Grand Rapids, for instance, carries the NBC-TV program and supplements it every third Saturday with a local *Nation's Future* and also carries ABC-TV's entries and adds its own *Guiding Compass,* a travel program featuring a local photographer and guest, every third Tuesday.

WHEC-TV Rochester has carried *Expedition Into the Arts,* also has added a local feature comparable to CBS-TV's *Face the Nation.* KINY-TV Juneau, Alaska, also carries the CBS-TV and ABC-TV programs plus local supplements for each.

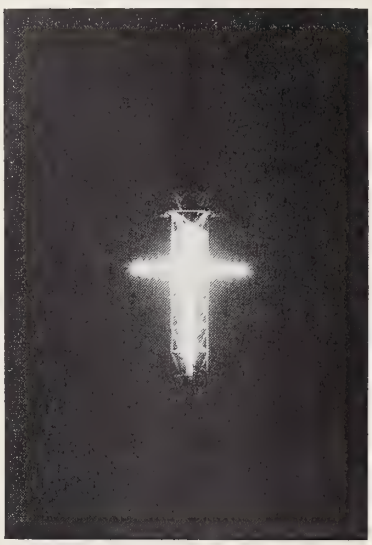
WNBF-TV Binghamton, N. Y. takes a different tack: it does not carry network Doefer plan material but presents its own hour-long or half-hour *Panorama* studies of local problems and resources in prime evening time at least once a month. WTVM (TV) Columbus, Ga., also bypasses network offerings but schedules programs on local and area interests in its *Spectrum* series once a week. WIS-TV Columbia, S. C., carries only one network half-hour but fills the other half-hour with its own *Palmetto Press Conference* weekly.

Among dual affiliates carrying ABC Doerfer plan shows, Crosley's WLWD (TV) Dayton presents *Expedition: Space,* which also is carried by the company's WLWA (TV) Atlanta (see ABC-TV affiliate entries), KOTI-TV Klamath Falls, Ore. traces the area's industry and history on *Expedition—Klamath,* and KTVB (TV) Boise, Idaho, has looked into local resources, wildlife preservation, politics and Idaho geology (with Boise Junior College and College of Idaho).

Among dual affiliates presenting CBS-TV's Doerfer plan programs, generally comparable local discussions, debates or documentaries are presented by WHBF-TV Rock Island, Ill., on *Spectrum,* WHEN-TV Syracuse on *Face Central New York,* KVTV (TV) Sioux City, Iowa, on *Channel 9 Reports,* WTHI-TV Terre Haute, Ind. on *Face To Face,* WOAY-TV Oak Hill-Beckley, W. Va. on *Face the State,* KNOE-TV Monroe, La. on *Camera Conference,* KHQA-TV Hannibal, Mo.-Quincy, Ill. on *Face the Tri-States,* WTOC-TV Savannah, Ga. on *Eyes on Savannah,* WIBW-TV Topeka on *News Conference,* and WKZO-TV Kalamazoo on *Face Michigan.*

Family relations problems are dramatized on film and discussed live by local clergymen, doctors and other professional people on *Talk Back* on KFEQ-TV St. Joseph, Mo. Various departments of a local school rotate production of a series on KFDM-TV Beaumont, Tex. School, medical, weather and other questions are examined locally under various titles on WFMY-TV Greensboro, N. C., and a similarly multi-subject series that pre-dates the Doerfer Plan is presented in Doerfer Plan time by WCNY-TV Carthage-Watertown, N. Y.

Dual affiliates carrying the NBC-TV Doerfer Plan program take varying approaches in programming the periods locally. Some, like WSFA-TV Montgomery, Ala. and WTRF-TV Wheeling, W. Va., follow the network format. Others develop their own formats and subject matter, as does KRGV-TV Weslaco, Tex., whose cameras have been turned on such topics and institutions as lettuce marketing agreements, modern medicine in the Rio Grande Valley, 4-H Clubs and Texas A&I College.



Lighted cross

WSTV-TV Steubenville, Ohio, which last year gained wide public attention when it displayed a lighted cross on its tower during Holy Week, is repeating the spiritual reminder this year. The cross was to be lighted yesterday (March 26). Aside from Holy Week and the Christmas season, WSTV-TV has initiated the policy of lighting the cross every Saturday and Sunday during the year. The cross is 40 feet high, 25 feet across and gives off 3,000 w illumination from 46 regular light bulbs.

NAB survey to profile finances of fm outlets

A financial profile of independently-owned fm stations will be sketched for the first time in the NAB's annual financial surveys of broadcast stations.

James H. Hulburt, NAB manager of broadcast personnel and economics, said the program is being undertaken this year because of a growing interest in the financial end of fm broadcasting. He said approximately 250 fm-only stations will be surveyed for this data.

No information will be available from joint am-fm operations, Mr. Hulburt said, because broadcasters seldom calculate revenues, expenses and profits separately for joint operations.



"IF THE RCA TV TAPE RECORDER COST $5000 MORE, WE WOULD STILL BUY RCA"

—says Stanley E. Hubbard of KSTP-TV

Says Stanley Hubbard, "After a careful study for over a year, our Engineering Staff decided that the RCA Television Tape Recorder was the best on the market. It was obvious to us that RCA advantages make all the difference in picture clarity and realism.

"Since that time, we have purchased three TV Tape Recorders—one color and one monochrome for KSTP, and a monochrome for KOB-TV Albuquerque. Today's increased sales are keeping our facilities humming. Our advertisers are sold on the consistently high quality of our taped commercials."

The value of installing RCA TV Tape Equipment is being proved at more and more stations where nothing less than the best will satisfy. Superb pictures, outstanding convenience in operation and unequalled service during and after the sale are advantages that only RCA with its years of television experience can promise and produce.

Discover for yourself all the values of owning the RCA TV Tape Recorder. Check Stanley Hubbard and other enthusiastic users . . . see your RCA representative. He can give many reasons why this advanced Tape Equipment is the best buy for you.

RCA Broadcast and Television Equipment—Camden, N. J.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

NAB wants in on talent negotiations

When talent negotiations between AFTRA and SAG and the networks come up again, NAB wants in.

This, in essence, is the meaning of the move last week by NAB's labor committee in appointing a subcommittee to look into ways and means of station representation in talent negotiations.

Named to this subcommittee by Ward L. Quaal, WGN-AM-TV Chicago, chairman of the NAB Labor Relations Advisory Committee: Joseph O. Schertler, Westinghouse Broadcasting Co., chairman; William C. Fitts Jr., CBS; Abiah A. Church, Storer; Charles H. Crutchfield, Jefferson Standard Broadcasting Co. Mr. Quaal will serve *ex officio*. James H. Hulburt, NAB manager of broadcast personnel and economics, will act as coordinator.

Although AFTRA-SAG negotiations do not affect all tv stations directly, the results of agreements made with the unions indirectly affect all stations since the fee charges bear directly on the cost of making national spot commercials and syndicated programs.

Interest in closer liaison by individual stations in talent negotiations received a major fillip late in 1960 when new contracts were negotiated between the networks and AFTRA and SAG. A significant hike occurred in the fees for national spots, and this caused some concern that stations, the principal beneficiaries of national spot, might be affected if advertisers found the increased costs too onerous. There were also some complaints that stations and NAB should have more direct representation in the negotiations (BROADCASTING, Dec. 26, 1960).

Salaries of top CBS execs told in proxy statement

The three top-salaried executives of CBS Inc. for 1960 were Board Chairman William S. Paley ($150,000), President Frank Stanton ($150,000) and President of CBS Television Stations Div. Merle S. Jones ($100,096), according to a proxy statement circulated last week in preparation for the annual stockholders meeting April 19.

James T. Aubrey Jr., CBS-TV president, was listed as having received $100,000 in salary in 1960 plus $40,000 in additional compensation. Both Mr. Paley and Mr. Stanton received $138,750 each in additional compensation during the year, while Mr. Jones was paid an added $17,500. They were the only officers or directors listed as having received $100,000 or more in compensation during the year, although Goddard Lieberson, president of Columbia Records, was paid $75,000 in salary, $10,000 in additional compensation and was credited with $30,000 for 1960 under the company's deferred compensation plan.

The proxy statement shows that under the company's retirement plan, Mr. Paley will be eligible at age 65 for an annual retirement income of approximately $59,252; Mr. Stanton, $59,027; Mr. Aubrey, $30,300 and Mr. Jones, $24,300.

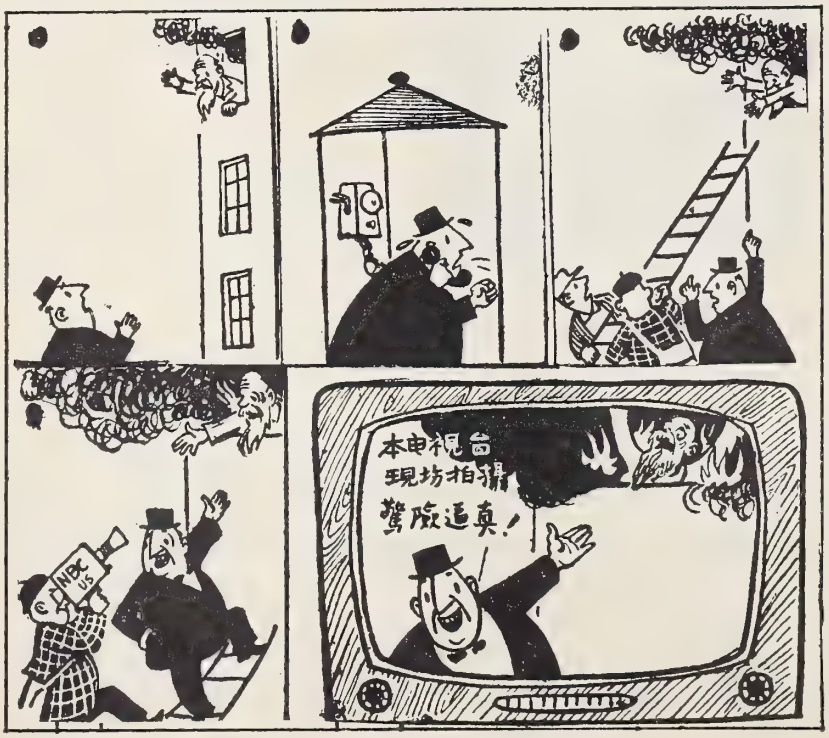
The statement also reveals that during the year the corporation paid $258,420 in fees to Rosenman Colin Kaye Petschek & Freund, general counsel of the corporation.

Matters to be considered at the annual meeting include the election of 12 directors of the corporation, and a proposal to approve a new stock option plan. The current stock option plan, authorized in 1951, expired on Dec. 31, 1960. The new plan, like the old one, is designed to encourage key employes of CBS and its subsidiaries to acquire (or increase) a proprietary interest in the corporation.

How tv makes money—Communist version

An American television station, unidentified, has been described in a Communist Chinese newspaper as symbolizing the capitalist greed for gain, even at the expense of others' suffering.

A Reuters correspondent forwarded to New York a cartoon from the *Peking* (China) *Peoples Daily* showing a tv team at a fire. Headlined, "The Way to Make Money," it pictures a commentator who leads a man with camera marked "NBC U.S." to an upper story of a burning building. There, as a trapped old man begs for help, the commentator says, "This scene is photographed by our cameraman on the actual spot. How dangerous and thrilling it is!"



The *Peoples Daily*, described as the main Communist party paper in Peking, elaborates briefly under the cartoon, telling how an American city recently suffered a serious fire that resulted in "a great many casualties. That unlucky accident, however, became a way of making money for the proprietor of the city's television station," according to Reuters' translation. "About half an hour after the fire started, the television station stopped its ordinary programs and replaced them with scenes taken at the scene of the fire.

"In a tone of 'rejoicing at the misfortunes of others,' the television reporter said that broadcasting of actual conditions at the scene of the fire was intended to enable viewers to see the fire as if they were there themselves," the *Peoples Daily* reports.

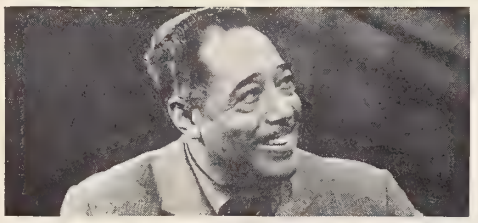
A FEW OF THE
DISTINGUISHED INDIVIDUALS
WHO HAVE CONTRIBUTED TO
THE SUCCESS OF "DATELINE BOSTON"

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LLOYD BRIDGES
NORMAN CORWIN
LOUIS ARMSTRONG
HARRY BELAFONTE
MARIO BIASETTI
KIRK DOUGLAS
DUKE ELLINGTON
THE BERYOZKA DANCERS
RICHARD CARDINAL CUSHING
CHARLTON HESTON
DR. EDWIN P. BOOTH
DR. ISAAC ASIMOV
FATHER ROBERT J. DRINAN
SIR JOHN GIELGUD
MAHALIA JACKSON
GOVERNOR FOSTER FURCULO
GENEVIEVE
BORIS GOLDOVSKY
ERROLL GARNER
WILLIAM MORRIS HUNT
MARGARET LEIGHTON
MYRON McCORMICK
SIOBHAN McKENNA
BARRY MORSE
JEROME KILTY
MAYOR JOHN F. COLLINS
JACK LEMMON
GORDON MacRAE
JOHN NEWLAND
MARCEL MARCEAU
JOHN MacFARLANE
ROLAND NADEAU
LEO LITWIN
JOSEPH SCHILDKRAUT
JASON ROBARDS, JR.
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REGISTRAR CLEMENT RILEY
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DATELINE BOSTON

. . . . a series of daily half-hour television programs in the public interest now in its fourth year on WHDH-TV, Channel 5, Boston. More than 800 different DATELINE BOSTON programs have been telecast, programs that have explored many areas that reflect Boston's unique position in the New England and world community. We believe DATELINE BOSTON to be the finest series of locally produced public service television programs in the United States . . . an outstanding contribution to the field of art, music, medicine, science, theatre and education.

WHDH-TV • CHANNEL 5 • BOSTON

NT&T stockholders plan proxy fight

Two dissatisfied stockholders of National Theatres & Television Inc. are preparing for a proxy fight. Top management also is seeking proxies.

Disclosures about the dissident shareholders are expected at a news conference in New York today (March 27). The annual stockholders meeting will be held at the Fox Wilshire Theatre, Beverly Hills, Calif., on April 11.

In a proxy statement filed with the Securities & Exchange Commission, Leonard Davis, insurance broker and administrator, and his attorney, Philip L. Handsman, said they would compete for proxies because they are concerned at company losses. Mr. Davis holds 1,500 shares of NT&T common stock, Mr. Handsman 104. There are 2,816,247 shares outstanding.

Also soliciting proxies, according to SEC files, are B. Gerald Cantor, board chairman; Eugene V. Klein, president; Laurence A. Peters, secretary, and Graham L. Sterling, director. They also seek re-election. Mr. Cantor owns 110,000 shares, Mr. Klein 42,023, and Mr. Sterling 208. No individual stockholder (of approximately 15,500) owns more than 10% of the outstanding common stock.

NT&T owns WNTA-AM-FM-TV Newark-New York and NTA Telestudios. Broadcasting income for the year ended Sept. 27, 1960 was $3,018,857. Listed as loss in its investment in National Telefilm Assoc. for this period was $6,267,835; the company shows a net loss of $3,089,693.

The company last week filed a registration statement with the SEC (in no way connected with the proxy actions) for 651,744 shares of common stock. These shares are issuable upon exercise of 2,606,974 purchase warrants, each for a quarter-share of common stock. The company in April 1961 intends to offer to the holders of its 5½% sinking fund subordinated debentures (due 1974) the right to exchange each $100 principal amount for $80 principal amount of NT&T's subordinated debentures, 7½% series (due 1976) and 20 stock purchase warrants each for the purchase of a quarter-share of common stock.

ABC hits record income level in 1960

The ABC Div. of American Broadcasting-Paramount Theatres Inc. registered record income and earnings during 1960. ABC contributed to a 31% increase in earnings for AB-PT for 1960 over 1959, Leonard H. Goldenson, AB-PT president, announced last Thursday (March 23).

The ABC Div., which includes the tv and radio networks and the owned stations, reported a record income of $222,439,000 against $172,469,000 for 1959. It was said that earnings were the "highest" in the division's history but they were not reported.

AB-PT's net operating earnings, Mr. Goldenson said, rose to $10,475,000, or $2.50 a share, from $7,967,000, or $1.87 a share, in 1959. Consolidated earnings, including capital gains, increased to $11,817,000, or $2.82 a share, from $8,154,000, or $1.92 a share, in 1959. The record gross income was listed at $334,437,000 in 1960, an increase of 16% over the $287,957,000 for 1959. Working capital rose to $64,833,000 from $52,034,000 in 1959. In addition to the broadcast holdings, AB-PT has motion picture theatres, AM-Par Records, minority interests in tv stations in Central and Latin America, owns ABC Films, Prairie Farmer Publishing, and interests in amusement centers and electronic firms.

Disney pays off AB-PT for Disneyland stock

American Broadcast-Paramount Theatres Inc., New York, announced last week that Walt Disney Productions has paid AB-PT $5,497,000, the balance of the sales price of $7.5 million for AB-PT's stock interest in Disneyland Park.

AB-PT and Walt Disney Productions have ended their long-time association, and Mr. Disney now is under contract to produce programs for NBC-TV.

Leonard H. Goldenson, AB-PT president, said the Disney pre-payment, originally payable over five years, results in capital gains, after taxes, of about $3,846,000, or 91 cents a share, to AB-PT's first quarter earnings. He said this will be in addition to net operating earnings for the current first quarter, which is not yet completed. Net operating earnings for the first quarter of last year were 80 cents a share.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WONE, WFIE (FM) Dayton, Ohio: Sold by Ronald B. Woodyard, Lauren M. Berry and associates to Brush-Moore Newspapers Inc. for over $2 million. Brush-Moore owns WHBC-AM-FM Canton, Ohio, and WPDQ Jacksonville, Fla., as well as newspapers in Ohio, Maryland and California. Brush-

Outstanding Values in Broadcast Properties

Profitable fulltime operation with number one ratings. High income class market. Good real estate. Excellent management will continue if desired. Reasonable terms.	WEST COAST $400,000
A single station market. This is a fulltime AM-FM operation with excellent facilities that needs an owner-operator. $25,000 down and liberal terms.	SOUTHWEST $125,000
Another single station market. Fine daytimer has progressed each year, now doing over $60,000 annually. 29% down, six years on the balance at 5% interest.	MIDWEST $75,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Moore's broadcasting properties are under the presidency of Eugene Carr. Mr. Woodyard will remain with the Dayton stations as a consultant; both Messrs. Woodyard and Berry will be on the board of directors of the stations. Included in the transaction is a cp for ch. 22 WONE-TV, dark since 1954. WONE is 5 kw on 980 kc. WFIE is 24 kw on 104.7 mc. Broker was Blackburn & Co.

▪ KKID Pendleton, Ore.: Sold by Fred Stevens and Paul Ward to Robert W. Roderick for $65,000. Mr. Roderick operates a tv sound recording business in Hollywood. KKID is 250 w on 1240 kc and holds cp for 1 kw. Broker was Edwin Tornberg Co.

▪ WJMA Orange, Va.: Sold by Donald G. Heyne and associates to Archibald C. Harrison Jr. and Henry Bower for $60,000. Mr. Harrison is program director of WFVA Fredericksburg, Va. Mr. Bower, Mr. Harrison's uncle, is chairman of Henry Bower Chemical Manufacturing Co., Philadelphia. WJMA is on 1340 kc with 1 kw daytime, 250 w nighttime. Broker was W. B. Grimes & Co.

▪ KERC Eastland, Tex.: Sold by Richard L. Spalding and associates to Floyd Shelton and Bill Fox for $45,000. Mr. Shelton owns KSTA Coleman, Tex.; Mr. Fox is manager of KRBC Abilene, Tex. KERC operates with 500 w daytime on 1590 kc. Broker was Patt McDonald Co.

Paramount $6.6 million tops WNTA-TV bidding

The bidding for WNTA-TV New York got hotter last week when a citizens' group interested in establishing the station as an educational tv outlet offered a purchase price of $5.5 million and Paramount Pictures Corp. reportedly countered with $6.6 million.

The $5.5 million offer by the citizens group was confirmed by station broker Howard Stark, who earlier had made a $4.5 million bid, which NTA rejected as "inadequate." The Paramount bid was made through tv producer David Susskind, but neither Paramount spokesmen nor Mr. Susskind would discuss the report. Mr. Susskind acknowledged he made a bid that was higher than any made previously, but would not name his associates nor specify the sum.

Ely A. Landau, who resigned as board chairman of NTA last month to bid for WNTA-TV, said he had made a verbal offer but his proposal would include the residual rights to such programs as *The Play of the Week, Open End* and *The Mike Wallace Show* as well as the tv station.

Oliver A. Unger, NTA board chairman, could not be reached for comment on any of the offers. It was believed NTA would not dispose of the tv station before the company's annual stockholders meeting April 3 in New York.

Radio-tv gets 7 awards from Edison Foundation

Two programs, each on ABC-TV and CBS-TV won awards last Monday (March 20) at the sixth annual National Mass Media Awards dinner of the Thomas Alva Edison Foundation in New York. A total of 13 awards in tv, films, radio and children's books were given by Edison Foundation trustees to encourage a greater quantity, as well as quality, of material for young people, particularly in science.

The following tv-radio awards were presented:

Television program best portraying America: *The Twentieth Century* (CBS-TV); best children's television program: *Lamp Unto My Feet* (CBS-TV); best science television program for youth: *Expedition!* (ABC-TV); special citation in recognition of distinguished educational service to the nation through imaginative public affairs radio-tv programming: *Lab 30* and *Anne Frank, the Meaning and the Purpose* (Westinghouse Broadcasting Co.); special citation in recognition of courageous and distinctive public service to the American people in sponsoring the tv program, "Cast the First Stone" *(Bell & Howell Close-Up,* ABC-TV), to Bell & Howell Co.; special citation for distinguished public service through meaningful reporting of the national political conventions of 1960, to NBC News; special citation for brilliant leadership in the conception of the radio and tv science series, *The Nature of Things* and *Science Review,* to CBC.

Meredith buys book publisher

Meredith Publishing Co., which owns four tv and five radio stations, has acquired Duell, Sloan & Pearce Inc., book publishers, the third book publishing company it has acquired in the last several years. Earlier it purchased Appleton-Century-Crofts and Lyons & Carnahan. Industry sources estimated that Meredith paid about $500,000 for the Duell, Sloan company, whose 1960 volume was said to be less than $2 million. Meredith is expected to operate its book publishing business at a $17 million figure in 1961.

Headquartered in Des Moines, Meredith publishes *Better Homes & Gardens* and *Successful Farming.* It also owns KCMO - AM - FM - TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-TV Omaha, WHEN-AM-TV Syracuse (N.Y.) and KRMG Tulsa.

STATIONS FOR SALE

EAST—$170,000.00

Beautiful, New England property. Major market in *that* area. Asking between $160,000.00 to $170,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000.00

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$185,000.00

Suburban daytimer with 1960 cash flow in excess of $40,000.00. Priced at $185,000.00 with 29% down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$160,000.00

Profitable Pacific northwest regional fulltime radio station. Grossing $10,000.00 monthly and capable of doing better. Heavy fixed assets. Total price is $160,000.00 on basis of 29% down and long terms to responsible buyer.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

SOME DOUBT TV'S TRUSTWORTHINESS

But its ads have impact, Cheskin survey finds

The public still considers television "insincere" and "deceptive," although favorable associations are increasing. This was the finding of the third annual media survey conducted by Louis Cheskin Assoc., Chicago, released last week.

The survey of 6,663 men and women taken in January 1961 showed that television had the highest impact—just as it did in the previous year. All three surveys (the first was made in 1957) indicated the disclosures of quiz-rigging in 1960 had the greatest adverse effect on television as a medium.

In 1957 television advertising had soared to 83% favorable associations—then dropped sharply to 49% during the quiz scandals. Latest results show a gradual climb to 55%, still far off the original acceptance.

Behind tv in impact are magazines (jumping from fourth position), newspapers (slipping from second), radio (a drop from third) and billboards (still last).

Here's the January 1961 breakdown:

	favorable	unfavorable	total
Television			
3,374 Men	57%	43%	100%
3,289 Women	54%	46%	100%
6,663 Total	55%	45%	100%
Radio			
3,374 Men	35%	65%	100%
3,289 Women	28%	72%	100%
6,663 Total	32%	68%	100%
Newspaper			
3,374 Men	69%	31%	100%
3,289 Women	78%	22%	100%
6,663 Total	73%	27%	100%
Magazine			
3,374 Men	68%	32%	100%
3,289 Women	82%	18%	100%
6,663 Total	75%	25%	100%
Billboard			
3,374 Men	25%	75%	100%
3,289 Women	14%	86%	100%
6,663 Total	20%	80%	100%



LEADERSHIP...
INTEGRITY

In observing the one hundredth anniversary of the War Between The States, the Nation's eyes focus again on the majestic figure of Robert E. Lee, one of the most inspiring personalities of American history.

A disciplined soldier, whose military feats remain a miracle today, Lee was above all a man of great personal integrity. Leader and scholar, he was a product of his beloved Virginia, a state renowned for its numerous statesmen with whom leadership and integrity were synonymous.

We at WSLS-TV believe these qualities to be vital in our every day business world, and at WSLS-TV leadership and integrity remain synonymous.

WSLS - TV
ROANOKE, VIRGINIA

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

KWKY to discard present automated programming

KWKY Des Moines, Iowa, will throw out its canned programs and replace them with "live directors and announcers," according to Victor Tedesco of the station's new owner, Tedesco Inc.

He gave as his reason that "most of KWKY's previous programs actually came to Des Moines pre-recorded in other parts of the country, permitting no flexibility by the local staff. "We don't believe that this kind of automation belongs in the radio business."

The station reports that it will double its present staff. It also plans to spend $50,000 on improvements and to increase power from 1 kw to 5 kw.

KWKY became Tedesco property last fall when it was purchased for $165,000. Tedesco more recently expanded into St. Paul, Minn., when it bought WMIN six weeks ago for $200,000.

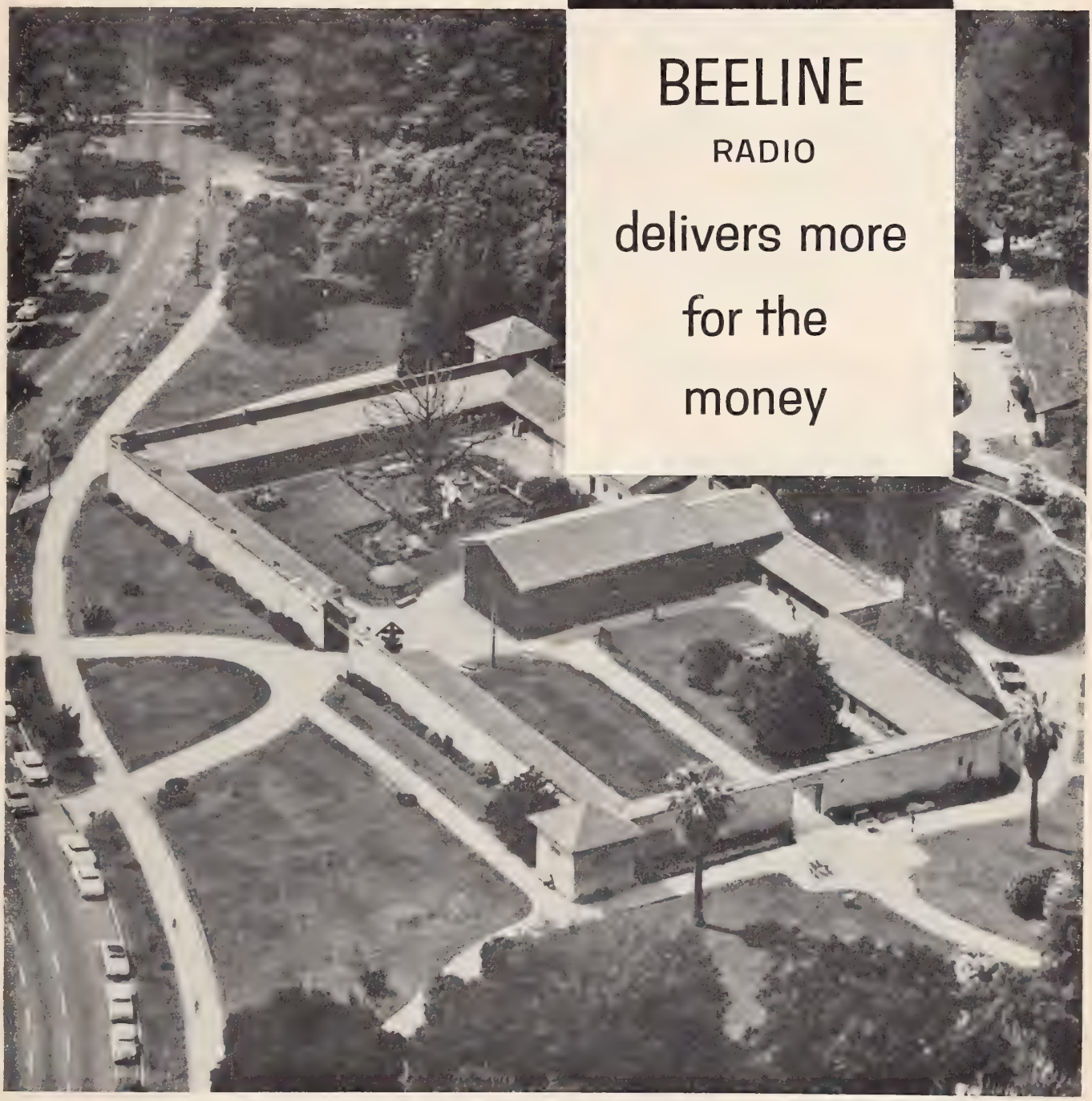
Sentencing of murderer delayed by tv program

Sentencing of a convicted murderer was delayed last week by a Baltimore judge because the jury had re-enacted its deliberations on a special television program.

WBAL-TV Baltimore had arranged with nine of the 12 jurors to re-enact their parts in convicting kidnap-slayer Melvin Davis Rees Jr. in an hour-long, spontaneous, video taped show on that station. The trial, which drew wide interest in the Baltimore-Washington area, capped a year-long manhunt for Mr. Rees. He was to have been sent-

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



enced last Thursday. WBAL-TV presented its show Wednesday, only hours after Federal Judge Roszel Thomsen denied the defense motion for a new trial.

Elements of WBAL-TV's presentation, however, enabled Defense Attorney William J. O'Donnell to seek delay of the sentencing of Rees, who could get life imprisonment.

Mr. O'Donnell told the court that "It appeared certain elements and facts were discussed which had not been brought out in testimony. We do not know if the defendant's rights were interfered with or not," he said. Mr. O'Donnell was granted delay, so that he and Judge Thomsen could view films of the show.

N. Y. UPI stations organize

Some 50 New York state broadcasters have founded a new organization, the United Press International Broadcasters Assn. of New York. The organization was established to promote closer cooperation between state broadcasters and UPI, and among the broadcasters themselves. It is expected to provide a vehicle for the exchange of ideas and for the discussion of common problems. UPI currently provides its wire service to more than 100 broadcasters in the state. Harold Graves, WDOS Oneonta, was elected president of the new organization; with Tom O'Brien, WINS New York, vice president; Phil Spencer, WCSS Amsterdam, treasurer, and Jack Malony, UPI, executive secretary.

NBC puts restrictions back on news conference

NBC, which earlier this month first refused and then agreed to supply independent radio stations unrestricted feeds of presidential news conferences (BROADCASTING, March 6, 1961) reversed itself again last week. The network told unaffiliated stations that feeds must be carried in their entirety simultaneously as broadcast by NBC, and that stations must give NBC on-the-air credit.

The independent stations objected to the restrictions and Radio Press International Inc., a news service, announced that it would make the feeds available, starting with Thursday's (March 23) presidential news conference, to all radio broadcasters without any strings attached. An RPI spokesman claimed that the news conferences were not the personal property of any organization, "but belong to all the people. . . ."

He said RPI will use its leased lines, which go to more than 60 subscriber stations, to feed the conferences. The feeds will be made available to other stations via phone relays.

At the same time, WNEW New York announced that it was offering its own feed from Washington to any New York independent station desiring it. NBC, which has been feeding the presidential news conferences to unaffiliated stations for the past several years as a public service, claimed that it had instituted the restrictive stipulations because at least two stations outside of New York have been using the feeds in their entirety and spotting them opposite NBC affiliate stations which, for one reason or another, have delayed their broadcast. According to an NBC official, "these stations have been beating our stations to the gun with our own material." He also claimed that the no excerpt rule was imposed to make certain that NBC would receive on-the-air credit for its generosity. "You can't expect to get a credit line when the station is only using a 10 second excerpt," the NBC executive explained.

National Audience Board opposes program control

National Audience Board Inc. has adopted a stand against what it sees as government campaigns to further tv-radio program control by the FCC.

Peter Goelet, president of the nationwide organization, said his group would align itself with advertisers and broadcasters by holding that government efforts to improve program content cannot "surmount the wall of economic reality."

Mr. Goelet, in an "Editorial" in the March issue of the board's newsletter, said broadcasters are supported by corporations in a great variety of commerce . . . and except for obvious breaches of the law, the sponsor is under no compulsion to adapt his use of the medium to the terms the government requires of the licensee. To ask them to do so, he said, is to "engage in a contradiction of terms which flies in the face of economic fact."

Since the sponsor must sell enough of this product "to pay the broadcast and talent charges and still come out ahead," Mr. Goelet continued, "he must direct his program to great numbers of people—and this runs headlong into the matter of mass taste . . . an element that can only be improved by education, not by legislation."

Mr. Goelet suggested two remedies: a continued increase in institutional advertising by large corporations to support high-level programming, and reinvestment by the broadcaster of part of his profits into public service.



WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

AM or FM...

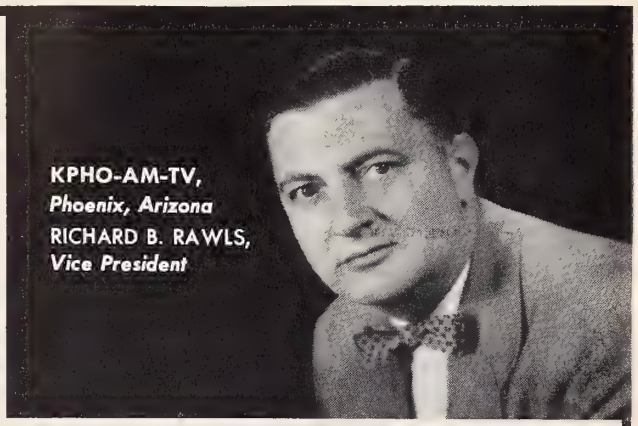
RESULTS PROVE PROGRAMATIC LEADERSHIP

Stabilized Programming
A More "Salable" Image
Controlled Overhead



WSIX-AM-FM-TV,
Nashville, Tenn.
LOUIS DRAUGHON,
Owner-Operator

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."



KPHO-AM-TV,
Phoenix, Arizona
RICHARD B. RAWLS,
Vice President

"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

Programatic can make *your* station operation more profitable. With regular additions of new music—instrumental and vocal—program service and audience building techniques, Programatic is daily becoming more valuable to its ever growing roster of subscribers.

Programatic is available to only *one* station per market.
Make it yours. Send this coupon today.



PUT *Programatic*® *"the Sound of Success"*
TO WORK FOR YOU

Adult Music • Automated Equipment.

Programatic Broadcasting Service
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic – exclusive for my market.
I want to *hear* how the "Sound of Success" can build my profits.
Send me the facts – fast!

Name_____

Address_____ Station_____

City_____ Zone_____ State_____

WCBS-TV show hit with $2.7 million damage suit

A program presented last year by WCBS-TV New York on the controversial 1932 Seabury investigation of the affairs of New York City, resulted in a $2.7 million damage suit last week. The suit was filed in New York State Supreme Court by former New York State Sen. John A. Hastings against William (Bill) Leonard, m.c. of the program; CBS, (as the parent organization), and former New York City Special Sessions Court Justice William B. Northrop.

Mr. Hastings said in his complaint that Mr. Northrop and Mr. Leonard had participated in a discussion on the Jan. 30, 1960 telecast of the *Eye on New York* program in which it was implied that he was a "corrupt" public official. According to Mr. Hastings, remarks on the program directly or by innuendo had been intended to mean he was "guilty of corruption, graft, larceny, dishonesty as a public official and faithlessness to his public duties." He added that "false and defamatory statements" had injured his reputation and standing in the community.

Mr. Northrop, who at the time of the Seabury investigation was assistant counsel to the Joint Legislative Committee of the New York Legislature, Mr. Leonard and CBS have until April 11 to answer the charges.

AP's client list continues to grow

The AP took on added dimensions in 1960, according to Frank J. Starzel, general manager of the news service. In his annual report to members of the cooperative company, Mr. Starzel reported that AP had added 164 broadcast subscribers to its client list in 1960, a net increase of 80, making its U. S. total of radio and tv subscribers 2,122. Growth was apparent in the foreign market, too, with the addition of six national radio and tv networks as subscribers during the year.

AP's Wirephoto network, now in its second quarter-century, also showed signs of expansion with a record of 554 members served, representing a net increase of 17 subscribers during the year.

Other significant indicators of AP's growth in 1960: approval of plans to establish new AP offices in San Antonio, Fort Worth, Las Vegas and Providence, and the hiring of 28 staff members for overseas service, bringing the total full-time foreign and world service employees to 758.

At the same time the AP Radio and Television Assn. announced that three member broadcast stations were awarded plaques for outstanding cooperation in the exchange of news during 1960: WALL Middletown, N. Y., KGAK Gallup, N. M., and WGAU Athens, Ga.

Free time

KPRC-TV Houston, Tex., has made what it terms probably the biggest single free time offer in television history. With 71 candidates for Lyndon Johnson's vacated senate seat, KPRC-TV has sent invitations to all 71 for four minutes free air time April 1. The purpose is to expose candidates to the public of south Texas. It is estimated that the program will run between two and five hours. The invitation follows a tradition KPRC-TV set 10 years ago in races where there were a great number of candidates. Previously such programs have been in local city council and school board races. KPRC-TV has usually accorded free time to candidates in each race five times, although it has allowed a candidate as many as 38 appearances. Ray Miller, KPRC-TV news editor, will present the candidates in the order their names appear on the ballot.

Media reports...

Transmitter for RFE ▪ John H. Poole has donated a $10,000 Kahn compatible single-sideband converter for high power radio transmitters to Radio Free Europe, whose stations in Germany and Portugal he recently visited on an inspection trip. The converter, said to be capable of effectively doubling the voice of RFE transmitters broadcasting to Iron Curtain countries, is now on its way from Mr. Poole's KBIG Avalon, Calif., to New York for shipment to Munich, Germany.

Format switch ▪ As a result of a survey run by KSAY San Francisco-Oakland to determine radio needs of Bay Area listeners, that station last month switched its programming to an all-western music format. According to General Manager Clair C. Halverson the survey showed 60% of the area's population would listen to western music if given the opportunity and that over 50% has a western heritage. The survey was made in cooperation with San Francisco State College radio department.

Request show ▪ Show business' "Salute to Rev. Martin Luther King," which was taped for broadcast by WLIB New York, is number one on its current request parade, the station reports. Requests for tapes of the show, which was held in Carnegie Hall on Jan. 27, have been received from stations throughout the country for broadcast to their own audiences. Among stations supplied copies of the tape by WLIB are KDIA San Francisco, WDIA Memphis, WQAB Cleveland and WAMO Pittsburgh. The show was produced by Frank Sinatra and was put on as a fund raising benefit for Rev. King.

Religious survey ▪ KPDQ Portland, Ore., which broadcasts religious programs on a full time basis, has announced availability of the results of a survey of its audience. Compiled by the marketing department of Portland State College, the survey reveals in detail many aspects of the religious audience, heretofore unknown, according to the station. The brochure may be obtained by writing to David M. Jack, manager, KPDQ Portland, Ore.

New sound ▪ Through installation of new equipment, including a new RCA Hi-Fidelity transmitter and new Collins radio equipment in its downtown studios, KFH-AM-FM Wichita, Kan., now boasts a new sound. Custom-made equipment will enable the stations to present stereo music programs, it was announced. Recorded spot announcements are utilized through tape cartridge equipment. Remote control relays have been installed to the console desk. Station Manager Tom Bashaw said he plans to program concerts by both the Cleveland Symphony Orchestra and the New York Philharmonic on Sunday evenings.

Minow, Teller to speak at NAB convention

FCC Chairman Newton N. Minow and Dr. Edward Teller, U. of California atomic scientist and "father" of the hydrogen bomb, will be two of the featured speakers at the NAB convention in Washington May 7-10.

Mr. Minow, who assumed the chairmanship of the FCC three weeks ago, will be the principal speaker at the May 9 luncheon session at the Sheraton-Park Hotel.

The next day, Mr. Minow and fellow FCC commissioners will participate in a question and answer government panel session.

Dr. Teller will speak at the May 10 luncheon of the broadcast engineering conference, being held as part of the NAB meeting.

Gov. LeRoy Collins, NAB president, will deliver the opening address on Monday, May 8. Also on the opening day, the NAB's 1961 Distinguished Service Award will be presented to Judge Justin Miller, a former NAB president. The association's Achievement Engineering Award will be presented to Raymond F. Guy, NBC engineer now retired, on Wednesday, May 10.

NETWORK TV SET FOR SUMMER

Only six half-hours open; season's re-runs remain at five to one, but include diehard 'Ed Sullivan'

New shows include: on CBS—*Way Out, Holiday Lodge* (Sun. 9:30-10) starring Canadian comics Wayne & Shuster, and the English syndicated *Danger Man* (Wed. 8:30-9); on NBC—*Whispering Smith* (Fri. 8-8:30); Audie Murphy series which was to go on last fall but got postponed, and *Five Star Jubilee* (Fri. 8:30-9), pop-country music series from Springfield, Mo.; on ABC—*Asphalt Jungle,* which next month replaces *The Islanders* (Sun. 9:30-10:30).

Several straddle the new-old line. ABC's *Silents Please* (Thurs. 10:30-11) returned last week with 26 old-movie episodes, a few of them seen on a short ABC outing late last summer. CBS is trimming the *Saturday Sports Spectacular* and moving it into the opening hour Thursday nights. *Playhouse 90* (Tue. 9:30-11) and *Person to Person* (Fri. 10:30-11) are back on CBS, the latter with some new interviews backlogged before the show left last year. The alternating *Armstrong Circle Theatre* and *U. S. Steel Hour* (CBS, Wed. 10-11) carry on with some old and some new. NBC's *Concentration* is a new, nighttime adaptation of the weekday staple under that name. *Westinghouse Playhouse With Nanette Fabray And Wendell Corey* (NBC, Fri. 9:30-10) continues with fresh episodes in the off-season cycle which started in January and gives way in July to a Westinghouse collection of all-new comedy pilots being collected from diverse sources. Some programming in NBC's 10 p.m. Tuesday special hour will be new to night-timers, with Purex daytime hours of this season booked there.

Summer play dates started as early as March 17, but June-October runs are most frequent. Dates were not available last week from ABC.

Most of the places are marked out on the TV programming checkerboard for network summer nights. Last week only six half-hours remained to be filled in advance of the summer season.

Re-running is going on at about last year's rate, something like five to one, in whole-show terms and counting the old-new mixtures among re-runs. Probably the oldest defender of 52 new shows a year, the *Ed Sullivan Show,* has compromised and is booking eight second-time shows between seasons. Even one of the panels, *To Tell the Truth,* will have some replays. The long-lived *Zane Grey Theatre* will re-run consecutive nights on two networks for at least part of the summer, keeping its Thursday, 8:30 p.m. slot on CBS and going under another name into NBC's Wednesday, 10 p.m. half-hour in July, replacing *Peter Loves Mary.*

A half-dozen new or adapted shows qualify as debuts, including one dramatic half-hour, *Way Out,* bowing on CBS this Friday.

ABC rolls into summer with the winter schedule virtually intact while CBS and NBC still are working out switches on every night of the week but Saturday. Shopping advertisers will find openings in hour shows and half-

Story continues page 88
Program charts pages 86-87

NOW NO. 1 in BOSTON
WNAC-TV
Between 7 P.M. and 11 P.M.
On January 1st WNAC-TV shifted to ABC-TV and immediately jumped to FIRST PLACE in prime time!

ARB Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Dec. 1960	31.4	29.5	39.1
Jan. 1961	37.2	28.5	34.3
	+18%	—3%	—12%

Nielsen Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Nov. 1960	30.3	31.2	38.5
Feb. 1961	39.5	31.4	29.1
	+30%	– –	—24%

WNAC 7 TV
An RKO GENERAL Station
For prime availabilities contact your WNAC-TV H-R Representative

WHAT THE SUMMER TV SCHEDULE LOOKS LIKE

The table shows the programs to be seen on network tv during the summer months and their sponsors. The majority are reruns of previously seen material and thus have no footnotes. Where dates have been set for rerun installments they are indicated in parentheses ( ). Shows which contain only new material, not previously seen are marked with an asterisk *. Those which contain both original episodes and reruns are marked with a dagger †. TBA indicates time periods where summer programming has not yet been announced. "Tf" indicates the program will run "until forbid."

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Maverick** Armour, R. J. Reynolds, Noxzema, Kaiser, duPont	**Dennis the Menace** (7/2-9/24) Kellogg, Best Foods	**Shirley Temple** (7-8 p.m.)† (4/2-9/10—one new story 5/14)
8:00		**Ed Sullivan**† (8 re-runs, various dates) Colgate, Eastman Kodak	**National Velvet** (5/7-9/10) Rexall
8:30	**Lawman** Whitehall, R. J. Reynolds		**Tab Hunter** (5/7-9/10) P. Lorillard
9:00	**Rebel** L&M, P&G	**GE Theatre** GE	**TBA** (7/2-9/24)
9:30	**Asphalt Jungle*** Speidel, Gillette, American Chicle, Beecham, Cluett Peabody, Pepsi, L&M	**Holiday Lodge*** (6/25-10/8) State Farm, Lipton	
10:00		**Candid Camera** (7/2-9/24) Bristol-Myers, Lever	**Loretta Young** (7/9-9/10) Warner-Lambert, Toni
10:30	**Churchill—The Valiant Years** Mead Johnson	**What's My Line*** All State, Kellogg	**This Is Your Life** (6/25-9/17) Block Drug

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Hong Kong** Armour, Kaiser, Derby, Brillo, duPont, Coleman, P. Lorillard	**Malibu Run** (5/31-9/6) Vicks, P. Lorillard, American Home Products	**Wagon Train** (6/28-9/20) R. J. Reynolds, Revlon, Nabisco
8:00			
8:30	**Advs. of Nelson Family** Eastman Kodak, Coca-Cola	**Danger Man*** (4/5 tf) Kimberly Clark, Brown & Williamson	**Price Is Right*** Lever
9:00	**Hawaiian Eye** Whitehall, Amer. Chicle, Beecham, Carter, Lever, Lorillard, Corn Prods.	**Angel** (4/19 tf) Colgate	**Como Summer Show** (6/14-9/27) Kraft
9:30		**I've Got A Secret*** Bristol-Myers, R. J. Reynolds	
10:00	**Naked City** Bristol-Myers, Derby, Brown & Williamson, Warner-Lambert, duPont, Amer. Chicle, Haggar Slacks	**Armstrong Circle Theatre/U. S. Steel Hour**† Armstrong, U. S. Steel	**Peter Loves Mary** (ends July 5)† **Zane Grey Re-Runs**, title TBA (7/5-10/4) P&G
10:30			Station Time

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Guestward Ho** Ralston, Seven-Up	**Summer Sports Spectacular*** (4/27-9/28) Schlitz	**Outlaws** (5/25-9/21) Warner-Lambert Brown & Williamson, Colgate
8:00	**Donna Reed** Johnson & Johnson, Campbell		
8:30	**Real McCoys** P&G	**Zane Grey Theatre** S. C. Johnson, P. Lorillard	**Bat Masterson** (6/8-9/28) Sealtest
9:00	**My Three Sons** Chevrolet	**Gunslinger** (7/6-9/14) R. J. Reynolds Gillette	**Bachelor Father** (6/29-9/28) Whitehall, Amer. Tobacco
9:30	**Untouchables** L&M, Armour, Whitehall, Beecham, Corn Products		**Ford Summer Show** (7/6-9/14) Ford
10:00		**CBS Reports/Face The Nation***	**Groucho** (6/22-9/14) Block, Toni
10:30	**Silents Please**† DutchMasters, Campbell, Quaker		Station Time

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Cheyenne** Un. Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, duPont, Warner-Lambert, Pepsi, Mennen	**To Tell the Truth**† Whitehall	**The Americans** (5/22-9/11)
8:00		**Pete & Gladys** (6/12-9/11 Goodyear, Carnation	
8:30	**Surfside Six** Brown & Williamson, Whitehall, Pontiac, Johnson & Johnson	**Bringing Up Buddy** (6/26-9/25) Scott	**Wells Fargo** (6/19-8/28) American Tobacco, Beech Nut
9:00		**TBA** (7/17-9/25)	**TBA**
9:30	**Adventures in Paradise** Amer. Chicle, Un. Carbide, Whitehall, J. B. Williams, duPont, L&M, Noxzema, Mennen	**Ann Sothern** (7/3-9/25) General Foods	**Concentration*** (4/7-9/18) P. Lorillard
10:00		**TBA**	**Barbara Stanwyck** (5/29-9/11) American Gas
10:30	**Peter Gunn** Bristol-Myers, R. J. Reynolds	**Brenner** (6/19 tf)	Station Time

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Bugs Bunny** General Foods, Colgate	Station Time	**Laramie** 6/20-9/12) Beech Nut, R. J. Reynolds, Schick
8:00	**Rifleman** P&G	**Father Knows Best** Corn Products, Scott	
8:30	**Wyatt Earp** P&G, General Mills	**Dobie Gillis** (7/18-10/3) Philip Morris, Pillsbury	**Alfred Hitchcock** (7/11-9/19) Ford, Revlon
9:00	**Stagecoach West** Brown & Williamson, Simoniz, Gillette, Miles, Ralston	**TBA**	**Thriller** (6/20-9/5) Beech Nut, Sterling Drug, American Tobacco, Helene Curtis
9:30		**Playhouse 90** (7/4-9/19) S. C. Johnson	
10:00	**Alcoa Presents** Alcoa		**Special Repeats** (7/4-9/12) Purex, others
10:30	Station Time		

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Matty's Funday Funnies** Mattel	**Rawhide** (7/28-9/22) Nabisco, Parliament, Bristol-Myers, General Foods, Drackett	**Happy** (4/14-9/8) duPont, others, local co-op
8:00	**Harrigan & Son** Reynolds Metals		**Whispering Smith*** (5/12 tf) Schick, Mead Johnson
8:30	**Flintstones** Miles, R. J. Reynolds	**Route 66** (7/7-9/29) Chevrolet, Philip Morris, Sterling	**Five Star Jubilee*** (3/17-9/8) Massey-Ferguson
9:00	**77 Sunset Strip** Amer. Chicle, Whitehall, Beecham, R. J. Reynolds		**The Lawless Years** (5/12-9/29) Alberto Culver, Brown & Williamson
9:30		**'Way Out*** (3/31 tf) Liggett & Myers	**Westinghouse Playhouse** (end 7/7)* **Westinghouse Preview Theatre** (7/14-9/29)* Westinghouse
10:00	**Detectives** P&G	**Twilight Zone** (6/23-9/22) Colgate, L&M	**Michael Shayne** (5/19-9/22) duPont, Beech Nut
10:30	**Law & Mr. Jones** P&G, Lorillard, Simoniz	**Person to Person**† (6/23-9/22)	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Roaring Twenties** Warner-Lambert, Derby, Gillette, Simoniz, Mennen	**Perry Mason** (7/15-9/23) Colgate, Drackett, Parliament, Sterling, Moores	**Bonanza** (6/17-9/2) American Tobacco, P&G, RCA
8:00			
8:30	**Leave It To Beaver** Ralston, Colgate	**Checkmate** (6/17-9/9) Brown & Williamson, Kimberly Clark, Lever	**Tall Man** (6/10-9/2) R. J. Reynolds, Block, Mennen
9:00	**Lawrence Welk*** Dodge, J. B. Williams		**Deputy** (6/24-9/16) General Cigar, Bristol-Myers
9:30		**Have Gun, Will Travel** (6/17-9/2) Lever, Whitehall	**Nation's Future***
10:00	**Saturday Night Boxing*** Gillette, Miles	**Gunsmoke** (6/17-8-/26) Liggett & Myers, Remington Rand	
10:30	10:45-11: **Make That Spare*** Brown & Wmson, Gillette	Station Time	Station Time

hours, too. Networks have a good bit of time on their hands but probably are at least as well off as this time last year, when they had to face the big dislocations caused by political conventions and campaigns.

Gaps ▪ Program holes to be filled: the old Chevrolet Sunday hour on NBC, the *Danny Thomas* and *Hennesey* half-hours on CBS Monday and the half-hour Tuesday on CBS.

A "work chart" of the fall schedule appeared in BROADCASTING, March 13, pages 28, and 29. Changes since then, which appear quite firm at present, are incorporated below. Here are the revisions day-by-day:

Sunday: no significant changes; Monday: Robert Young show at 8:30-9 p.m. on CBS-TV now is called *Window on Main St.*; Tuesday: *Las Vegas* at 9-10 p.m. on ABC-TV is being replaced by *The New Breed* with Scott Paper (JWT) already signed for an alternate half hour.

Wednesday: *Alvin and the Chipmunks* is firm in the CBS-TV 7:30-8 p.m. slot with General Foods (B & B) sponsoring it; Scott Paper (JWT) is also sponsor of *Father Knows Best,* which follows; on NBC-TV, a new Bob Newhart show appears set for 10-10:30 with Sealtest (Ayer) the sponsor, and MCA the packager; Thursday: Coco-Cola goes out of *Ozzie & Harriet* on ABC-TV at 7:30, opening that period, while Buick (M-E) becomes third and final sponsor of Mitch Miller at 10 on NBC-TV (others are Ballantine and Reynolds, both through Esty).

Friday (or Thursday): *Dr. Kildare* goes in on NBC-TV at 8:30-9:30 with Liggett & Myers (M-E) sponsoring one-third; Friday: *Father of the Bride* with General Mills and Campbell Soup (both BBDO) the sponsors, and MGM-TV the production firm, goes on CBS-TV at 9:30-10 and presumably *Twilight Zone* would go in at 10-10:30 and *Route 66* would stay in its present 8:30-9:30 slot; also on NBC-TV, a new Dinah Shore series will go into the 10-11 slot, with *Stop the Camera* (Harry Sawder is packager) set for 9:30 on that network. Saturday: only change is full sponsorship by Gillette (Maxon) of the fights on ABC-TV at 10 p.m.

Film sales...

Play of the Week (NTA): Sold to WTMJ-TV Milwaukee; WTVR (TV) Richmond; WKOW-TV Madison, Wis.; WFSU-TV Tallahassee; KGLO-TV Mason City, Iowa, and WTVT (TV) Tampa, Fla. Now in 72 markets.

Bowling Stars (Sterling Television): Sold to WICS-TV Springfield; KGNC-TV Amarillo; WNEP-TV Scranton, and KWTV (TV) Oklahoma City.

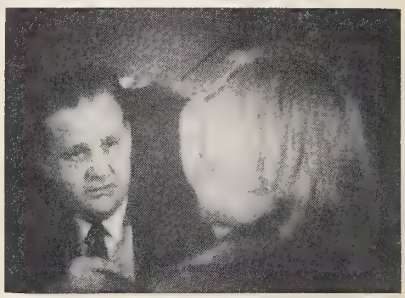
Tv helps capture weatherman's muggers

Electronic journalism's ultimate news potential gave viewers of WBKB (TV) Chicago an exclusive on-the-scene film report last week of the discovery, apprehension and confession of three men who have been arrested in connection with the vicious street mugging of WBKB's weatherman, Warren Culbertson, while on his way home after his March 12 telecast. The attackers missed Mr. Culbertson's wallet and took his keycase by mistake. The tv weatherman is still recovering from the loss of three teeth and from extensive face and head cuts.

The unusual news film report was aired Sunday evening (March 19) by Alex Drier as a special edition of his regular 10 p.m. program. In itself the report represented an exciting, action-packed 24-hour team effort by Mr. Drier and the WBKB news staff. It began Saturday evening (March 18) as Mr. Drier, at home his one free night, was taking off his shoes to settle down and watch the state basketball finals. The week had been hard. Not a single break in the case of who attacked Mr. Culbertson, a mild-mannered man very much liked by his fellow staffers. The phone rang. WBKB's switchboard was relaying a call from



From his hospital bed, Mr. Culbertson recalls details of his street mugging.



Miss X breaks the case as she gives Mr. Drier clues identifying the assailants.

Captain Sailor Bird Cartoons (Sterling Television): Sold to WHEN-TV Syracuse, N.Y.; WBAY-TV Green Bay; WNEP-TV Scranton; WTVN (TV) Columbus; WHBF-TV Rock Island, Ill., and KXLY-TV Spokane.

The Abbott & Costello Show (Sterling Television): Sold to WCAX-TV Burlington, Vt.; KCTV (TV) San Angelo, Tex.; WHBF-TV Rock Island, Ill.; XETV (TV) Tijuana-San Diego; KELP-TV El Paso; KBTV (TV) Denver; KEZI-TV Eugene, Ore., and WCKT (TV) Miami.

Films of the '50's (Seven Arts Associated): Sold to KWWL-TV Waterloo-Cedar Rapids; KOLO-TV Reno; WHEN-TV Syracuse, N.Y.; WINK-TV Ft. Myers, Fla.; WISH-TV Indianapolis; KOCO-TV Enid, Okla.; KLRJ-TV Henderson, Nev.; KGHL-TV Billings, Mont.; WJAC-TV Johnstown, Pa., and KOGO-TV San Diego. Now in 57 markets.

Special Features (Seven Arts Associated): Sold to WISH-TV Indianapolis; WHEN-TV Syracuse, N.Y., and CKLW-TV Windsor-Detroit.

Treasure (Bill Burrud Productions): Sold to WOR-TV New York, WWJ-TV Detroit, XETV (TV) San Diego-Tijuana, Mex., and KTVU (TV) San Francisco-Oakland.

Miami Undercover (Ziv-UA): Sold to Time Finance, for WHAS-TV Louisville; Busch Bavarian, KWTV (TV) Oklahoma City and WJHG-TV Panama City, Fla.; A. H. Perfect & Co., WPTA (TV) Roanoke, Ind.; Royal Bedding, WJAC-TV Johnstown, Pa.; International Harvester, KGW-TV Portland, Ore.; LeBlanc Auto Sales and Southern States Drug, KLFY-TV Lafayette, La. Also sold to KXLY-TV Spokane; WATE-TV Knoxville; WICS (TV) Springfield, Ill.; WCHU (TV) Champaign, Ill.; WICD (TV) Danville, Ill.; KVAL-TV Eugene, Ore. and WILX-TV Onondaga, Mich. Now in 131 markets.

Westinghouse starts own network news show

Westinghouse Broadcasting Co. today (March 27) premieres its *Radio News Day,* said to be the first news show produced nationally by a station group. The program will be broadcast nightly to WBC radio stations at 7 p.m. Jerry Landay, WBC national news editor, will serve as the show's producer and anchorman.

The format will include late national and international news, depth stories and special events. Reports will be fed from 22 European and African nations

a "Miss X" who had a clue.

Mr. Drier's news sense whipped his relaxed reflexes to attention: Yes, Miss X would meet him right away at the studios. Two phone calls alerted camera crew and police. Soon after, at WBKB, cameraman Bill Birch was filming over Miss X's shoulder as Mr. Drier questioned her. Police detectives Robert Orsi and Robert Richards listened, just as tv viewers soon would do. Miss X worked in a neighborhood store. She said she overheard a conversation hinting connection with the case. Names were mentioned indicating a suspect the police could identify. Immediately the police manhunt through neighborhood taverns began, with Mr. Drier and the WBKB camera covering.

The search began to drag. But then it happened. A suspect was found in a bar. The WBKB camera caught his denial, his trip to the police station and then captured on film a confession by Ronald Wall, 22, that he had been involved and was the driver of the car he and his two roommates had used. After a drinking spree, he said, he and his unemployed buddies needed money, so they decided to roll somebody. But all they got were keys. And then he was scared. Hours later the police stakeout picked up Gustav E. Ahlberg, 22, and Arne G. Blomgren, 21, who told police and the WBKB camera they had jumped Mr. Culbertson.

Mr. Drier and his crew didn't go to bed that night. Through the day, Sunday, he and his associate, Don Bresnahan, edited the film and wrote the commentary. The 21-minute documentary was packaged in time for the Sunday 10 p.m. news.

"Our own version of *The Untouchables,*" Mr. Drier said, but the true story event was possible only through the teamwork of WBKB staff and police crews, he added. Usually it takes a week to produce this type of show, he said, but with the live action breaks and cooperation of all involved it was done in less than 24 hours.

The story isn't ended. Tuesday a Chicago grand jury indicted them. Next chapter: The trial.



In a neighborhood bar, Detective Orsi (l) and Mr. Drier (r) pick up suspect Wall.



Police find Mr. Culbertson's missing keys which were discarded after the attack.



Wall's roommates, Arne Blomgren (l) and Gustav Ahlberg, say they jumped Mr. Culbertson.

covered by WBC's European News Bureau under Rod MacLeish. Other coverage will come from the United Nations, the Far and Near East and all regional news bureaus in WBC markets.

WBC radio stations are KYW Cleveland; KDKA Pittsburgh; WIND Chicago; KEX Portland, Ore.; WBZ Boston; WBZA Springfield, Mass., and WOWO Ft. Wayne, Ind.

MCA's profit up in '60 $1 million over '59

MCA Inc., New York, last week reported record sales and net earnings for 1960, with income from tv films and studio rentals accounting for more than 80% of the company's gross sales.

The company's annual report shows that sales rose to $67.3 million in 1960, as compared with $57.8 million in 1959 and net income after taxes was more than $6.2 million, as against $5.2 million in 1959. After preferred dividends, dividends amounted to $1.55 per share in 1960, compared with $1.28 per share in the preceding year.

In 1960 MCA's income from tv film and studio rentals was reported at almost $57.6 million; from talent agency commissions, $8.7 million; dividends from foreign subsidiaries, $16,551 and other income, $996,000.

A note to stockholders reveals that as of Dec. 31, 1960, more than $14.6 million had been paid to Paramount Pictures Corp. by MCA under a 1958 agreement whereby MCA acquired the tv rights to the pre-1948 Paramount features library. It was estimated by MCA that an additional $26 million may be paid to Paramount on the basis of contracts with tv stations made up to the end of last year. The MCA-Paramount pact set a price of not less than $35 million and not more than $50 million to Paramount, depending largely upon income obtained through rental of films to Stations.

Official Films readies four documentary series

Four new documentary series, three of them based on the recently-acquired Paramount newsreel library, are in the works at Official Films Inc., New York.

Russ Raycroft, Official vice president, revealed last week that production is underway on a series of 26 hour-long documentaries, drawn from the Paramount library, dealing with various subjects such as "Franklin D. Roosevelt," "Crime in the U. S.," and "A Half Century of Sports." The first of this series, "Admiral Richard Byrd" and "Babe Ruth," are scheduled for April release. Official has retained several producers to work on the new properties which include a series of 39 half-hour films for fall delivery. These half-hours will center around explorers, adventurers, generals, and famous sports figures.

A new five-minute series of 260 films, *Humor in the News,* also gleaned from the Paramount newsreels, is being produced as a successor to Official's *Almanac. Humor in the News* will be ready for June delivery.

A fourth new documentary, not drawn from the old newsreels, is a series of at least 25 half-hour films on Africa, each devoted to either a newly-independent country or one currently in a state of crisis. The series is offered for sale on a basis of one showing per month.

Program notes...

Back to anarchy ▪ *The Lawless Years,* last seen on ABC-TV a year ago this spring, returns Friday, May 12, 9-9:30 p.m. EDT, sponsored by Alberto-Culver (through Compton Adv.) and

Brown & Williamson (Keyes, Madden & Jones Adv.) Producer is the network's California National Productions. Second half of slot being vacated by *Bell Telephone Hour* and alternating *Sing Along With Mitch* is taken by *Westinghouse Playhouse With Nanette Fabray,* switched from 8:30 in general Friday shuffle.

New office ▪ TelePrompTer Corp., has opened new executive offices at 50 W. 44th St., N.Y. The group communications equipment company has leased 16,000 feet of space on the 6th floor of the building.

New distributor ▪ United Artists Associated, N. Y., has been assigned to handle the television sales activities of Lopert Pictures Corp., through the newly-created Lopert Films Div. of UAA. Harvey Reinstein of Lopert is director of the new division, reporting to Erwin Ezzes, executive vice president of UAA.

Hemus show ▪ Solly Hemus, manager of the St. Louis Cardinals, has signed with W&A Productions, that city, for a series of five minute sports shows. The new series, a comment-interview type format, will be available to radio stations this summer. Cost will be based on market population.

'Street' signers ▪ Public Affairs Radio Inc., N. Y., reports seven new stations for its daily two and one-half minute financial news feature, *This Is Wall Street.* The stations and sponsors, all of which are members of the New York Stock Exchange, include: WCCC Hartford, Conn., Fahnestock & Co.; WDAS Philadelphia, Newburger & Co.; WBEN Buffalo, Hugh Johnson & Co.; WBAL Baltimore, John C. Legg & Co.; WHOO Orlando, Fla., Security Assoc.; WVCG Coral Gables, Fla., Bache & Co., and KLZ Denver, Bosworth, Sullivan & Co.

EQUIPMENT & ENGINEERING

IRE convention draws 70,000 engineers

THEY SEE 850 EXHIBITS AND ATTEND 54 TECHNICAL SESSIONS

Advances in communications, space technology and electronics were unveiled last week at the 1961 International Convention of the Institute of Radio Engineers.

The world's largest technical society held its convention and exhibit at New York's Coliseum and the Waldorf-Astoria Hotel on March 20-23. The affair was attended by some 70,000 engineers and scientists from 40 countries who inspected approximately 25,000 different pieces of apparatus displayed by more than 850 electronic firms throughout the Coliseum's four floors. A total of 54 technical sessions was held, and 265 technical papers presented.

The convention opened amid predictions of tremendous economic and social advances. Dr. John F. Byrne, general manager of Motorola Systems Research Labs., Riverside, Calif., and North American vice president of IRE, speaking at a news conference, pointed out that electronics, now a $10 billion industry, and generally expected to exceed $20 billion by 1970, may well hit $30 billion by that time because of new developments and devices.

Dr. Lloyd V. Berkner, IRE president and also head of the Graduate Research Center, Dallas, Tex., said that although present-day communications are restricted to 60-70 long-distance channels, by the year 2,000 some 1,000 to 10,000 channels may be opened. He pointed out that this places great responsibility on members of the electronics industry to provide components with long life and devices capable of replacing themselves.

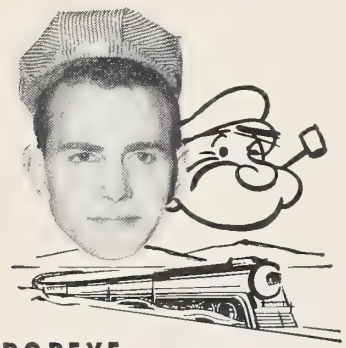
The Large and the Small ▪ Exhibits at the convention ranged from microminiature electronic components to huge computing machines. Among trends and patterns: A greater product diversification; stress on defense systems, test equipment, military, space and industrial communications. Most exhibitors are expected to emphasize their broadcasting equipment at the NAB Convention May 7-11 in Washington, D. C.

But some new products with broadcast applications were shown, such as a transistorized video tape recorder, called the world's smallest by its designer, the Sony Corp., Tokyo. The tape recorder is three feet long, two feet wide and three feet high, weighs less than 45 pounds, and is expected to gain application in the fields of communication, industry, education, health and sports.

The RCA exhibit was highlighted by the first showing of the new long-life "dark heater," applicable to all receiving tubes. The development derives its name from a specially process gray heater insulation coating which extends the life and improves the performance of receiving tubes. RCA expects to start using the new heater soon in many tubes intended for home entertainment instruments.

Also on display at the RCA Electron Tube Division exhibit were hundreds of electron tubes, ranging in size from a thimble to a nail keg, many of which have helped solve America's outer space problems. Other features of the RCA exhibit included color video techniques for use in critical industrial and military command and control systems, three new traveling-wave tubes for S-band and Ku-band frequencies, a new line of solid-state microwave oscillators and amplifiers, a group of developmental lightweight, integrally packaged pencil-tube-and-cavity oscillators and six new developmental "novar" tubes which utilize a nine-pin, all-glass base.

Gates Radio Co., Quincy, Ill., exhibited an entirely new system of low-



POPEYE and BRAKEMAN BILL

WWL-TV's big new afternoon show scores with the kids!

Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!

Represented nationally by Katz

WWL-TV

CBS NEW ORLEANS

noise transistorized audio, plug-in amplifiers. Called the "Solid Statesman," the amplifier system can be applied to am, fm, tv, recording or military and among its advantages are high over-all power efficiency, low operating temperature, compact units and simplified wiring.

Collins Radio Co., Dallas, introduced a completely new hf communication receiver, the 51S-1. The receiver offers extreme frequency accuracy and operational simplicity and continuous coverage of the 2-30 mc range in 1 mc bands with 1 kc increments on the main tuning dial. Reception of upper sideband, lower sideband, am or cw signals is provided at any frequency within the tuning range.

Tiny Transmitter ▪ Miniaturization was emphasized by General Electric Receiving Tube Dept., Owensboro, Ky., which demonstrated a miniature transmitter that even with its power supply, is small enough to be held together in the palm of the hand. Power output of the transmitter is about 30 milliwatts, its range approximately 50 feet.

Sylvania Electric Products Inc., Buffalo, N. Y., and Westinghouse Electric Corp., Pittsburgh, were both active exhibitors. Sylvania's exhibit featured a "bonded shield" picture tube with an anti-reflection, scratch-resisting coating, while Westinghouse displayed a 6GK5 triode frame-grid tube whose main use is as an R-F amplifier in tv tuners. The Machlett Labs. Inc., a subsidiary of Raytheon Co., Springdale, Conn., also boasted of tube refinements with its exhibit of radio and tv receiving tubes which stressed innovations in grid manufacturing techniques and advanced quality control methods.

Tv cameras came in for attention. The Dage Division, Thompson Ramo Wooldridge Inc., Michigan City, Ind., introduced a transistorized version of the image orthicon camera to bridge the gap between the sensitivity limitations of the vidicon tube and the increased size, weight and cost of the more sensitive image orthicon. The new Dage camera offers the sensitivity of the image orthicon without its weight and size and claims many possible applications.

Kin Tel, Division of Cohu Electronics Inc., San Diego, Calif., also showed a new tv camera. An environment- and explosion-proof camera, it operates in extremes of temperature, humidity, altitude, noise, vibration, and dust. It is completely transistorized and is especially applicable to closed-circuit tv.

Papers Presented ▪ Several sessions on broadcasting were held during the week. One was devoted to the development of CBS Radio NetALERT, a system for signaling between the network headquarters and the affiliated stations

NOW AVAILABLE!

The New Gates Cartritape

Cartridge Tape System

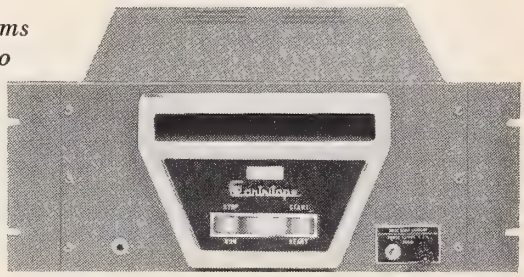


Your Answer to Quick, Dependable and Flexible Programming.

Developed and manufactured exclusively by Gates, Cartritape consists of a tape transport and playback unit that is the heart of an entirely new tape cartridge system. Matching the quality of the finest professional tape equipment, Cartritape is suited for all types of programming duties.

Outstanding features:

- *Compatible with other systems*
- *Will program anything up to 45 minutes in length*
- *Self-cueing*
- *Instant start-stop*
- *Universal 19" or 15" mounting*
- *Can be remote controlled*
- *Minimum motor wear*
- *Saves mounting space*



The "twin" of the basic Cartritape system is the Recording Amplifier. This converts Cartritape to a recorder unit without external switching.

For more complex operations you can select either Dual, Trio or Deluxe models in which two, three and four Cartritapes are rack mounted with a recording amplifier, a switcher and if desired a remote unit. Storage cabinet for tape cartridges is optional.

For further information write for the new Cartritape brochure . . . yours for the asking!

GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

over program lines. A technical paper concerning the development was presented during the session by Abraham A. Goldberg, manager, Instrumentation Research Dept.; Arthur Kaiser, section head, Audio Circuitry Research; George D. Pollock, project engineer, Instrumentation Research Dept.—all of CBS Labs., Stamford, Conn.—and Davidson M. Vorhes, vice president in charge of operations, CBS Radio. The NetALERT equipment, which is now being installed and which is expected to be operative by August of this year, will make it possible for CBS Radio affiliates whether on or off the air, to be alerted to receive urgent bulletins, new coverage or emergency announcements.

At another broadcast session, the technical system which enables the Voice of America to broadcast in more than 36 different languages from 77 transmitters was discussed. The development of the broadcasting service of the U.S. Information Agency was traced from its wartime inception to its present-day operations.

Visiting scientists and engineers were addressed during the week by several prominent members of the industrial industry. Dr. Lawrence J. Giacoletto, Michigan State U., told the convention on Monday (March 20) that "learning the fundamental limit of noise reduction might open billions of additional miles of space for radio astronomy exploration and simplify the problem of putting radio and tv relay satellites into orbit." The answer to the problems of noise reduction may also lead to important commercial applications, Dr. Giacoletto speculated. He added that parametric amplifiers, which hold the solution, may find use in color tv and in the reception of uhf tv signals.

"Where Are the Uncommon Men?", was the question asked and answered by Patrick E. Haggerty, president of Texas Instruments Inc., Dallas, in his speech at the IRE banquet on Wednesday (March 22). The banquet was the chief social event of the convention and was presided over by toastmaster Daniel E. Noble, vice president and director in charge of the Communications, Semiconductor, and Military Div. of Motorola Inc., Scottsdale, Ariz. The program of the banquet included the presentation of seven IRE awards and one IRE Professional Group award and the recognition of 76 new IRE Fellows.

For stay-at-homes

Foreign engineers unable to go to New York for last week's Institute of Radio Engineers international convention were treated to a radio broadcast "visit" to the 850 exhibits. RCA International Division sponsored four half-hour programs from the convention on WRUL, Metropolitan Broadcasting Corp.'s international short wave radio station. The programs were beamed to Europe, Africa and Latin America on Friday (March 25).

Stay-at-home domestic engineers fared even better. "Today at IRE," a 15-minute program featuring interviews with noted scientists and educators, was telecast daily during the four-day meeting. The program was shown in New York, Philadelphia and Los Angeles as an industry service by International Resistance Co., Philadelphia. Another tv highlight this year was nightly on-the-spot coverage of IRE activities. Stations carrying the telecasts were KTLA (TV) Los Angeles, WPIX (TV) New York and WRCV-TV Philadelphia.

Magnetic Sound, Conley announce firms' merger

A merger of Magnetic Sound Inc., West Des Moines, Iowa, and Conley Electronics Corp., Skokie, Ill., has been announced.

Stuart A. Steelman, founder and president of Magnetic Sound, was elected vice president and director of Conley and will continue to manage the combined West Des Moines operation.

Conley manufactures MoodMaster recording and playback equipment used with the Fidelipac tape cartridge in the broadcast background music and audio analgesic industries. Magnetic Sound was a pioneer in developing a method of duplicating radio programs on magnetic tape and distributing them nationally and internationally.

Electronic Tape Cartridges Inc., a newly formed subsidiary of Conley, is the manufacturer of Fidelipac continuous loop tape cartridges.

UPI improves wire photos

After eight years of research, representing an expenditure of $500,000, United Press International has initiated an improved system of wired picture transmission which it claims gives the news service's more than 600 newspaper and tv subscribers photographs of higher fidelity, sharpness and clarity. The improvement includes better separation of half-tones resulting in more faithful tonal reproduction of light and shadow. Responsible for the research and development of the new system were Jerome J. Callahan, UPI chief telephoto engineer; John H. Long, chief research engineer; Dewey Frezzolini, project engineer, and Jack C. Harenberg, central division telephoto engineer.

Technical topics...

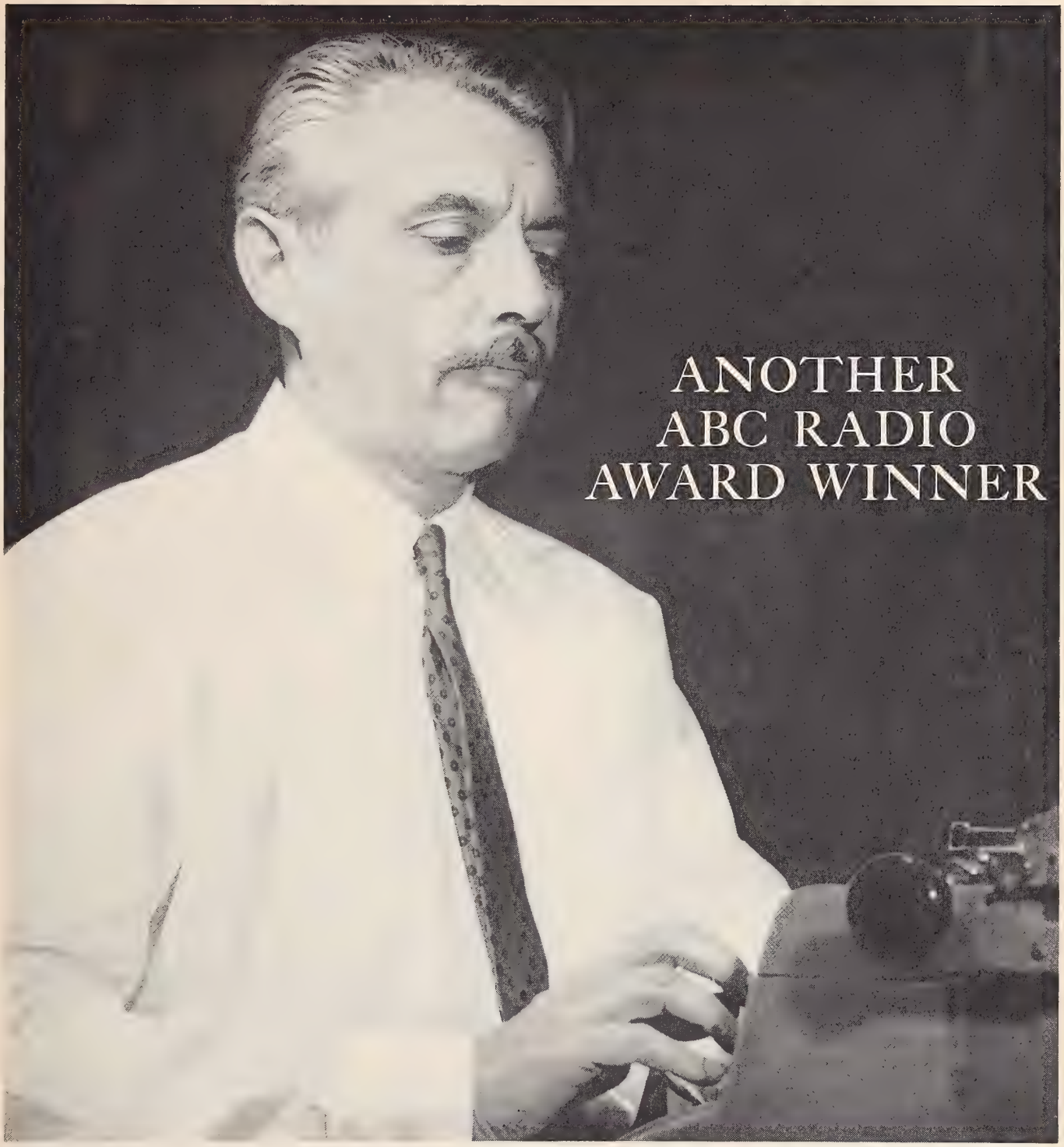
Single switch ▪ A new 16 mm sound motion picture projector, featuring a single rotary switch control, has been introduced by RCA. The projector, whose reverse mechanism automatically shuts off the sound track, also is equipped with a separate motor and blower for reverse operation as a precaution against lamp overheating and film damage.

Versatile tape recorder ▪ American Concertone, Culver City, Calif., has introduced its new Series 500 tape recorders, described as high performance, low priced and available both in portable and rack installed models. The series consists of three basic models, the M-506 tape transport ($349.50); the M-508 monarual ($520) and the M-507 stereo ($645). Some of the features in the series are high or low impedance inputs and outputs, large VU meters and separate line and mike inputs. The equipment is furnished with three fully shielded heads with space for a fourth for special effect work. Carrying case, line transformers, Cannon connectors and a 19 inch rack frame are available as accessory items.

Pocket mike transmitter ▪ Victoreen Instrument Co., Cleveland, Ohio, has designed a microphone and miniature transmitter which can broadcast over short distances. It is fm and high-fidelity, weighs 10 ounces and uses three transistors. It also can be used as a stage mike since it needs no trailing cord.

New version ▪ A new, lightweight version of the Norelco "Continental" tape recorder, modified for high fidelity, is now available from the North American Philips Co., N. Y. Called the "Continental" 200 (model EL3541), it operates at 7½ inches per second, and incorporates a narrow-gap, 4-track record/playback head.

Merger proposed ▪ General Instrument Corp., Newark, N. J., announced on March 13 an agreement in principle to merge Pyramid Electric Co., Darlington, S. C., into General Instrument, subject to approval of stockholders of both companies. Merger terms call for the issuance of one share of General Instrument common stock for each 17½ shares of Pyramid preferred stock. Pyramid, whose engineering, production and marketing facilities would be combined with those of General Instrument's Micamold Div., produces capacitors for electronic systems. General Instrument is a broadly diversified manufacturer of electronic components and equipment for military, industrial and entertainment uses.



TO EDWARD P. MORGAN
THE 19TH ANNUAL DUPONT COMMENTATOR AWARD

for ". . . the vigor of his independent pursuit of the elusive facts, for the soundness and thoroughness of his reporting, for his integrity in interpreting the facts as he sees them, and for his willingness to be forthright when he feels that the urgency of an issue requires it . . . He represents the best traditions of vigorous commentary . . ."

This DuPont citation is another of the many outstanding awards won by Edward P. Morgan — awards such as The Peabody Award, The Sidney Hillman Award, The Headliner Award and a Citation from the Overseas Press Club.

Edward P. Morgan, sponsored every weekday evening on the ABC Radio Network by the AFL-CIO. Agency: Furman, Feiner & Co. Inc.

BBG BROADCASTING PLANS ALARM CAB

Proposed limit on advertising, programs arouse convention

Canadian broadcasters were alarmed at new advertising and national program content regulations proposed by the Board of Broadcast Governors at the annual convention of the Canadian Assn. of Broadcasters at Vancouver on March 13.

BBG Vice Chairman Carlyle Allison told the convention the board was considering limiting radio advertising to six minutes per hour during 17 hours and to 20 minutes an hour averaged over the remaining seven hours of each 24 hour day. In the proposed 17 hour period programs would be without commercials of any kind a minimum of nine minutes. Hours for proposed limited advertising, including station promotions and contests, would be from 9 a.m.-noon, 2-5 p.m., and 7 p.m.-6 a.m. In the remaining hours a third of total time would be for commercials.

Broadcasters noisily warned Mr. Allison and BBG Chairman Dr. Andrew Stewart, that such regulations could kill radio broadcasting in Canada. Dr. Stewart, from the convention floor, assured broadcasters that the "board will not proceed with these regulations if they are met by such violent opposition."

Dr. Stewart told broadcasters the proposed rules were intended to give stations opportunities to experiment with different kinds of programs and provide more flexibility in commercial policies. Proposed new radio advertising regulations are to be heard at the BBG's April 11 meeting at Ottawa.

Some 350 broadcasters and advertising agency executives attended the CAB convention, which decided to underwrite dominion drama festivals for five years at $20,000 annually on a special assessment basis.

Don Jamieson, CJON-AM-TV St. Johns, Nfld., was elected president (see FATES & FORTUNES).

RPI, Broadcast News begin voiced reports

Radio Press International and Broadcast News, subsidiary of Canadian Press Co., plan to begin servicing voiced news reports to private broadcasting stations in Canada by late April, it was announced last week.

RPI and Broadcast News entered into an agreement to establish such a service less than two weeks ago. It will make use of voice circuits across Canada owned by Broadcast News, in contrast to the U. S. where RPI uses leased telephone lines. Under the agreement, RPI will feed voiced news to Broadcast News in Toronto, which will relay it to subscriber stations. In turn, Broadcast News will supply RPI with Canadian news of international interest for dissemination to all clients.

A preliminary survey of Canadian stations, according to Michael J. Minahan, RPI general manager, shows that 45 outlets (including four tv) have expressed interest in the voiced service. It is offered in Canada on a non-exclusive basis so that two or more outlets in a particular market may join as subscribers. The weekly charge has been set at two-and-one-half times the highest announcement rate.

To improve service to Canadian stations, RPI hopes to begin a French-language voiced operation for the 32 outlets there that broadcast in French or in French-English, Mr. Minahan said. He noted that RPI already has Spanish-language feeds for Latin American clients.

Though financial details of the arrangement were not disclosed, it is believed that RPI will receive two-thirds of the revenue from stations and Broadcast News one-third. Broadcast News, as a subsidiary of Canadian Press, has been providing wire service facilities to 230 radio-tv clients in Canada. RPI, which serves 55 stations in the U. S. and seven in Canada, is owned by Straus Broadcasting Group (WMCA New York and WBNY Buffalo), of which R. Peter Straus is president.

Independents to share new Montreal CBS tower

Canadian Broadcasting Corp. will rent antenna space to independent television stations on its new tower being built on top of Mount Royal in the center of Montreal, Que. Alphonse Ouimet, CBC president, said the new tower will cost about $625,000.

It will be 71 feet higher than the present CBC tower on Mount Royal, which provides antenna space only for CBFT and CBMT, CBC French and English television stations at Montreal, and for CBF-FM and CBM-FM.

The tower will have facilities for 12 vhf and 6 uhf services. In addition to the CBC stations, the new tower will support the antennas of CFCF-TV and CFTM-TV, new English and French independent tv stations. It will also have space for future fm stations, antennas of commercial communication services, microwave antennas for mobile unit remote relays and network or other microwave services. It will allow CBMT to go to its maximum 100 kw. CBFT has been using this power for some time from the present tower.

Transmitters and other equipment of CBC stations CFCF-TV and CFTM-TV are housed in nearby buildings. Canadian General Electric Co. Ltd., Toronto, Ont., will build the tower, expected to be one of the most complex antenna structures on the continent.

Gen. Sarnoff honored by international tv group

Brig. Gen. David Sarnoff, RCA's chairman of the board, is one of six international figures who will be honored at the World's First International Festival of Television Arts and Sciences. Gen. Sarnoff will be awarded a citation for outstanding contributions to the use of tv as a medium of international com-

Rome meeting plans world marketing group

The prospect of formation of a World Federation of Marketing Associations has been announced by Donald R. Longman, vice president of J. Walter Thompson Co., New York. He said delegates from 16 foreign marketing associations met in Rome during the week of March 20. Mr. Longman, president-elect of the American Marketing Assn., headed a task force to investigate such a world federation.

The new federation would enable the interchange of marketing information between countries and would permit joint ventures in such areas as uniform terminology and definitions, marketing education, promotion of marketing contacts, development of trade statistics and sponsorship of international marketing conferences. The Rome meeting was held to try to formalize the federation, elect officers and appoint committees. Membership is limited to associations only, not individuals.

Delegates from AMA besides Mr. Longman included T. W. Kober, director of marketing for Vickers & Benson Ltd., Toronto, and AMA's executive director, Vance E. Lockhart, from Chicago headquarters.

munication and understanding at the Festival scheduled to be held at Montreux, Switzerland, May 15-27.

Others receiving citations are Sir Noel Ashbridge (England), chairman, Marconi Group of Companies; Dr. J. Boutry (France), professor at Institute of Arts and Materials; Erik Esping (Sweden), technical director, Swedish PTT, chairman CCIR study group XI (tv); Dr. P. V. Shmakov (USSR), professor at Leningrad Television Institute; and Dr. Kenjiro Takayanagi (Japan), managing director, Victor Co. of Japan.

The international event will be in three parts—a trade fair lasting the entire fortnight; a contest, sponsored by the Swiss Broadcasting Corp., covering the second week; and an International Television symposium, which will take place from May 17-21 (BROADCASTING, Dec. 12, 1960). The symposium, which will serve as a forum for the exchange of information on technical advances in tv throughout the world, will feature the presentation of technical papers and speeches by tv experts from many countries including some from behind the Iron Curtain. Among the American representatives scheduled: Dr. George H. Brown, vice president, RCA, reading a paper entitled "New Developments in Tv Tape Recording" written by A. H. Lind of RCA. The symposium is being organized by the International Telecommunications Union in collaboration with the European Broadcasting Union, The United Nations Educational, Scientific & Cultural Organization, the International Broadcasting & Television Organization, and other organizations and professional societies concerned with tv.

Russians said building world's tallest tv tower

Russia currently is laying the foundation of what is described as the world's tallest television tower in the Moscow suburb of Ostankino. The 1,706-foot structure is scheduled for completion presumably within the next year.

The giant structure is expected to double the present 37-mile effective range of Moscow's tv transmissions.

The world's tallest tower at present is the 1,676-foot tower of KFVS-TV Cape Girardeau, Mo., which was completed last October. Building time was 2½ months.

The Russian tower, to be something of a tourist attraction aside from its technical value, will house a restaurant at the 1,082-foot level and an observation platform above it. The tower's elevator, reportedly to be the fastest in the Soviet Union, will have a maximum speed of 16 feet per second—less than two minutes from top to bottom.

The hollow, reinforced concrete lower portion of the tower will be a truncated cone nearly 207 feet in diameter, supported by 10 legs. Beneath the cone's base will be a circular, glass-enclosed building containing transmitting equipment, control rooms and other technical facilities.

CFPL engineer develops automatic program unit

An automatic programming system developed by Glen A. Robitaille, engineer of CFPL London, Ont., is used at that station from midnight to 6 a.m. The system uses punched paper tape for information storage, and can handle ten program sources in any random manner in a feedback mode, a straight time mode, or a mixture of both.

For his development of this system Mr. Robitaille was presented with the 1961 Col. Keith S. Rogers Memorial Engineering Award at the annual meeting of the Canadian Assn. of Broadcasters at Vancouver, B. C., on March 15. The award is made annually by the tube department of the Canadian General Electric Co. Ltd., Toronto, Ont.

Mr. Robitaille explained that the duration of the time period controlled by the system is virtually unlimited, except by the capacity of the audio tape machines. The time reference is a synchronous motor.

"Our desire to improve the service we provide our listeners through better programming, and extended hours of both our am and fm services, led us to seriously consider automatic programming," Mr. Robitaille points out. "The attraction of automatic programming is better utilization of the various skills available at CFPL and the hope that it will result in our providing better service at a minimum increase in costs."

Canadian tv satellite opens

CBFST Sturgeon Falls, Ont., on March 4 started operations as an unattended tv satellite station of CBFT (TV) Montreal, Que., on ch. 7 with video power of 9.75 kw and audio power of 5.27 kw. The station is connected by microwave with the CBC's French-language network and carries programs to the approximately 28,000 French-speaking people of this area north of Lake Nipissing in northern Ontario.

CBC will open a French-language satellite station of CBFST at Sudbury, Ont., for some 10,500 French-speaking people in the nickel-mining community. Approval for the station has been received from the Board of Broadcast Governors and the Dept. of Transport, pending arrangements for a channel between the Dept. of Transport and the Federal Communications Commission of the United States.

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EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

WTOP boosts Senators with 'booster club'

25,000 BASEBALL FANS HAVE ALREADY JOINED

WTOP-AM-FM-TV Washington will do almost anything to further enhance one of its major properties—like the broadcasting rights of the new Washington Senators.

Realizing that the club's fortunes might be a bit dubious and that probably the Senators were likely to show up for each of their games—if nothing else—station officials drummed up a promotion designed to ignite the local fandom. And that it has.

To the glee of the club, the advertisers, the station and the fans, WTOP's newly-formed booster club—now 25,000 strong—is catching on like wild fire and still has almost three weeks to go. The booster club (combined brainchild of many station officials) offers everything but victories for the Senators. Such things as a two-for-one ticket deal for Saturday afternoon games (buy one ticket, get two); trips with the team; special merchandising gimmicks and other novelties are reasons why the promotion has reaped success without saturation, according to the station.

Team and station officials, overwhelmed by booster club results thus far (and it will accept members until opening day), find themselves in somewhat of a delightful dilemma. At the current new member rate, the Senators will have more boosters than their stadium has seats.

Number one booster, selected by WTOP and the Senators, is a 14-year-old schoolgirl from nearby Falls Church, Va., who will receive the presidential treatment (personal limousine, box seat, fanfare, etc.). More than that, WTOP has gotten permission from her principal to let the Senator's number one fan out of school for opening day, proving again that baseball and broadcasting go hand and hand.

Drumbeats...

Braggin' contest ▪ WCBT Roanoke Rapids, N. C., presented a "braggin' contest," matching that city's mayor and the manager of the Chamber of Commerce in a verbal test to determine who could brag most about Roanoke Rapids. A panel of judges awarded the verdict to the Chamber of Commerce, 3-2. But WCBT figures both parties won.

CYO aids NAB ▪ Strong allies in celebrating National Radio Month (May 1961) have been found by NAB. The trade association has sent out 5,500 display bulletins, the largest single shipment ever, to the National Council of Catholic Youth. The bulletins were

Fun in the Bermuda sun—real and artificial

Rain, sleet and light snow drenched New York while balmy weather warmed Bermuda on March 8. Nearly 250 timebuyers, representing 75 agencies (mostly in New York with a dozen in Boston and several in Philadelphia), flew Pan-American jet in a one-day "junket" to Bermuda. They were guests of Capital Cities Broadcasting Corp. (WTEN [TV] Albany, WROW, Albany, WTVD [TV] Durham, N. C., WPRO-AM-TV Providence).

The agency travelers arrived in Bermuda in the morning for a day of sightseeing, swimming, golf and water skiing, using the luxurious Elbow Beach Surf Club as headquarters. While the day was festive for the buyers, for Capital Cities it was the more lavish (and expensive) of its annual "junkets" (for the past six years Capital Cities conducted a "day at the Saratoga races" for timebuyers).

While buyers surfed and sunned in Bermuda, a group of buyers unable to junket was entertained at a special luncheon in a Blair Tv conference room in New York by account executive Bill Vernon who acted as m. c. on a "simulated" trip to Bermuda. Mr. Vernon's sales assistants, Marge Jerome and Carol Murphy, were fitted by Pan-American for stewardess uniforms, while the airline also supplied napkins, air menus and the like for the lunch.

Favors and Fun ▪ Among the fine touches: a sun lamp and a bottle of Man-Tan for sun worshippers (see picture), a paper bag at every plate, a half-hour color film on Bermuda, party hats and favors, playing of records featuring Bermuda entertainers and Shelley Berman. During the "party," a weather report for Bermuda was "announced" over the "airline" speaker system.

Meanwhile, back at Bermuda, the agency travelers had an extension on their "day," as the impossible weather in New York managed to close down Idlewild Airport giving the party additional play time, their arrival in New York delayed from 11 p.m. to 2:15 a.m. March 9.





In New York (l), the "sun" is adjusted by "airline stewardess" Carol Murphy (Blair sales assistant), while Dorothy Medanic of Dancer-Fitzgerald-Sample "sunbathes" and Bill Vernon poses, while in Bermuda (r) junketing time buyers enjoy the real thing at the Elbow Beach Surf Club.

prepared by NAB to enable their distribution directly to every CYO activity in the nation. The 1961 National Radio Month observance marks the 41st anniversary of regular radio broadcasting in the United States.

Special invitation ▪ WLBZ-TV Bangor, Me., reminds key city and state civic leaders of important programming by sending out special engraved invitations. The station has found this to be an effective means of reminding its viewers of its quality programs.

Fabulous 90 ▪ Ponies and puppies provided the impetus for a three week "Fabulous 90" promotion by WSYR-TV Syracuse. The response—70,000 postcards—more than gratified station officials who had to hire extra help to keep the pace. The promotion was based on the 90-minute (5:00-6:30 p.m.), action-cartoon segment on WSYR-TV. Viewers were asked to send in post cards bearing their names and addresses to be eligible for prizes. Three spots daily during the 90-minute segment were used to promote the contest. Average response was 4,118 cards per day for the prize-a-week contest.

Agreement ▪ KTTV (TV) Los Angeles and Arrowhead & Puritas Waters Inc., that city, have come up with a point-of-listening program advertising and a reciprocal year-around spot announcement schedule. KTTV program promotions will appear on all the water company's 5 gallon bottles and its delivery trucks in return for free spots on KTTV.

Public affairs spread ▪ WMCA New York has announced a new "cumulative public affairs" policy designed to provide the listening audience with a broader understanding of public issues. The new broadcast technique divides a single issue up for treatment among various programs and personalities on the station. Each on-the-air mention of the specified subject carries an identifying sound to tell the listener that he is hearing part of the continuing analysis.

Open house ▪ WIBW-AM-TV Topeka, Kan., held an open house to show off its new Ampex 1001A Videotape Recorder. Attending were advertisers, agencies, educators, and civic personalities. Thad M. Sandstrom, the station's general manager, hosted the affair.

Breaking bread S.F. style ▪ Radio account executives at Daren F. McGavren Co., New York, became bread deliverymen on March 17 to personally acquaint some 700 timebuyers, media directors and account executives at New York agencies with two "products" indigenous to San Francisco—Larraburo Brothers Sour Dough French Bread and KABL San Francisco, a Gordon McLendon station represented by McGavren. The bread—adapted from a recipe used by miners during the '49 gold rush—was described by Homer Odom, KABL general manager, "as much a part of the Bay area as KABL."



WPEN's high-flying personality

WPEN Philadelphia claims to be that city's highest flying radio station. And in a way it is. The station's traffic helicopter, a familiar sight at various events, has become pretty much a byword in the city of brotherly love.

Last summer the helicopter attracted large crowds (see photo) at various Philadelphia recreation centers in a traffic safety program sponsored jointly by WPEN, the police and fire departments and the Recreation Dept. Now the chopper has a new role—as special events personality. And that, too, seems to be proving successful, according to station officials.

Psychology on a bus

Northern New Jersey commuters will be able to take a Rorschach test as they ride to and from shopping and business on 1,350 public transit vehicles. Displayed on 11x42-inch bus cards, will be the ink-blot signatures of eight WNEW New York air personalities. Riders are asked to try and identify the signatures.

This is the first time in 10 years that the New York station has used a bus card campaign. It will run for one year in all buses of the North Jersey Public Service and six independent bus lines serving that area.

GWTW's second premiere

WAGA-TV Atlanta—aided by settings and society from the Georgia Centennial Commission—gave its audience, what it terms, an unprecedented coverage of the second premiere of "Gone With The Wind."

CBS-TV News' Douglas Edwards, brought in specially, served as anchorman. Being a former Atlantan, Mr. Edwards added a further touch of realism to the proceedings which included the premiere, a Centennial Ball and interviews with original members of the cast.

Also shown were newsreels of the Dec. 15, 1939 premiere which showed WAGA Radio on the spot.

Sponsor of the two-nite coverage was Davison's department store.

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BROADCAST ADVERTISING

William E. Holden, vp and director, Doherty, Clifford, Steers & Shenfield, N. Y., joins Fuller & Smith & Ross, that city, as senior vp and manager, N. Y. office, effective May 1. Mr. Holden has also been appointed member of board.

Hadley Atlass, vp, Young & Rubicam, N. Y., named director of merchandising department.

Leonard Carlton and **Carroll Pheifer,** in Kenyon & Eckhardt, N. Y.'s marketing services division, elected vps.

Hugh H. Foss, formerly account executive at C. J. La Roche & Co., joins Vanguard Adv., N. Y., as vp in charge of client relations.

Kenneth E. Hegard, director of radio and tv department of Kramer-Krasselt Co., Milwaukee advertising and pr firm, named vp.

Compton S. Jones, formerly account executive with Ketchum, MacLeod & Grove, Washington, D. C., to S. G. Stackig Inc. (advertising and pr firm), that city, as executive vp.

Frank M. Mitchell joins Ted Workman Adv., Dallas, as vp and account supervisor. He formerly served as account executive with Glenn Adv., that city.



SMALL MARKET BONUS BUY

★ 60,100 TV HOMES in Western Montana
★ CBS-ABC-NBC Best Programs of all three networks shown, assuring top audiences.
★ COVERAGE KMSO-TV services Seven cities of Missoula, Butte, Anaconda, Deer Lodge, Helena, Hamilton, and Kalispell in 13 Western Montana counties

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MISSOULA, MONTANA
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THE BOLLING COMPANY


Mr. Doble


Mr. Leinbach

John E. Doble, account group head, and **John D. Leinbach,** tv-radio copy supervisor, both BBDO, N. Y., elected vps. Mr. Doble, who joined agency last month, was formerly with Ted Bates & Co., on Brown & Williamson account. Mr. Leinbach, with BBDO since 1947, was originally radio copywriter. In 1955 he was named tv-radio copy group head, and in 1958, supervisor.

Bob Sallin, transferred from Foote, Cone & Belding's Hollywood office to Los Angeles broadcast department where he assumes duties of broadcast supervisor. **Julien Field** joins creative department as copywriter.

Michael Chappell, formerly of Donahue & Co, N. Y., joins Papert, Koenig Lois, that city, as copywriter. **Renee Borek,** who was advertising fashion coordinator and copywriter for women's department stores, also joins agency as copywriter.

Dyne Englen and **Edmund L. Bigelow,** copywriters, MacManus, John & Adams, Bloomfield Hills, Mich., named associate creative directors. **Robert B. Latimer Jr.,** also copywriter, becomes group copy director.

Robert Sturtevant, formerly of CBS-TV, joins Kenyon & Eckhardt, N. Y., as copywriter.


Mrs. Dowling

Sylvia Dowling, copy group head, elected vp of Benton & Bowles. Mrs. Dowling has been with B&B since 1956 and supervised copy for Post Cereals commercials. She formerly held creative position with Sullivan, Stauffer, Colwell & Bayles, and was responsible for award-winning Schlitz beer silent commercials at Young & Rubicam.

Paul Wagner, formerly promotion director and continuity writer of KXOA Sacramento, joins Gerth, Brown, Clark & Elkus, advertising agency, that city, as copywriter.

Robert C. Barker, formerly vp and account supervisor, Compton Adv., N. Y., joins J. Walter Thompson, that city, as account supervisor on RCA.

John P. Little, formerly of J. Walter Thompson, N. Y., joins The Kudner Agency, that city, as account supervisor on Pan American Clipper Cargo and Intercontinental Hotels.

Bruce Unwin, art director, MacManus, John & Adams, Bloomfield Hills, Mich., promoted to executive art director.

John Griffin, senior art director, McCann-Marschalk, N. Y., joins Fuller & Smith & Ross, that city, as art director. Mr. Griffin, who was with M-M and McCann-Erickson since 1953, worked on Coca-Cola, Flintkote and Dutch Boy. **Stewart Seidman** and **Hugh Schick** also join agency as studio artists.

James K. Richter joins Storm Adv., as art director for agency's St. Louis office. He comes from Art Services, that city, where he was president.

THE MEDIA


Mr. James

Dick James appointed to newly created post of station manager of WBBW-AM-FM Youngstown, Ohio. He previously served as an account executive for regional and local sales. Prior to that, he served as local sales representative for WCUE Akron, and WIZE Springfield, all Ohio.

Jay M. Wright, formerly president, KSL-AM-TV Salt Lake City, Utah, and board member of KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, named director of engineering facilities for Crown stations (KING-AM-FM-TV Seattle, Wash.; KGW-AM-TV Portland, Ore.; KREM-AM-FM-TV Spokane, Wash.). He succeeds **James L. Middlebrooks,** who has resigned.

Ted Snider appointed station manager of KPAY Chico, Calif. Prior to his appointment he was manager of KBST Big Spring, Tex.

Hal Shore appointed managing director of WKMF Flint, Mich.

Avery Gibson, vp in charge of sales development, H-R Television, N. Y., elected to research advisory committee of Television Bureau of Advertising.

James A. Jurist, director of business affairs, California National Productions, N. Y., named director of business affairs, NBC News.

Gene Klein, assistant general manager in charge of sales of WBOY-AM-TV Clarksburg, W. Va., returns to Steubenville, Ohio, headquarters of The Friendly Group (parent organization), for special assignments. **Paul E. Burnell** and **Robert J. George,** named account

executives. Mr. Burnell was formerly with sales department of Capital Airlines, Charleston, W. Va., while Mr. George was account executive with Martha Mills. **Kenny Doll** and **Ed Davis** appointed as staff announcers.

Glenn Huston named program director of KNTV (TV) San Jose, Calif. He previously was program director with WEAU-TV Eau Clare, Wis.


Mr. Theiss


Mr. Heaney

James Theiss and **Lloyd Heaney** named eastern and western stations sales managers, respectively, Blair Television Assoc. Mr. Heaney resigned from sales development division, WGN-TV Chicago, four years ago to join Blair in Chicago. He transferred to N. Y. last year. Mr. Theiss, who joined Blair in 1956, was formerly timebuyer at Benton & Bowles, N. Y.

Randy Hippler, formerly with WLOF-TV Orlando, Fla., joins WNEM-TV Saginaw, Mich., as producer-director.

Jack Belt, news director and promotion manager of WRDW-TV Augusta, Ga., assumes additional responsibilities of director of public affairs.

Art Seabolt named promotion manager of WTVD (TV) Durham, N. C., to succeed **Dave Murray,** who left to join John Harden Assoc., pr counselors, Raleigh.

Leland B. Hallett, headquartered in Wenatchee, Wash., named Pacific Northwest area supervisor for catv properties of H&B American Corp.

Richard J. Wright appointed publicity and promotion director for KGW-TV Portland. He was previously employed by Pacific National Advertising Agency, Spokane.

Samuel Zelman, temporarily assistant to general manager and vp, CBS News, returns to Los Angeles as West Coast bureau manager, CBS News, and news director of KNXT (TV), that city.

Cliff Kirk, program director of KFSD-FM San Diego, named special assistant to program director of KOGO (formerly KFSD), that city. Other changes at KOGO: **Frank Thompson** and **Don Kent** join as air personalities. **Doug Vernon,** recently to community relations director, also assumes broadcasting duties. **Russ Hamnet,** formerly record librarian for WCNC Elizabeth City, N. C., to staff announcer.

Edward Kopriver, on engineering staff, promoted to chief engineer of WTVN (TV) Columbus, Ohio. He will replace **Raymond Owen** who is joining WKRC-TV Cincinnati, in similar position.

Gil Newsome, formerly station manager of KWK St. Louis, to KSD, that city, as air personality.

Bill Randle, formerly air personality at WERE Cleveland, promoted to program and promotion consultant.

John L. Williams appointed assistant program manager of WBZ Boston. Mr. Williams had been serving as advertising and sales promotion director since 1957.

Donald Barrabee, formerly of media department, Lambert & Feasley, N. Y., joins Venard, Rintoul & McConnell, that city, as account executive. Other new VR&M account executives are **Norman Alpert,** formerly of WTVU (TV) Scranton; Chicago office adds **Ted Chambon,** of Northwest Airlines, and **James Fox,** of Rollins Broadcasting Co. Los Angeles office adds **Jack Kabateck,** formerly of Headley-Reed.

Jack Van Nostrand named national account executive for KTLA (TV) Los Angeles. **George Stellman** appointed to local sales staff. Mr. Stellman was formerly with CBS Radio, that city.

Gene Hull, formerly of WICC Bridgeport, to WJZZ-FM Fairfield, both Connecticut, as account executive.

Joseph P. Dowling, formerly sales promotion manager of CBS-TV Spot Sales, N. Y., named to similar position with Storer Television Sales, that city.


Mr. Schwartz

Walter A. (Wally) Schwartz named national radio sales manager for Westinghouse Broadcasting Co. He is currently in charge of am radio sales office in Detroit, which he has headed since 1959 when he joined Westinghouse Broadcasting Co.

Philip D. Marella, member of WIIC (TV) Pittsburgh sales staff, promoted to local sales manager.

Phil Christie joins WCCM Lawrence, Mass., as program director and air personality. He was formerly air personality with WBZ Boston. **Hugh Anthony** and **Bill Borrelli** named account executive and news editor, respectively.

Jay Sims joins KABC Los Angeles announcing staff, replacing **Les Lampson,** who resigned to free lance.

Melvin G. Thompson joins WNCA Siler City, N. C., as account executive.

James F. O'Grady named executive vp of Adam Young Inc., and Young-TV (station reps); **Stephen A. Machcinski** appointed general sales manager and vp of both companies. Mr. O'Grady was formerly associated with tv firm only while Mr. Machcinski handled Adam Young Inc.

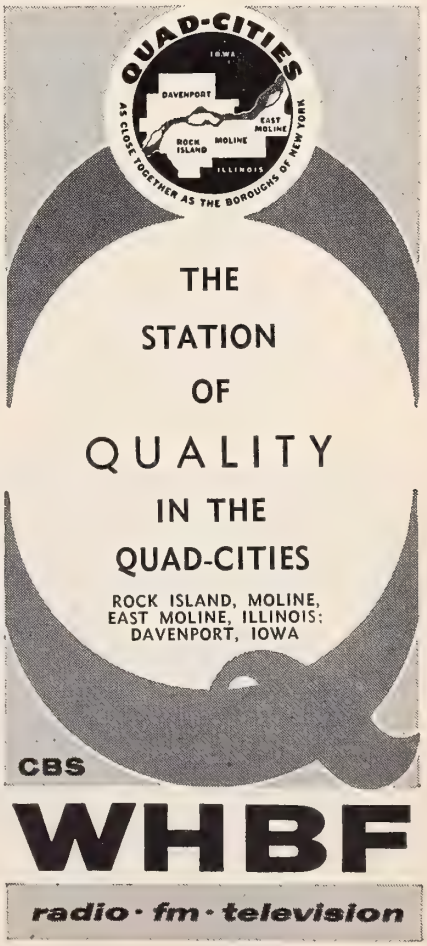

Mr. O'Grady


Mr. Machcinski

Don Beck joins sales department of KRAK Stockton-Sacramento, as account executive. He formerly was sales manager of KORK Las Vegas.

Jack Davis, formerly account executive with Daren F. McGavren, joins KABC-TV Hollywood, in similar capacity.

Alan K. Fleming appointed news director of KNOX-AM-TV Grand Forks, N.D. Mr. Fleming was formerly news



editor and film director at KSOO-TV Sioux Falls, S.D.

Alex Noh appointed news director of KGU Honolulu, replacing **Terry O'Connell** who resigned to join pr agency that city.

T. F. X. Higgins, executive director of Foreign Policy Assn., of Pittsburgh, signed by WIIC (TV) that city, as news commentator.

Philip E. Silberberg, CBS attorney, named senior attorney, CBS-TV.

Ben McKinnon, general manager of WSGN Birmingham, Ala., named "Advertising Man of the Year" by Advertising Club of that city.

Don Hoak, Pittsburgh Pirates third baseman, signs for weekly Saturday sports program on KDKA-TV Pittsburgh.

Ed Conway, formerly newscaster of WIIC (TV) Pittsburgh, joins WTAE (TV), that city, as sports director. Mr. Conway replaces **Ray Scott** who joined American League Minnesota Twins as play-by-play announcer.

Al Fox, former air personality at WCKR Miami, joins KNOB (FM) Long Beach, Calif., in same capacity.

Joel Deutsch, formerly director of merchandising for Strassler-Johnson Co., named assistant director of promotion for WIP Philadelphia.

Cy Tuma, former KOTV (TV) Tulsa, news editor, returns to station after two year absence during which time he served as executive secretary of National Foundation of Infantile Paralysis. Mr. Tuma replaces **Tuck Stadler** who has been promoted to news director.

JFK advisor honored



Dr. Wiesner

Dr. Jerome B. Wiesner, President Kennedy's science adviser, has been chosen to receive Electronic Industries Assn. 1961 medal of honor. Dr. Wiesner will receive award "for distinguished service contributing to the advancement of the electronics industry" at EIA annual convention in Chicago in May. He is on leave as director of electronics research lab., Massachusetts Institute of Technology, and was, until his appointment to White House post, a director of Sprague Electric Co.

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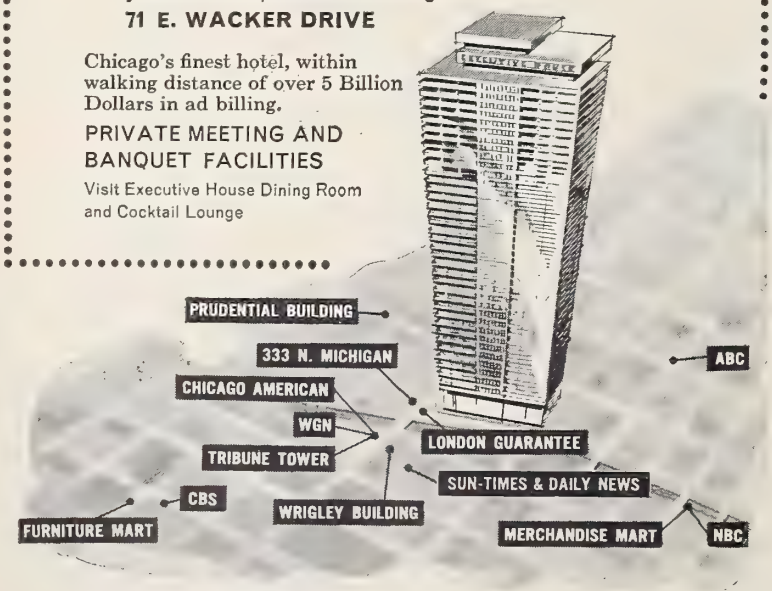
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Roger Sharp, who formerly headed news operation, resigns to join ABC news staff, New York.

Seymour Merill named chief news director of KGBS Los Angeles. **Steve Arvin** joins station as news editor, replacing Mr. Merill. He previously served as news director of KGEE Bakersfield. **Walt DeSilva** and **Nick Carter** appointed weekend announcers for KGBS.

Phil Wilson appointed news director of KXTV (TV) Sacramento.

Don Meighan, formerly KCRG Cedar Rapids, Iowa, news editor, named director of news of KQAQ Austin, Minn.

Bob Zenner to join KOLN-TV Lincoln, Neb., on April 1 as sports director. He formerly served in similar capacity with KLIN, that city.

Dave Diamond joins WKGN Knoxville, Tenn., as program director. **Tom Murphy,** formerly with KOIL Omaha, joins station as air personality.

Dick Drury, program director for KQV Pittsburgh, assumes additional responsibilities of air personality.

Phyllis Frick named to head continuity department of WSBT South Bend, Ind., replacing **Eleanor Moore,** who died March 1 (BROADCASTING, March 13, 1961).

Jack Jackson, formerly farm director at KCMO-AM-TV Kansas City, to similar position at WFIL-AM-TV Philadelphia, replacing **Milton Bliss,** who joins U. S. Dept. of Agriculture.

Wes Seyler joins WDAF Kansas City farm department. He formerly served as farm director for WIBW Topeka, Kan.

Lee Desilet joins KOMO Seattle as member of sports and special events department.

Francis X. Bushman, silent movie star, signs to host movie program on KTTV (TV) Los Angeles.

Bruce Parsons, formerly air personality at WCTC-AM-FM New Brunswick, N. J., joins WYFI-FM Norfolk, in similar capacity.

PROGRAMMING

Elliot Silverstein, signed to two year contract by Screen Gems as staff director, assigned to hour tv film productions and half-hour Joan Crawford anthology.

Peggy Rea, on production staff of CBS-TV's *Have Gun, Will Travel,* promoted to casting director of show, which starts fifth production season May 9.

Conrad Krebs named promotion manager of Mark Wilson Enterprises, Hollywood.

Gene Levitt, writer-producer under multiple assignment contract, to alternate with **Richard Goldstone** as producer of 20th Century-Fox Tv *Adventures in Paradise.*

Jim Leighton, formerly NBC-TV writer-producer-director, named story editor and associate production aide to Peter Tewksbury, producer-director on Don Fedderson Productions' planned tv series *Byrnalene.*

Robert Kraus, formerly of Screen Gems, Cincinnati, joins Sterling Television, N. Y., as account executive.

Suzanne Holeton, formerly of Arthur Lodge Productions, N. Y., joins Filmex Inc., that city, as news director.

Andrew Jaeger, Jacques Liebenguth and **James Strain** appointed to sales department of Filmaster Inc., New York. Mr. Jaeger will become regional director for northeast; Mr. Liebenguth, director for middle eastern states and Mr. Strain, director for western area. **Stanley Yentes** joins staff as manager of sales and station services.

Conrad Nagle, appointed to newly established office of fourth vp of Screen Actors Guild, will serve until annual election next fall. Headquartered in New York, appointment gives guild national officer on East Coast.

John Rhone, winner of UCLA-Screen Gems fellowship for study in tv industry, joins production staff of tv company after completion of his fellowship-study period.

Herbert Gottlieb appointed to ASCAP west coast office. He was formerly with Robbins Music Corp.

EQUIPMENT & ENGINEERING

G. Richard Tingley, formerly head of Television & Passive Detection Branch, Norden Div., United Aircraft Corp., N. Y., appointed vp, military and industrial systems department, CBS Labs, Stamford, Conn.

William S. Strout, formerly director of purchasing of Oak Manufacturing Co., Crystal Lake, Ill., elected vp.

Joseph D. Portanova, formerly vp for styling of Hoffman's Consumer Products division, Los Angeles, named to head new department dealing with industrial design.

Hans R. Richner, administrator of planning controls, Packard Bell Electronics, Los Angeles, named director of planning of Home Products Div.

Peter Wargo appointed manager of engineering for Cathode Ray Tube department, General Electric Co., Syracuse. Dr. Wargo was formerly with company's power tube department, Schenectady, N. Y.

GOVERNMENT

Edwin S. Rockefeller III, formerly legal assistant to chairman of Federal Trade Commission; **Ralph S. Cunningham Jr.,** formerly legal assistant to chairman of FTC, and **Blaine S. Butler,** formerly with Securities & Exchange Commission, to Arent, Fox, Kintner, Plotkin & Kahn, Washington law firm which Earl W. Kintner, former FTC chairman, joined earlier this month.

Charles R. Escola, assistant FCC general counsel since May 1957, resigned to return to Topeka, Kan., home to establish private practice and as special counsel for Kansas Corporation Commission for oil and gas matters.

Robert D. L'Heureux, Washington attorney and one time legislative liaison officer for former FCC Chairman George C. McConnaughey, named counsel for National Community Television Assn.

INTERNATIONAL


Mr. Jamieson

Don Jamieson, general manager of CJON - AM - TV St. Johns, Nfld., elected president of Canadian Assn. of Broadcasters. Mr. Jamieson succeeds **Murray T. Brown,** general manager of CFPL-AM-TV London, Ont. Other officers: **Allan Waters,** president and general manager of CHUM Toronto, and **Jean Pouliot,** general manager of CKMI-TV Quebec City, vps; **T. J. Allard** was reappointed executive vp.

H. Hollis Brace, formerly of Cockfield Brown & Co. Ltd., Montreal, and MacLaren Adv. Co. Ltd., Toronto, to advertising and sales promotion manager of Quebec division of Molson's Brewery Ltd., Montreal. He succeeds **John P. Rogers,** who was promoted assistant to executive vp.

J. Remi Crasto, formerly general manager for Far and Near East for National Telefilm Assoc., appointed foreign sales supervisor with headquarters in London.

ALLIED FIELDS

Richard N. Robbins, formerly advertising director of Canaveral Groves Inc., Florida land developing firm, joins Community Club Awards Inc., Westport, Conn., as advertising and pr director. **Jack H. Gainey** appointed sales representative for West Coast. He was division manager with World Broadcasting System.

DEATHS

Irving Sarnoff, 60, executive vp, Bruno-New York Inc., and brother of Brig. Gen. David Sarnoff, RCA chairman, died March 19 of cancer at Roosevelt Hospital, N. Y.

Robert F. Degen, 60, vp and account executive, Ted Bates & Co., N. Y., died March 17 in New Rochelle (N.Y.) Hospital.

Lloyd L. Lind, 49, vp and general manager, Interstate Television Corp., N.Y., died March 19 in Norwalk (Conn.) Hospital after an operation.

Glenn Clark Miller, 47, assistant general manager of WCPO-AM-FM-TV Cincinnati, died March 20, following series of heart attacks.

Charles A. Worcester, 46, died March 21 in Cedar Rapids, Iowa, in automobile accident. Mr. Worcester was director of public services for WMT-AM-TV Cedar Rapids.

Morris Shultz, 56, died of heart attack March 13 at his home in Sunnyside, N. Y. Mr. Shultz was assistant treasurer, controller and director of Arco Electronics, Great Neck, N. Y.

George H. Moore, 77, retired account executive, actor and program director for WCKY Cincinnati, died at his home March 18.

When you think of Kansas City, Mo. remember our A.P.*

the TALL TOWER at Broadcasting House

Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 16 through March 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. ed—educational. Ann.—Announced.

New am stations

ACTIONS

Blountstown, Fla.—Sunshine Radio Co. Granted 1370 kc, 500 w D. P.O. address Box 1114, Sylva, N. C. Estimated construction cost $15,404, first year operating cost $30,000, revenue $36,000. Applicants are **James B. Childress** (51%) and **Carlton W. Elkins** (49%). Mr. Childress owns WKRK Murphy, WKSK West Jefferson, both North Carolina, and has minority interest in WMSJ Sylva, N. C. Mr. Elkins is program director WMSJ. Action March 22.

Benson, N. C.—George G. Beasley. Granted 1580 kc, 500 w D. P.O. address Route 2, Mt. Airy, N. C. Estimated construction cost $7,300, first year operating cost $22,000, revenue $34,000. Mr. Beasley is high school instructor. Action March 22.

New fm stations

ACTIONS

Las Vegas, Nev.—Rainbow Inc. Granted 98.5 mc 5.2 kw. Ant. height 93 ft. P.O. address New Frontier Hotel, Box 1049 Las Vegas, Nev. Estimated construction cost $15,416. Applicant is **Joseph Marandola** (also known as **Joseph Julian**) who is sole owner of KRBO Las Vegas. Applicant fm will duplicate KRBO programming. Action March 22.

Portland, Ore.—KPDQ Inc. Granted 93.7 mc, 50 kw. Ant. height above average terrain 980 ft. P.O. address 4903 N. E. Sandy Blvd. Estimated construction cost $23,617, first year operating cost $22,512, revenue $45,005. Principals include **John W. Davis**, 51%, and **Arla Z. Davis**, 49%. Mr. John Davis is licensee of KPDQ Portland, Ore. Mr. Arla Davis is employe of KPDQ. Action March 22.

Franklin, Tenn.—Robert E. Sewell and **William C. Montgomery.** Granted 100.1 mc, 740 w. Ant. height above average terrain 21 ft. P.O. address c/o Mr. Sewell, 239 Jennings St., Franklin, Tenn. Estimated construction cost $6,200, first year operating cost $5,000, revenue $7,000. Principals include Messrs. Sewell and Montgomery as equal partners. Mr. Sewell owns electrical appliance company. Mr. Montgomery is engineer for WSM Nashville. Action March 22.

Cheyenne, Wyo.—The Great West Co. Granted 106.3 mc, 610 w. U. Ant. height above average terrain 77 ft. P.O. address P.O. Box 926. Estimated construction cost $12,058, first year operating cost $6,450, revenue $16,000. Principals are **W. P. Wright, A. C. Etter, O. D. Dillingham, E. L. Thornton** and **N. E. Jorgensen** (20% each). Applicants each have 20% interest in KVWO Cheyenne and interests in KWKC Abilene, Tex., except Mr. Jorgensen, Washington attorney, who has no interest in latter. Action March 22.

APPLICATIONS

Monterey, Calif.—Family Stations Inc. 94.5 mc; 3.53 kw. Ant. height above average terrain 2495 ft. P.O. address 2728 San Bruno Ave., San Francisco 24, Calif. Estimated construction cost $2,650; first year operating cost $3,516, revenue $3,516. Principals are **Harold Camping, Scott L. Smith,** and **Richard Palmquist.** Camping is in engineering construction and investment. Smith is distributor of automotive products. Palmquist has no other business interest. Ann. March 22.

Kankakee, Ill.—Baker-Maltby-Baker Enterprise. 99.9 mc; 6.6 kw. Ant. height above average terrain 210 ft. P.O. address 251 East Oak St. Estimated construction cost $29,905, first year operating cost $36,000, revenue $40,000. Principals are **Kenneth C. Baker** (⅓), **Willis G. Maltby** (⅓), **Claude P. Baker** (⅓). K. C. Baker is half owner of telephone answering service. Maltby and C. P. Baker are in real estate, construction and insurance together. Ann. March 22.

Herndon, Va.—Coastal Bcstrs. Inc. 101.7 mc; 1 kw. Ant. height above average terrain 179 ft. P.O. address 156 Elden St. Estimated construction cost $11,641, first year operating cost $2,500, revenue $5,000. Ann. March 22.

Kenosha, Wis.—Service Bcstg. Corp. 92.3 mc; 3.52 kw. Ant. height above average terrain 143 ft. P.O. address 625 57th St. Estimated construction cost $40,876.34, first year operating cost $72,000, revenue $75,000. Principals are **Arnold W. Johnson** (16.66%), **Dr. Robert L. Heller** (16.66%), **John E. Malloy** (50%), and **Charles R. Dickoff** (16.66%). Arnold is in concrete business. Heller is dentist. Malloy is in law, bottled water, trailer sales. Dickoff has interests in WEAQ and WIAL (FM) Eau Claire, Wis.; WISM-AM-FM Madison, Wis.; WOSH Oshkosh, Wis. Ann. March 21.

Existing fm stations

CALL LETTERS ASSIGNED

KNIX (FM) Phoenix, Ariz.—Aztec Radio Inc.

*KANG (FM) Angwin, Calif.—Pacific Union College for Educational Bcstg.

KHFR (FM) Monterey, Calif.—Kenneth F. Warren.

KFSD (FM) San Diego, Calif.—KFSD Inc. Changed from KFSD-FM.

KTIM-FM San Rafael, Calif.—Marin Bcstg. Co.

WQDC (FM) Midland, Mich.—Midland-Mid-State Bcstg. Corp.

KRFD (FM) St. Louis, Mo.—Changed from KANG (FM).

KORK-FM Las Vegas, Nev.—Southern Nevada Radio and Television Co.

WTFM (FM) Babylon, N. Y.—WGLI Inc. Changed from WGLI-FM.

WKGN-FM Knoxville, Tenn.—WKGN Inc.

KSPN (FM) Beaumont, Tex.—Woodland Bcstg. Co.

KTSM-FM El Paso, Tex.—Tri-State Bcstg. Co.

KSLT (FM) Tyler, Tex.—Oil Center Bcstg. Co.

Ownership changes

ACTIONS BY FCC

WPKE Pikesville, Ky.—Granted transfer of control from **Margaret C. Hatcher,** administratrix of estate of Jack L. Hatcher, deceased, and **Virginia Hatcher** to **William M. Whitaker, Bill Pierce** and **J. Earl McBrayer;** consideration $42,500. Messrs. McBrayer and Whitaker have interests in WMOR Morehead, Ky. Action March 22.

WKDL Clarksdale, Miss.—Granted transfer of control from **William T.** and **Farley Salmon Jr.** to **Robert J. McIntosh** and **W. Foster Montgomery;** consideration about $57,938. Action March 22.

KIHO Sioux Falls, S. D.—Granted assignment of license to **Northwestern College** (KTIS-AM-FM Minneapolis, Minn.; KNWS Waterloo, Iowa; and KFNW Fargo, N. D.); consideration $100,000. Action March 22.

WMAK Nashville, Tenn.—Granted transfer of control from **Frederick Gregg Jr., Charles F. King** and **Charles H. Wright** to **Gregg, John R. Ozier** and **Frank M. Farris Jr.,** as voting trustees; consideration $25,000 by Ozier for 50% interest and stock transactions. Action March 22.

KKAS Silsbee, Tex.—Granted assignment of license from **Harvard C. Bailes** and **Val D. Hickman** to latter and **Billie Jeanette Holmes;** consideration $15,000 by Holmes for Bailes' 50% interest. Action March 22.

APPLICATIONS

WATV Birmingham, Ala.—Seeks transfer of control from **Thad Holt Sr.** to **E. C. Atkerson** (Atkerson interest to increase from 49% to 99%). Consideration is $6,200 for stock and $22,850 for station demand notes held by Holt. Atkerson is president and director of WATV. Ann. March 15.

WABF Fairhope, Ala.—Seeks transfer of control from **George K. Noland, John E. Dixon, Vera Dixon, D. L. Thompson, James E. Ladner, C. B. Burch, Harold G. Goubil,** and **Dr. C. B. Cleveland** to **J. Dige Bishop.** Interest 82.2%. Consideration $9,399.96. Bishop has interests in WCTA-AM-FM Andalusia, Ala.; WTOT Marianna, Fla.; WBMK West Point, Ga., and WJAM Marion, Ala.

KHOG Fayetteville, Ark.—Seeks transfer of control from **Fayetteville Bcstg. Co.** to **Southwestern Trans-Video Inc.;** consideration $69,900. Southwestern is wholly owned by Pen Ny TV Inc., 85% of which is owned by Jack Tar Co., Galveston, Tex. Ann. March 21.

KFMA (FM) Little Rock, Ark.—Seeks assignment of cp from **Tanner Bcstg. Corp.** to **Arkansas Radio and Equipment Co.** Arkansas will pay Tanner's equipment suppliers $12,916.28 and will lease part of facility when built to another Tanner company. Arkansas owns KARK-AM-TV and 80% of it is owned by T. H. Barton. Executors are T. K. Barton, Clark N. Barton, and Madeline M. Barton. The two men are in oil, gas, and real estate. Their mother has no other business interest. Ann. March 22.

KJEO (TV) Fresno, Calif.—Seeks assignment of license from **O'Neill Bcstg. Co.** to **Shasta Telecasting Corp.** for $3,000,000. Principals are George C. Fleharty (38%), Carl R. McConnell (22.6%), and Laurence W. Carr (14.4%). Mr. Fleharty has no other business interests. Mr. McConnell is in ranching and real estate, among others. Mr. Carr is partner in law firm. Ann. March 15.

KACL Santa Barbara, Calif.—Seeks assignment of cp from **Bert Williamson** and **Lester Spillane** to **Riviera Bcstg. Co.** Principals include Williamson (47½%) and Spillane (47½%). Williamson is partner in KYNO Fresno, Calif. Spillane is director of KUPD Tempe, Ariz., and has interest in KCOK Tulare, Calif. Ann. March 22.

KIEV Glendale, Calif.—Seeks assignment of license from **Cannon System Ltd.** to

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
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MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

Southern California Bcstg. Co. for $400,000. Principals are William J. Beaton (40%), Allen O. Dragge (30%), and George P. Landegger (30%). Beaton has no other business interests. Dragge is vice president of manufacturing company. Dr. Landegger is eye surgeon. Ann. March 21.

Existing tv stations

CALL LETTERS ASSIGNED

WRMP-TV Allen Park, Mich.—Robert M. Parr.

KOGO-TV San Diego, Calif.—KFSD Inc. Changed from KFSD.

Existing am stations

ACTIONS BY FCC

■ By order, commission granted request by Vidor Bcstg. Co. for review of Feb. 7 staff action which returned its application for new am station to operate on 1510 kc, 1 kw, D, in Vidor, Tex., for failure to file areas of ground conductivity pursuant to Sec. V-A, and accepted the application with file number *nunc pro tunc* as of Jan. 16. Ann. March 22.

KTYM Inglewood, Calif. — Granted increase of power on 1460 kc, D, from 1 kw to 5 kw, DA; engineering conditions. Action March 22.

KTIP Porterville, Calif.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WEAW Evanston, Ill.—Granted increased power from 1 kw to 5 kw, continued operation on 1330 kc, DA, D; engineering conditions. Action March 22.

WKHM Jackson, Mich.—Designated for hearing application to increase daytime power on 970 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-2; made WWJ Detroit, party to proceeding. Action March 22.

WMTE Manistee, Mich.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WMBN Petoskey, Mich. — Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 22.

WSKY Asheville, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions (BP-13483). Chmn. Minow not participating; Comr. Cross dissented. Action March 22.

KSEY Seymour, Tex. — Granted change from unl. to SH, continued operation on 1230 kc, 250 w. Action March 22.

WISV Viroqua, Wis.—Designated for hearing application to increase power on 1360 kc, D, from 500 w to 1 kw made KHAK Cedar Rapids, Iowa, party to proceeding. Action March 22.

■ Commission has addressed following letter (the first of its kind) to KDWB Bcstg. Corp., licensee of KDWB Minneapolis, Minn.:

"This letter constitutes a notice of apparent liability for forfeiture under Section 503(b)(2) of the Communications Act of 1934, as amended.

"Station KDWB is licensed by the Commission for operation at St. Paul, Minnesota, on the frequency 630 kilocycles, with operating power of 5 kilowatts daytime and 500 watts at night, using different directional antenna patterns day and night. The license for KDWB specifies for each month of the year the hours during which the station may be operated with its daytime facilities.

"On the morning of January 25, 1961, at approximately 1:00 A.M., Station KDWB was inspected by the Engineer in Charge of the District Office of the Field Engineering and Monitoring Bureau, St. Paul, Minnesota. As a result of such inspection, there was issued on January 27, 1961 an Official Notice of Violation (FCC Form 793) advising you that Station KDWB was in non-compliance with the terms of its current station authorization in that its operation was observed during inspection at daytime power with daytime directional antenna at approximately 1:00 A.M. In your reply, dated February 14, 1961, you have acknowledged that Station KDWB has been operated with its daytime power and daytime directional pattern between the hours of midnight and 4:00 A.M. ever since Crowell-Collier Broadcasting Corporation assumed the ownership of the station in August, 1959. It is apparent, therefore, that Station KDWB has been so operated for at least 10 days since September 13, 1960, the effective date of Section 503(b) of the Communications Act of 1934, as amended, and that you are subject to the maximum forfeiture established by subsections (1) and (3) of said Section 503(b) for willfully or repeatedly failing to operate Station KDWB substantially as set forth in its license.

"Consequently, the Commission has determined that you have incurred an apparent liability of ten thousand dollars ($10,000) for willful or repeated failure to operate Station KDWB substantially as set forth in its license, said amount to be forfeited to the United States. In making this determination the Commission has considered your response to the Notice of Violation, but does not consider the facts stated therein as a valid excuse for non-compliance with the terms of the station license in view of the definition of "daytime" in Section 3.6 of the Commission's Rules, the specification in your license of the daytime hours during each month of the year, and the exception made by Section 3.87 of the Rules for operation of KDWB with daytime facilities after 4:00 A.M. on certain conditions, which section clearly negates any authority to operate with daytime facilities prior to 4:00 A. M.

"You are hereby notified that you have the opportunity to file with the Commission, within 30 days from the date of receipt of this notice, a statement in writing why you should not be held liable. Any such statement should be filed in duplicate and should contain complete details concerning the allegations heretofore made by the Commission and any justification, if any, for the violation of the regulations involved, and any other information which you may desire to bring to the attention of the Commission. Statements of circumstances should be supported, where available, by copies of relevant documents. Upon receipt of any such reply, the Commission will determine whether the facts set forth therein are sufficient to relieve you of liability. If it is unable so to find, the Commission will issue an Order of Forfeiture and the forfeiture will be payable to the Treasurer of the United States.

"If you do not file a statement of nonliability within 30 days from the date of receipt of this notice, the Commission will enter an Order of Forfeiture in the amount of $10,000.00.

"If you do not wish to file a statement which denies liability and, in addition, you do not wish to await the issuance of an Order, you may, within 30 days from the date of receipt of this letter, make payment of the above-mentioned forfeiture by mailing to the Commission a check, or similar instrument, in the amount of $10,000.00 drawn payable to the Treasurer of the United States.

"If you do not wish to file a statement denying liability but, at the same time, regard the amount of the forfeiture imposed as inappropriate, you may submit a statement, within 30 days from the date of receipt of this letter, in which you present facts and reasons why the forfeiture should be a lesser amount."

CALL LETTERS ASSIGNED

KOBY Tucson, Ariz.—Grabet Inc. Radio Enterprises. Changed from KMBO.

KOGO San Diego, Calif.—KFSD Inc. Changed from KFSD.

KACL Santa Barbara, Calif.—Bert Williamson and Lester Spillane. Changed from KSNB.

KWSL Grand Junction, Colo.—G&P Enterprises.

WPUP Gainesville, Fla.—Southern Bcstg. Co. of Marianna.

WSHN Fremont, Mich.—Rev. Stuart P. Noordyk.

WSVM Valdese, N. C.—Central Bcstg. Co.

KTOW Sand Springs, Okla.—Forrest G. Conley.

WSSL North Augusta, S. C.—Harry Hammond.

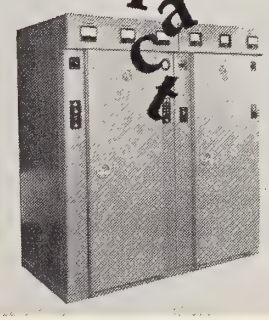
KQDE Spokane, Wash.—Paul Crain.

WIIN Atlanta, Ga.—Seeks transfer of control from **Arthur Long** to **Mrs. Sylvia Cohen.** (increases interest from 33.5% to 51.6%). Consideration $51,713. Ann. March 15.

WJJC Commerce, Ga.—Seeks transfer of control from **Jackson County Bcstg. Co.** to **O. Grady Cooper** and **Ellis E. Cooper.** (Interest of Grady Cooper to be 50.6%; of Ellis Cooper to be 49.4%). Consideration $51,400.

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KANSAS CITY, MO.

New York, 107 William St. | Chicago, 175 W. Jackson | San Francisco, 100 Bush St.

Grady Cooper is manager of WJJC. Ellis Cooper is ½ owner of upholstery company. Ann. March 15.

WJPD Ishpeming, Mich.—Seeks transfer of control from estate of **Olive E. Deegan** to **Dr. James P. Deegan.** No consideration involved. Dr. Deegan is a pediatrist and president of WJPD. Ann. March 15.

KWNO Winona, Mich.—Seeks assignment of license from **Winona Radio Service** to **KWNO Inc.** for $120,000. Principals are Edward M. Allen (50%) and H. R. Hurd (50%). Allen is station manager of KWNO and officer of tv signal stations in Winona and La Crosse, Wis. Hurd is sales manager of KWNO. Ann. March 21.

KIHI (FM) Tulsa, Okla.; KVIT (FM) Oklahoma City, Okla.—Seeks transfer of control from estate of **Henry C. Griffing,** deceased, to **J. C. Updike,** executor of estate. No consideration involved. Ann. March 21.

WMYB Myrtle Beach, S. C.—Seeks assignment of license from **Coastal Carolina Bcstg. Corp.** to **Golden Strand Bcstg. Co.** for $150,000. Principals are Ralph C. Price (⅓), James MacLamroc (⅓), and Hugh E. Holder (⅓). MacLamroc is in law and real estate and has interest in WKIX-AM-FM Raleigh, N. C. together with Rice. Rice is in real estate, banking, and cattle raising. Holder is general manager of WKIX. Ann. March 21.

KPSD (FM) Dallas, Tex.—Seeks assignment of cp from **Prowell-Stroud Co.** to **W. B. Carver** for $10,000. Carver owns fire equipment sales company and cp for KAMA (FM) Dallas. Ann. March 15.

KVWC Vernon, Tex.—Seeks assignment of license from **Johnson Garrison Co.** to **KVWC Inc. Earl Joe Garrison** will pay Petty Durwood Johnson $15,900, and their partnership will be incorporated. Garrison and his wife will have 51% interest, Johnson 49%. Johnson owns KTXL San Angelo, Tex. Ann. March 15.

KANN Ogden, Utah—Seeks assignment of cp from **Executive Bcstg. Co.** to **Keith M. Ashton** for $8,231.78. Mr. Ashton owns advertising agency. Ann. March 15.

KDYL Tooele, Utah—Seeks transfer of control from **Samuel, Zelpha** and **Larry Gillette** to **Tooele County Radio and Television Bcstg. Inc.** Consideration $27,000. Principals are Burnell Stanton (⅓), T. Dee Tranter (⅓), and Jack A. Tranter (⅓). J. A. Tranter and Stanton are employees of Sperry Utah Eng. Lab. T. D. Tranter is announcer for KLXX Provo, Utah. Ann. March 22.

KWIQ Moses Lake, Wash.—Seeks assignment of license from **Cascade Bcstg. Co.** to **KWIQ Radio Inc.** for $23,286.35. Principal is **W. E.** Lawrence (99.6%). Lawrence has no other business interests. Ann. March 21.

WFAW (FM) Fort Atkinson, Wis.—Seeks assignment of license from **Robert K. Brown, Nathan L. Goetz, Robert Goetz, Merlin J. Meythaler,** and **William Shepherd to Nathan L. Goetz** (50%) and **Robert Goetz** (50%) for $5475. Goetz brothers have interest in KMAQ Maquoketa, Iowa. Ann. March 15.

WSTA Charlotte Amalie, V. I.—Seeks assignment of license from **W. M. O'Neil** to **V. I. Industries Inc.** No consideration involved. O'Neil will own 100% of V. I. Industries. Mr. O'Neil is president of company and owner of WSKP Miami. Ann. March 15.

Hearing cases

FINAL DECISIONS

■ By decision, commission (1) granted application of James A. Noe to change facilities of KNOE Monroe, La., from 1390 kc, to 5 kw, DA-N, U, to 540 kc, 1 kw-N, 5 kw-LS, DA-2, and (2) granted petition by B. J. Parrish to dismiss without prejudice his application for new station to operate on 540 kc, 1 kw, D, in Pine Bluff, Ark. Chmn. Minow and Comrs. Craven and Cross not participating; Comr. Ford dissented. June 27, 1957 initial decision looked toward granting KNOE application and denying Parrish. Action March 22.

■ By memorandum opinion and order, commission denied petition by KEED Eugene, Ore., for reconsideration and rehearing on July 27, 1960 decision which granted application of Liberty Television Inc. for new tv station (KEZI-TV) to operate on ch. 9 in Eugene, Ore. and denied competing application of KEED. Chmn. Minow and Comr. Ford not participating. Action March 22.

■ By decision, commission granted application of Pasadena Presbyterian Church for new class B fm station to operate on 106.7 mc in Pasadena, Calif., and denied application of Armin H. Wittenberg Jr. for same facilities in Los Angeles. Chmn. Minow not participating; Comr. Lee dissented. Oct. 2, 1959 initial decision looked toward this action. Action March 22.

■ By memorandum opinion and order, commission granted petition to Booth Bcstg. Co. to extent of modifying May 18, 1960 initial decision to reflect 1960 census figures and granting its application to increase D power of station WSGW Saginaw, Mich., from 1 kw to 5 kw, continued operation on 790 kc, 1 kw-N, DA-2, and terminated proceeding. Chmn. Minow and Comr. Bartley not participating. Initial decision looked toward denying application. Action March 22.

■ By order commission, on motion by WBET Brockton, Mass., dismissed its petition for reconsideration of Nov. 28, 1960 order which made effective initial decision and granted application of Associated Enterprises for new am station to operate on 1410 kc, 1 kw, DA, D, in Brockton, Mass. Action March 22.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by WALE Fall River, Mass., WHMP Northampton, Mass., WSTC Stamford, Conn., WILI Williamantic, Conn., and WIDE Biddeford, Maine, severed from consolidated proceeding and granted their applications to increase daytime power from 250 w to 1 kw (WALE to 500 w), continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in the event they are subsequently authorized to increase power to 1 kw. Action March 22.

■ By memorandum opinion and order, commission denied petition by Val Verde Bcstg. Co. to enlarge issues to determine financial qualifications of applicant Queen City Bcstg. Co. in proceeding on their applications for new am stations in Del Rio, Tex. Val Verde's request for inclusion of a sufficiency of funds issue should be addressed to hearing examiner. Action March 22.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by WIBW-TV Topeka, Kans., (2) vacated order which stayed effective date of Sept. 16, 1960 grant of applications of Mid-Kansas Inc. for common carrier microwave stations to provide off-the-air pickup and relay of Kansas City stations KCMO-TV, KMBC-TV and WDAF-TV for delivery to CATV systems in Manhattan, Junction City, and Salina, Kans. Action March 22.

■ By memorandum opinion and order, commission denied petition by May Bcstg. Co. (KMA), Shenandoah, Iowa, to clarify action of Nov. 2, 1960 which granted application of The Valentine Bcstg. Co. for new am station (KVSH) to operate on 840 kc, 5 kw, D, in Valentine, Neb., conditioned to accepting any interference that may result from subsequent grant of application of KIOA Inc., to increase daytime power of KIOA Des Moines, Iowa, from 10 kw to 50 kw, continued operation on 940 kc, kw-N, DA-N. Commission is of view that KMA's petition concerns evidentiary matters on interference which should be raised at time of hearing on KIOA application and should be ruled upon in first instance by hearing examiner. Action March 22.

■ Commission gives notice that Jan. 24 initial decision to grant application of Service Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, DA, in Concord, Calif., became effective March 15. Ann. March 16.

STAFF INSTRUCTIONS

■ Commission on March 22 directed preparation of document looking toward denying petitions by (1) Radio Cabrillo, would-be applicant for new am station in Atascadero, Calif., not party to proceeding, and by (2) KCOY and KSMA Santa Maria, Calif., intervenors, for reconsideration of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria; also toward denying latters' request for leave to file supplemental petition.

Announcement of this preliminary step does not constitute commission action in such case, but is merely an announcement of proposed disposition. The commission reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision.

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward (1) granting applications of Washington State Univ. for renewal of license of KWSC and auxiliary, Pullman, Wash., and for modification of license to provide for unlimited time operation on 1250 kc, 5 kw, and (2) granting application of First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle, limited, however, to daytime-only operation on 1250 kc, 1 kw. KWSC and KTW presently are licensed on share-time basis at night. Ann. March 22.

■ Hearing Examiner Jay A. Kyle issued an initial decision looking toward granting application of Sawnee Bcstg. Co. for new station to operate on 1410 kc, 1 kw, DA, D, in Cumming, Ga. Ann. March 21.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Town Radio Inc. for new am station to operate on 1480 kc, 500 w, D, in Shippensburg, Pa., and denying application of Frederick County Bcstrs. for new station on same frequency with 1 kw, D, in Winchester, Va. Ann. March 17.

OTHER ACTIONS

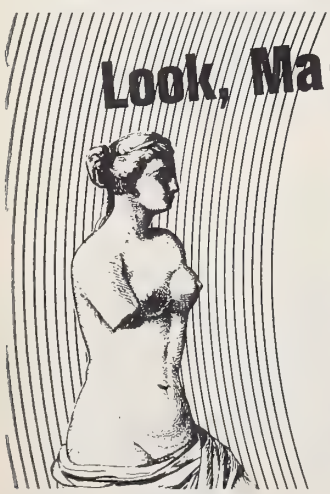
KORD Pasco, Wash.—Designated for hearing application for renewal of license on programming issues. Comrs. Hyde, Craven and Cross dissented.

Routine roundup

■ By report and order commission made Bakersfield and San Joaquin Valley, Calif., all-uhf by substituting ch. 23 for ch. 10 and adding ch. 51 at Bakersfield and reserving ch. 39 there for educational use. This will enable existing San Joaquin Valley tv stations to compete more effectively and enhance opportunities for adding new tv stations in valley.

■ In so doing, commission substituted ch. 45 for ch. 37 at Delano, assigned ch. 12 to Santa Maria, and denied proposals for other reassignments of chs. 10 and 12.

■ Ch. 23 assignment and deletion of ch. 10 at Bakersfield will become effective Dec. 1, 1962 (expiration date of KERO-TV's license on ch. 10 at Bakersfield) or on any earlier date that station ceases its ch. 10 operation.



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 23

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,529	34	133	801
FM	792	63	192	118
TV	486[1]	56	83	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 23

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ By separate action, commission ordered hearing on modification of KERO-TV's license to specify operation on ch. 23 instead of ch. 10.

■ KYLD-TV and KBAK-TV now operate at Bakersfield on chs. 17 and 29, respectively and these channels are not changed. Thus, deintermixture will give Bakersfield five uhf channels (17, 23, 29, *39 and 51) instead of its present intermixed four channels (10, 17, 29 and 39).

Commissioner Cross dissented to both actions. Action March 22.

■ By order, commission extended from April 1 to June 1 period in which television vhf repeaters (boosters), which were constructed before July 1, 1960 and authorized to continue operation temporarily, to apply for conversion to conform to new low-power vhf translator rules. Action March 22.

WZRO Jacksonville Beach, Fla.—Granted increased power on 1010 kc, D, from 1 kw to 25 kw, DA, and change studio locations to Jacksonville; engineering conditions. Comr. Ford dissented with statement, in which Chmn. Minow concurred: "The removal of the only station from a city of 11,000 people in order to give a larger community its tenth station does not appear to be in the public interest. I would, therefore, designate the application for hearing on appropriate issues." Action March 16.

Tattnall County Bcstg. Co. Glennville, Ga.—Granted cp for new am station to operate on 1580 kc, 1 kw, D. Chmn. Minow dissented and stated, in which Comrs. Bartley and Ford concurred: "I dissent. I believe that the application should be set for hearing on whether the public interest would be served by a grant in view of Mr. Gilreath's extensive other broadcast interests in this highly concentrated area of Georgia." Action March 16.

Lorenzo W. Milam, Eastside Bcstg. Co. Seattle, Wash.—Designated for consolidated hearing applications for new class B fm stations to operate on 107.7 mc; Milam with 14.8 kw, antenna height 186.3 ft, and Eastside with 39.1 kw; ant. height 1,117 ft. Action March 16.

■ By notice of proposed rule making commission invites comments by April 17 to proposal by Board of Regents of Univ. of State of New York to reserve presently unused commercial ch. 23 in Albany for noncommercial educational use, in addition to presently reserved (but unapplied for) educational ch. *17 there. In its petition for rule making Board of Regents stated that it intends, as soon as financial resources are provided by legislature, to provide educational tv services to all of people of that state. Ann. March 16.

ACTIONS ON MOTIONS

■ Commission on March 21, upon petition by National Association of Broadcasters, extended to May 1 and May 10, respectively, time to file comments and replies in matter of amendment of Section IV (statement of program service) of broadcast application Forms 301, 303, 314 and 315. Ann. March 21.

By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 20 time to respond to petition by KISD Sioux Falls, S. D., to make initial decision effective immediately and to file exceptions to initial decision in proceeding on its am application. Ann. March 13.

■ Granted petition by Broadcast Bureau and extended to March 27 time to respond to petition by Outlet Co. to enlarge issues in proceeding on application of WMUR-TV Manchester N. H., and to April 10 for replies. Ann. March 16.

■ Granted petition by Broadcast Bureau and extended to April 3 time to file responsive pleadings to petition by KBTX-TV Bryan, Texas, for reconsideration of Feb. 2 action which dismissed its application to change transmitter site, etc., and upon reconsideration to consolidate it for hearing with Corpus Christi, Texas, tv ch. 3 proceeding; granted petition by KVDO-TV Corpus Christi, Tex., and extended to March 29 time to respond to petition by Tropical Telecasting Corp. to enlarge issues in the proceeding. Ann. March 16.

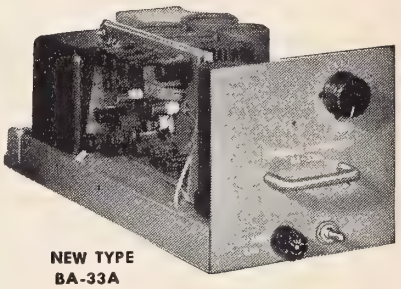
By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from March 13 to March 20 time to file response to petition by Edward L. Waterman to dismiss without prejudice his application for fm facilities in Park-Forest, Ill. Ann. March 13.

■ Scheduled prehearing conference for March 22 in matter of revocation of license of Leo Joseph Theriot for KLFT Golden Meadow, La. Ann. March 14.

■ Scheduled hearings in following proceedings on dates shown: April 17: WITT Lewisburg, Pa. renewal of license; April 18: am applications of Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich.; April 19: Ralph W. Hoffman and Abbeville Radio Inc., Abbeville, Ala.; April 20: Aspen Bcstg. Co., Aspen, Colo., Aubrey H. Ison, James A. Mc-

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Culla, Paul C. Masterson, Stanley R. Bookstein, Lompoc, Calif.; April 21: Big Horn County Musicasters, Hardin, Mont.; fm application of WOIO Cincinnati, Ohio. Ann. March 16.

By Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for March 24 in Orlando, Fla., tv ch. 9 remand proceeding. Ann. March 20.

■ Granted motion by Leo Theriot and changed place of hearing from Washington, D. C., to New Orleans, La., in matter of revocation of license for KLFT Golden Meadow, La. Ann. March 21.

By Hearing Examiner Asher H. Ende

■ On own motion continued March 27 prehearing conference to March 29 in proceeding on applications on Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for am facilities in Nicholasville, Ky. Ann. March 17.

By Hearing Examiner Thomas H. Donahue

■ On own motion continued April 12 hearing to date to be determined at prehearing conference to be held on that date in proceeding on application of Jefferson Bcstg. Co., for am facilities in Jefferson City, Tenn. Ann. March 16.

By Hearing Examiner H. Gifford Irion

■ Scheduled oral argument for March 17 on petition by Walter L. Follmer for leave to amend his application for am facilities in Hamilton, Ohio; application is consolidated for hearing with am application of WQXR New York, N. Y. Ann. March 14.

■ Scheduled prehearing conference for April 7 in proceeding on applications of Aubrey H. Ison, James A. McCulla and Paul C. Masterson and Stanley R. Bookstein for am facilities in Lompoc, Calif. Ann. March 17.

■ Denied petition by Walter L. Follmer for leave to amend his application for am facilities in Hamilton, Ohio, to change his transmitter site; application is consolidated for hearing with am application of WQXR New York, N. Y. Ann. March 20.

By Hearing Examiner Isador A. Honig

■ On own motion, scheduled prehearing conference for March 29 in proceeding on application of Yoakum County Bcstg. Co. and Echols Bcstg. Co., for new am stations in Denver City, Tex., and Hobbs, N. M. Ann. March 14.

By Hearing Examiner Annie Neal Huntting

■ Upon consideration of informal agreement of all parties, cancelled March 17 hearing and ordered that remaining engineering testimony and exhibits will be received at April 4 hearing which was scheduled to receive lay exhibits and testomony in proceeding on am applications of The Four States Bcstg. Co., Halfway, Md. Ann. March 15.

■ Granted petition by Broadcast Bureau only to extent that dates for filing proposed findings of fact and conclusions and replies thereto are postponed, respectively, from March 15 and 21 to March 21 and 28 in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc. for am facilities in Newton and Dedham, Mass. Action March 16.

■ Scheduled prehearing conference for March 28 in proceeding on application of Aspen Bcstg. Co., for new am station in Aspen, Colo. Action March 17.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached on record of March 15 prehearing conference, scheduled certain procedural dates, and continued March 27 hearing to May 16 in proceeding on application of WMUR-TV Manchester, N. H., to change facilities. Ann. March 15.

■ Granted petition by Sayger Bcstg. Co., Tiffin, Ohio, insofar as it requests severance from am proceeding applications of WHUM Reading, Pa.; WEEX Easton, Pa.; WFAS White Plains, N. Y.; WGBB Freeport, N. Y.; Harlan Murrelle and Assoc. Lakewood, N. J.; WFPG Inc., Toms River, N. J.; Ocean County Bcstrs., Toms River, N. J.; WSNJ Bridgeton, N. J.; WCMC Wildwood, N. J.; and WCEM Cambridge, Md. Denied request to close record; new proceeding hereby created shall be known as WFPG Inc., and scheduled for further hearing April 3 in new proceeding. Action March 15.

■ Scheduled prehearing conference for April 6 in proceeding on am applications of Big Horn County Musicasters, Hardin, Mont. Action March 17.

■ Granted petition by Columbia River Bcstrs. Inc. to continue hearing from March 23 to May 9 in proceeding on its application for am facilities in Mount Vernon, Wash. Action March 17.

By Hearing Examiner Herbert Sharfman

■ Upon request by KFVS Cape Girardeau, Mo., and without objection by Broadcast Bureau, reopened record to receive Page 25-A of KFVS Exhibit 1 and closed record in proceeding on its am application and that of The Firmin Company, Vincennes, Ind. Ann. March 15.

■ Upon oral request by Eastern States Bcstg. Corp., and without objection by other parties, continued further hearings from March 15 to March 24 in New Bedford, Mass., tv ch. 6 proceeding. Ann. March 14.

■ Upon request by Broadcast Bureau and without objection by other parties further extended from March 17 to 31 and from March 27 to April 10 time to file proposed findings and replies, for group II, of consolidated am proceeding received in evidence WJLB Detroit, Mich., Exhibit A which substituted certain pages concerning population tabulations in its Exhibit 1. Action March 17.

■ Received in evidence WMDN Midland, Mich., Exhibit 2 (engineering testimony of E. Harold Munn Jr. for Midland) and closed record in proceeding on its am application. Action March 20.

By Hearing Examiner Millard F. French

■ Ordered that Broadcast Bureau shall file its proposed findings on or before March 21 and that applicants shall file any desired reply findings thereto on or before April 11 in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Ann. March 14.

By Hearing Examiner Forest L. McClenning

■ By order, formalized agreements reached at March 14 prehearing conference in Corpus Christi, Tex., tv ch. 3 proceeding, scheduled certain procedural dates, and continued March 20 hearing to July 10. Ann. March 14.

■ By order, formalized agreements reached at March 14 prehearing conference, scheduled certain procedural dates, and continued March 30 hearing to May 15 in proceeding on applications of United Bcstg. Co., and Puritan Broadcast Service Inc. for fm stations in Beverly and Lynn, Mass. Ann. March 14.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Central Wisconsin Television Inc. and continued March 17 hearing to April 14 in proceeding on its application for new tv station to operate on ch. 9 in Wausau, Wis., and extended time for Broadcast Bureau to file reply to petitioner's Jan. 12 request for leave to amend its application until 10 days after commission receipt of necessary recommendation of Washington office of Federal Aviation Agency. Ann. March 14.

■ Granted joint motion by Rollins Bcstg. Inc. and WHYY Inc., continued from March 20 to April 3 time for introduction of evidence, and otherwise maintained March 20 hearing date, conditioned to petitioners filing motion by March 20 concerning applicant Metropolitan Bcstg. Corp. in Wilmington, Del., tv ch. 12 proceeding. Action March 15.

■ On own motion, scheduled hearing for March 27 in proceeding on am applications of KWHW Altus, Okla. Action March 20.

By Hearing Examiner David I. Kraushaar

■ Denied joint petition by applicants Creek County Bcstg. Co., Sapulpa Bcstg. Corp., and M. W. Cooper to reopen record in proceeding on their am applications and that of Tinker Area Bcstg. Co., in Midwest City and Sapulpa, Okla., and dismissed Tinker Area's motion for an extension of time to respond to petition. Ann. March 13.

■ Issued order after prehearing conference in proceeding on proposal by WNBE-TV New Bern, N. C., for specification of trans. and ant. site, and scheduled, among other procedural dates, hearing for April 26. Ann. March 14.

■ Granted motion by WKAP Allentown, Pa., severed its application and that of Rodio Radio, Hammonton, N. J. from consolidated am proceeding, retained in open status record in proceeding involving their applications pending disposition of negotiations between two applicants whereby Rodio Radio application would be dismissed, remained in effect April 3 hearing as to them but cancelled deadline date of March 20 for filing proposed findings of fact and conclusions in regard to these two applications; closed record with respect to other applications WNHC New Haven, Conn., et al. Action March 15.

■ Denied petition by Nassau Bcstg. Co., Princeton, N. J., for extension of time to file proposed findings and replies until dates specified in petition, but extended to April 3 and 14 time to file proposed findings and replies in proceeding on its application which is consolidated for hearing in am proceeding WNHC New Haven, Conn., et al. Action March 16.

Broadcast actions

by Broadcast Bureau
Actions of March 15

WSSB Durham, N. C.—Granted assignment of license to WSSB Inc.

KRKD, KRKD-FM Los Angeles, Calif.—Granted assignment of licenses to International Church of Foursquare Gospel.

WJW-AM-FM-TV Cleveland, Ohio; WJBK-AM-FM-TV Detroit, Mich.; WGBS-AM-FM Miami, Fla.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; WAGA-TV Atlanta, Ga.; WITI-TV Milwaukee, Wis.—Granted relinquishment of positive control by George B. Storer through sale of common stock to general public.

WIBG, WIBG-FM Philadelphia, Pa. — Granted relinquishment of positive control of Storer Bcstg. Co. by George B. Storer through sale of common stock to general public.

KGBS Los Angeles, Calif.—Granted relinquishment of positive control of Storer Bcstg. Co. by George B. Storer through sale of common stock to general public.

WBNB, WBNB-TV Charlotte Amalie, V. I. Granted relinquishment of negative control each by Robert Moss and Robert E. Noble Jr. through sale of stock to Kenneth H. Granger and Mrs. Faye R. Russell.

KMGM Albuquerque, N. M.—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

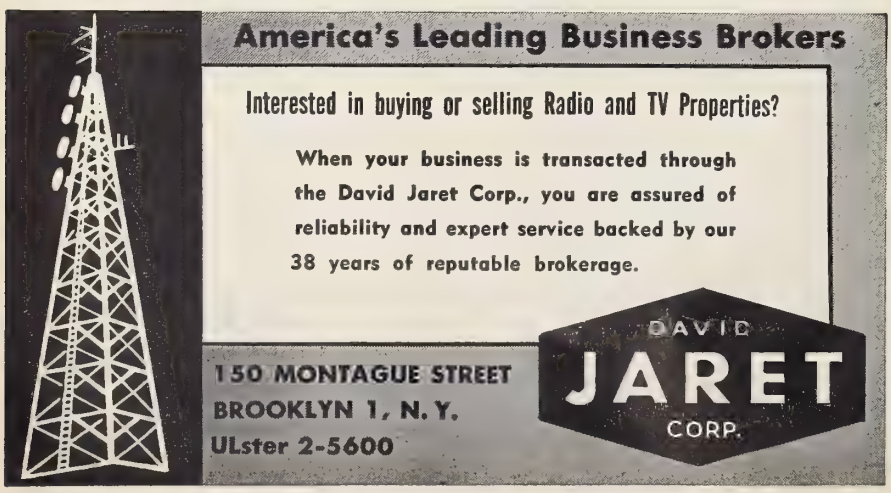
KXJK Forrest City, Ark.—Granted cp to install new trans. (main trans. location) for auxiliary purposes; remote control permitted.

KACE-FM Riverside, Calif.—Granted cp to make changes in ant. system.

WAZF Yazoo City, Miss.—Granted cp to install new trans.

KCPA-FM Dallas, Texas—Granted mod. of cp to change studio location and remote control point.

KGGK (FM) Garden Grove, Calif.—Granted mod. of cp to change ant. trans. and studio



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location; type trans.; type ant.; changes in ant. system and ant. height to 180 ft.

*WCSQ (FM) Central Square, N. Y.—Granted mod. of cp to change ERP to 1.5 kw, and type trans.

KLIQ Portland, Ore.—Granted mod. of cp to change type trans.

WTSB Lumberton, N. C.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WNOH Raleigh, N. C. to Sept. 13; WLDM (FM) Detroit, Mich. (main & aux.), to Sept. 18; WOWY Clewiston, Fla. to Apr. 22; WJIL Jacksonville, Ill. to Sept. 13; WRIT-FM Milwaukee, Wis. to June 21; WEGO-FM Concord, N. C. to July 31; WRAK-FM Williamsport, Pa. to Sept. 2; KVFD Fort Dodge, Iowa to Apr. 28; WERL Eagle River, Wis. to May 15; WENZ Highland Springs, Va. to Sept. 7; WKBX Kissimmee, Fla. to June 30; KGGK (FM) Garden Grove, Calif. to May 1; KLIQ Portland, Ore. to May 31; KUDU-FM Ventura-Oxnard, Calif. to May 28.

*WSBF-FM Clemson, S. C.—Granted license for noncommercial educational fm station.

Granted licenses for following fm stations: WAYL Minneapolis, Minn.; WTOS Wauwatosa, Wis.; KQIP Odessa, Tex.; KOZE-FM Lewiston, Idaho; KBMF-FM Pampa, Tex.; KSRF Santa Monica, Calif.; WFCJ Miamisburg, Ohio; WYOU Baltimore, Md.; WRVR New York, N. Y.; without prejudice to such further action as may be warranted with respect to pending petitions for reargument and hearing in dockets 12107 and 12222; KBEY Kansas City. Mo.

WPAT-FM Paterson, N. J.—Granted licenses covering decrease in ERP, increase in ant. height, change in ant. trans. location, installation new trans. and ant. and operation of trans. by remote control; installation of new trans. as alternate main trans.; and use of old main trans. as auxiliary trans.; waived rules to permit operation with power in excess of main trans.

KAJO Grants Pass, Ore.—Granted license covering increase in daytime power from 1 kw to 5 kw, installation new trans. and make changes in ground system.

WPRS Paris, Ill.—Granted license covering increase in power and installation of new trans.

WRCO Richland Center, Wis.—Granted license covering increase in daytime power and installation of new trans.; condition.

*WVHC (FM) Hempstead, N. Y.—Granted license covering change in ant.-trans. location and operation by remote control.

WATR Waterbury, Conn.—Granted license covering installation of old main trans. as auxiliary trans.

KDNT-FM Denton, Tex.—Granted license covering change in frequency, ERP and type trans.

Actions of March 17

KSWB (TV) Elk City, Okla.—Granted mod. of cp to change type trans.

WPRW-FM Manassas, Va.—Granted mod. of cp for change in type trans. and type ant.

KBPS Portland, Ore.—Granted extension of authority to Sept. 18 to operate from sign-on at 9:30 a.m. to sign-off at 3:30 p.m.

KUFM (FM) El Cajon, Calif.—Granted authority to remain silent for period ending May 31.

Actions of March 16

KBMS (FM) Los Angeles, Calif.—Granted acquisition of negative control by each Elias Schwartz and William Scott through purchase of stock from Robert V. Gibson by Planned Music Inc.

KSKI Sun Valley, Idaho—Granted license for new am station.

KTCS Fort Smith, Ark.—Granted increased power on 1410 kc, D, from 500 w to 1 kw; engineering condition.

WATW Ashland, Wis.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions.

Bar None Inc., Dishman, Wash.; Independent Bcstg. Corp., Spokane, Wash.—Designated for consolidated hearing applications for new daytime am stations—Bar None on 1430 kc, 1 kw, and Independent on 1440 kc, 5 kw.

George Shane Victorville, Calif.—Designated for hearing application for new am station to operate on 1450 kc, 250 w, U made KPRO Riverside and KPAL Palm Springs parties to proceeding.

Wagner Bcstg. Co., Woodland, Calif.; Elbert H. Dean and Richard E. Newman, Clovis, Calif.; Dennis Bcstg., Reno, Nev.; Charles W. Jobbins, Grass Valley, Calif.—Designated for consolidated hearing applications for new daytime am stations—Wagner on 780 kc, 1 kw, Dean and Newman on 790 kc, 500 w and Dennis and Jobbins on 790 kc, 1 kw; made KGO San Francisco, KABC Los Angeles, KUZZ Bakersfield, KDAN Eureka, all Calif., parties to proceeding with respect to their existing operations, and Federal Aviation Agency party with respect to air menace issue.

Richard D. Grand Sierra Vista, Ariz. — Granted cp for new am station to operate on 1470 kc, 1 kw, D; remote control permitted.

KCEE Tucson, Ariz.—Granted increased power on 790 kc, DA, D, from 1 kw to 5 kw; engineering conditions. Chmn. Minow not participating.

WAMS Wilmington, Del.—Granted mod. of cp (1380 kc, 1 kw-N, 5 kw-LS with specified daytime hours when WBNX New York City operates, DA-2) to add third daytime DA pattern to permit operation with 5 kw throughout its daytime hours; engineering conditions. Is licensed on 1380 kc, 1 kw, DA-1, U.

Dorlen Bcstrs. Inc. Waldorf, Md.—Granted cp for new class B fm station to operate on 104.1 mc; ERP 1.5 kw; ant. height 165 ft. conditioned that prior to authorization of program tests evidence be submitted showing that John R. Dorsey, Jr., has severed connections with station WDON Wheaton, Md.

Adver-Cast Inc. Buffalo, N. Y.—Granted cp for new class B fm station to operate on 106.5 mc; ERP 17.5 kw; ant. height 380 ft.; remote control permitted; conditioned that prior to authorization of program tests evidence be submitted to show that Daniel J. Lesniak has severed connections with WWOL-AM-FM Buffalo. Chmn. Minow dissented.

WTFM (FM) Babylon, N. Y.—Granted cp to change station location to Lake Success, N. Y., change studio-trans. site, ant., trans. ERP from 15 kw to 12 kw, and ant. height from 120 ft. to 175 ft.; remote control permitted.

WBLY-FM Springfield, Ohio — Granted change of operation from class A fm station on 103.9 mc to class B on 102.9 mc; ant. height from 62 ft. to 65 ft.

WTTF Tiffin, Ohio—Granted cp for new class B fm station to operate on 103.7 mc; ERP 3.8 kw; ant. height 125 ft.; remote control permitted; engineering conditions.

Willamette Family Stations Inc. Eugene, Ore.—Granted cp for new class B fm station to operate on 96.1 mc; ERP 70 kw; ant. height 240 ft.; remote control permitted; engineering condition.

By letter, commission returned request by Community Telecasting Co. (WXTV, ch. 45), Youngstown, Ohio, for special temporary authority to operate on Channel 15 in Youngstown, as patently not in accordance with commission rules. Commission had previously denied Community petition for rule making to assign Channel 15 to Youngstown.

Farnell O'Quinn Eastman, Ga.—Granted cp for new am station to operate on 1580 kc, 500 w, D.

KNCM Moberly, Mo.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions.

Sun State Bcstg. System Inc., San Fernando, Calif.; KGFJ Los Angeles, Calif.—Designated for consolidated hearing applications of Sun State for new am station to operate on 1210 kc, 10 kw, DA, D; KGFJ to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, with power reduced to 100 w when KPPC Pasadena operates; made Federal Aviation Agency party to proceeding with respect to air menace issue only.

KWTC Barstow, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not be commenced until decision has been reached with respect to KGFJ proposal (above) and, in event KGFJ application is granted, KWTC shall not commence program tests until KGFJ is similarly authorized. Comr. Ford dissented.

KGEE Bakersfield, Calif. — Granted increased daytime power on 1230 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; engineering conditions.

KPRL Paso Robles, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions.

House of Music Turlock, Calif.—Granted cp for new class B fm station to operate on 92.9 mc; ERP 3.5 kw; ant. height 94 ft.

Following fm stations were granted subsidiary communications authorizations to engage in multiplex operations: KAAR Oxnard, Calif., condition, and KYA-FM San Francisco, Calif.

KQRO (FM) Dallas, Tex.—Granted license for fm station.

KRKD Los Angeles, Calif.—Granted mod. of license to operate station from share time with station KFSG to unlimited; authorization is expressly conditioned upon early consummation of transfer of control and assignment.

KENO Las Vegas, Nev.—Granted cp to replace expired cp which authorized change in ant.-trans. studio location and changes in DA system.

WWJ-TV Detroit, Mich.—Granted cp to change type trans. (main trans. & ant.)

WFME (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 63 kw; ant. height to 260 ft.; ant.-trans. location; studio location; change type trans.; type ant., and make changes in ant. system.

KLTF Little Falls, Minn.—Remote control permitted.

KLID Poplar Bluff, Mo.—Remote control permitted.

WFAN-FM Washington, D. C.—Granted change of remote control authority.

KEMO St. Louis, Mo.—Granted change of

Continued on page 114

THE NEXT SOUND YOU HEAR WILL BE Ecco-Fonic



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

CLASSIFIED ADVERTISEMENTS

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo first letter. All replies in strict confidence. Box 447E, BROADCASTING.

Station manager who can sell, announce, and preferably with first ticket. Southern Rocky Mountain area. Confidential. Immediacy. Box 481E, BROADCASTING.

Intelligent, aggressive general manager for small market AM station in northeast. Excellent opportunity for young man who can take responsibility and wants to move into management. Box 602E, BROADCASTING.

Sales manager who is tired of selling in a cold, depressed area. Oregon's wonderful Willamette-Land offers best year 'round climate in U.S. for business and family. Resume and photo to Robert Bruce, Radio KGAY, Salem.

Top station in Mississippi's second market is looking for manager who believes in spending bulk of the time on the street selling. Man we are looking for is full of ideas and knows how to sell them. This station has excellent staff waiting for the right manager. Contact Joe Carson, New South Radio Network, c/o WOKK, Meridian, Miss.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

If you are a successful small market salesman who, for some good reason, may be considering a change, consider a plus opening with a 1 kw in New England. Please write fully with snapshot. All replies will be kept confidential. Box 484E, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltimer, seeking creative, aggressive, loyal salesman. Excellent station acceptance, good future, top salary. Write in confidence to Box 568E, BROADCASTING.

South Mississippi calls! Wide open market for a sober, serious-minded professional salesman with proven record. $100 week, 10% and expenses. Part ownership is available. Terrific opportunity. Submit resume and picture to Box 583E, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesmanager-salesmen: Regional northeast. Must have proven record in sales. Send full information with recent photo first letter. Box 587E, BROADCASTING.

Salesman—with radio know-how: Potential of station and market is unlimited. If your ability and potential in sales is also unlimited, contact me now! My offer is work! Challenge! Opportunity! Reward, accordingly. Box 614E, BROADCASTING.

If you're an experienced salesman with announcing experience we're interested. Tape and letter. One position open now, one open in June. Box 894, Terre Haute, Indiana.

Salesman-assistant manager. KCCR Radio, Pierre, South Dakota. Send complete resume, and salary qualifications.

Experienced salesman. FM classical music station. Excellent potential. Booming area. E. W. Meece, KRPM, San Jose, California.

Experienced salesman—announcer, must be aggressive hard worker and able to sell on air. Write Glenn Thomas, KUSH, Cushing, Oklahoma.

Experienced sales manager salary and commission. Small market WBAR, Bartow, Florida.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Experience with first ticket preferred. Southern Rocky Mountain area. Complete resume. Tape. Box 482E, BROADCASTING.

Announcer with liking for middle-of-road music programming. Ability to gather and write news will help. Need community man, not voice only. City 20,000. Box 512E, BROADCASTING.

Announcer for single market station in pleasant mid-west small city. Good working conditions. Experienced man only. Send tape, resume and salary expected to Box 535E, BROADCASTING.

5,000 watt New England station has opening for two enthusiastic personalities with good rating record. Send background, salary requirements, three references to Box 555E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, operate own board, preferably from Tennessee. Box 579E, BROADCASTING.

#1 swingin' top 40 personality station in 400,000 east coast market needs production-d.j. 3-hour air shift; over $600. Resume, photo, and tape. Box 608E, BROADCASTING.

Now have two, formerly metropolitan, top jocks. Need third permanent man with talent who wants to develop for metropolitan radio. Send tape-resume-picture. Box 615E, BROADCASTING.

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcing, not maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KIUP, Box 641, Durango, Colorado.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

We're losing fine all-around announcer in June. (Leaving to manage own station.) Need reasonably exact replacement. Start $110, more if 1st class licensee; plus 15% if you can sell. Send full personal details, and tape including several commercials. WFVA AM-FM, Fredericksburg, Va.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Morning show; good working conditions; expanding organization. WHLT, Huntington, Indiana.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

A good announcer-salesman. Must be hard worker. WTWA, Thomson, Georgia.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Wanted chief engineer—for central Michigan station with CP for 5 kw. Must have plenty of know-how for construction of DA and maintenance. Good pay to right man. Box 582E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Position available immediately at KANA radio station in Anaconda, Montana for first class radio telephone operator. Starting wage of $100.00 per week. Contact Mike Donovan, Manager.

Wanted—engineer-announcer with first class license. Maintenance a must. Salary open. KODI, Cody, Wyoming.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Radio help wanted, technical. Chief engineer immediately. Maintenance and production work. WBAB-AM & FM, MOhawk 1-4000, Babylon, Long Island, N. Y.

First phone needed in Hammond, La. Contact John Chauvin, WFPR, Box 432.

Wanted, top FM engineer well conversant with multiplexing and background music systems, needed immediately. Top salary and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Engineer, experienced transmitter and equipment maintenance. Call Schilling, WIMS, Michigan City, Indiana, TR 4-5245.

Chief engineer—Experienced AM-FM. Strong maintenance, sober, permanent, references. Contact Tom Harrell, President, WSTP, Salisbury, N. C.

Production—Programming, Others

News and public affairs director. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Energetic news man for local news editor. Long hours but good job. Must write and announce area news for 1000 watt New York state Hudson Valley station. Start at $110.00. Write full details and qualifications to Box 569E, BROADCASTING.

Newsman gather, write and announce. Looking for young man with news training and some experience. Send tape and resume to A. M. McGregor, KBHS, Hot Springs, Arkansas.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

Best opportunity in the midwest for female copywriter. Heavy on local. Midwest location. We'll pay if you can produce. Send sample, pix, references. Program Director, WTVO, Rockford, Illinois.

RADIO

Situations Wanted—Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references. Box 344E, BROADCASTING.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Manager—working type—progressive record. Fifteen years all phases radio—strong on local and national sales—programming, promotion, community service. Best references guaranteed. East preferred. Box 518E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Young, experienced commercial manager seeks small market management with opportunity to buy—family man, college, excellent record. Box 574E, BROADCASTING.

Manager—10 years all phases—first phone, sales, BA degree, married, 34. Excellent record, best references. Box 601E, BROADCASTING.

Young three-man management team with individual business, sales, program experience in major markets will handle complete operation of small market station. Reply strictly confidential. For full details write Box 605E, BROADCASTING.

Station manager: Experienced, energetic, successful, 40, married, three children. Available due to change in ownership of KTHT, Houston. Hal Vester, 5000 Maple, Bellaire, Texas. Phone MA 3-4279.

Sales

Solid salesman, excellent history, interested adult radio. One-fifty minimum. Box 585E, BROADCASTING.

Attention stations, Texas-Oklahoma-Arizona-New Mexico. Experienced salesman available now. Sober, hard-working. Top references. All offers considered. Write or wire today. Box 607E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM. Desire permanent position. Box 522E, BROADCASTING.

Negro announcer available. Work own board-DJ. Will travel. Box 525E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 528E, BROADCASTING.

Experienced announcer-dj. Good tight board bright sound—married, will relocate. Box 551E, BROADCASTING.

DJ-announcer—bright and/or swinging style; 1½ years experience. Married, veteran, 26, $100 week minimum. Box 553E, BROADCASTING.

Beginner first phone, interested in learning broadcast transmitter operation or maintenance. Permanent position with progressive station in northern or central California area desired. Box 554E, BROADCASTING.

Experienced, mature air-salesman. West, southwest, south. Be specific, state salary. Box 560E, BROADCASTING.

Top rated disc-jockey with Storz background desires large market location. Ten year experience. Box 563E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top sportscaster—considerable experience; play-by-play major university baseball, football, basketball, college degree, references. Box 570E, BROADCASTING.

Young man seeks start in radio. Slight experience, broadcasting school, speech training. Some college, third phone. Box 571E, BROADCASTING.

Young dj, offering talent, versatility, and experience wants swing slot in medium market. Box 573E, BROADCASTING.

Intimate styled, mature bass voiced management, news, and combo personality desires position upper midwest. Seven years experience. Thirty, married, family. $650 month, minimum. Presently employed. Box 575E, BROADCASTING.

Sports announcer looking for sports minded station finest of references. Box 577E, BROADCASTING.

If you prefer adult air personalities at your station—not prima-donnas—not robots—not fast-paced auctioneers; rather, responsible performers, then I would like to work for you. Fourteen years experience. My wife, two children and myself are seeking reasonable permanency with a prestige-minded, receptive, intelligent radio operation. Box 580E, BROADCASTING.

Dixie: Nine years of all-around air work. Reference from every employer. Veteran with college. Finest of background. Know formula and standard radio. Box 588E, BROADCASTING.

Versatility, creativity, ambition—need opportunity. Two years experience most phases small station operation; News, sales, spot production, copy, believeable air personality—demonstrable success with any show from top 40 to classics—tight boardwork. 29, A.B. degree, one year graduate work, deep, quality voice. Top references, stable, like to locate near university, preferably south. Presently employed. Married, ready to move up. Box 592E, BROADCASTING.

Three years radio. 1st phone. Now C.E.&P.D. Worked part-time Crowell-Collier station. Box 595E, BROADCASTING.

Experienced announcer, strong commercial, knows music, family, prefer northeast. Box 599E, BROADCASTING.

Announcer . . . newscaster . . . authorative . . . not prima-donna or floater . . . married. Box 610E, BROADCASTING.

D.J.-announcer . . . happy bright sound . . . presently morning man . . . wants to settle . . . married. Box 611E, BROADCASTING.

First phone disc jockey. Experienced all phases. Please state salary. Box 619E, BROADCASTING.

Experienced fast paced tight production man wants position with swinging top forty station. Contact John Duffy, 67 Nelton Court, Hartford 5, Connecticut.

Quality announcer, resonant voice, good delivery, 3½ years experience, excellent references. College, family, veteran. Civic minded. Age 31. Prefer medium market in southern California or southern mid-west. Ted Ebrite, 502 East 17th, Ada, Oklahoma. FEderal 2-4290.

Peter Gunn? No, Duane Gunn! Young married, experienced dj-announcer wants to settle down. Desires growth with promising market. 2200 Sunnyside Ave., Lansing 10, Michigan.

Announcer-engineer. Experienced. Radio and tv. Jack Herren, 2232 Chestnut, Quincy, Ill. Phone BAldwin 3-6016.

Major market experience, DJ, first phone available, news experience, will consider P.D. position in medium or small market. Prefer independent willing to progress. John Jack, 1402 Wynn Terrace, Arlington, Texas.

Announcer, 1st phone, no maintenance, no car, $85. BE 7-6821 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Situations Wanted—(Cont'd)

Announcers

Night man. Light. Satirical. Sophisticated. Mature. Metro. Write: Jay Preuss, 1614 Trevilian Way, Louisville 5, Kentucky.

Personality dj, mc 16 years New York-Philadelphia radio-tv. Tall, good appearance, healthy, mid-thirties, dynamic! Minimum $125. Ready now. A. Raymond, 255-08 74th Ave., Glen Oaks, New York.

Technical

College man-first phone. Network video/audio. VTR. Heavy maintenance. VHF/UHF transmitter. Amateur extras. Desires NYC area. To complete graduate work. Box 552E, BROADCASTING.

Chief engineer—experienced am-fm including directional antennas. College graduate, 1st class radio telephone experienced in management—complete construction from application to successful operation. Available after June 1 or before for right position. Presently located in east. Will relocate. Box 562E, BROADCASTING.

First class engineer. Twelve years studio and transmitter experience. Three years chief. No announcing experience. Box 584E, BROADCASTING.

Combo. Three years radio. Also P.D. & sell. Best references. Box 596E, BROADCASTING.

Engineer with some AM-FM experience seeking permanent position in Texas or Louisiana. Contact Ray Loper, 1235 Isla, Stephenville, Texas. Phone Woodlawn 5-3357.

Production—Programming, Others

Experienced girl announcer. Traffic. 1st license. employed. Excellent references. Box 486E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

Newsman—reporter-newscaster. Experienced 9 years police, court, political, education, and human interest news and features. Professional air delivery. Straight or interpretive reporting. Best references, college, car. Interested radio and/or tv news work. Box 517E, BROADCASTING.

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 529E, BROADCASTING.

Program manager for chain desires program directorship in large market. Storz background. Box 564E, BROADCASTING.

Successful young million-market deejay seeks opportunity deliver professional programming in important market. Consider well-paid second slot. Box 581E, BROADCASTING.

Copy that sells! Network-indie copy chief. Freelance agency experience. Solid client relationships. Audience-sales promotion . . . merchandising . . . top-40 to Good Music formats! Prefer station with dj's doing "real" spot production! Will consider agency. Present salary $500. Box 590E, BROADCASTING.

PD-announcer wants medium market. 10 years, family. Have everything, but money. Minimum $700. Box 593E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Now P.D. & C.E. Three years radio. Experienced all phases. Married. Two children. Military complete. Best references, including present employer. Have worked part-time Crowell-Collier station. Will travel. Box 597E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Announcing school and college grad, 25. Seeks start in radio or tv news-gathering, writing, broadcasting. Box 609E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures. Stills published nationally in magazines, posters, filmographs. Three years with well known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

1960 graduate desires employment; radio or tv production, programming; limited experience; restricted licensee. Owen Bauer, 4341 Bluerock, Cincinnati, Ohio.

TELEVISION

Help Wanted—Sales

National representative seeking television sales executive for Chicago and midwest area. Desire only experienced, successful man with highest possible references. Send resume and salary requirements. All replies strictly confidential. Box 591E, BROADCASTING.

Central California TV station can offer a top salesman excellent opportunity for big money—Best prospect list in town available now. Contact Ed Urner or Dave Maxwell, KLYD-TV, Bakersfield, California. Phone FAirview 7-7511.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

TV-AM northwest needs chief with micro wave and construction experience. Salary dependent on ability. Excellent position for right man. Box 550E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Require tv studio technician with 1st phone, heavy on maintenance of RCA equipment, permanent position. Engineering department, WKBW-TV, Buffalo, New York.

Maintenance supervisor for uhf station. Must have experience with studio and transmitter equipment. Send resume and photo to B. F. Gurewich, Chief Engineer, WKYT, Box 655, Lexington, Kentucky.

Production—Programming, Others

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

Medium midwest tv station needs experienced continuity gal immediately. Send resume, copy, picture and salary to Box 572E, BROADCASTING.

TELEVISION

Situations Wanted—Management

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

TV manager presently employed. BA degree, married, 2 children, 12 years experience including sales and personnel management, vet. Excellent references, prefer southwest. Box 598E, BROADCASTING.

QUALITY
STATION MANAGER

Executive, 49, broad experience in Radio for over 25 years. All aspects except technical. Have worked in New York and other major markets, but am familiar with the qualities of the good city of any size.

Encyclopaedic knowledge of popular and show music. Familiar with, but want no working part of, rock and roll. Have headed News bureau as top area newscaster, and have done all kinds of air shows and production, from records to top names. Promotion-competent.

Want to operate Good Music (not symphonic) station for good owner. Can get, service, and keep high calibre accounts most stations cannot secure. Will work closely with sales force and all other personnel.

Now in Midwest in closely related field, but I belong in Radio. Last in broadcasting last year ('60). Prefer Denver area or Central States, but will go to the station where I can do top-grade job only. Am churchman with excellent family.

Will move only for two-year firm contract at $12,000 per year. More if TV is involved. No percentage deals or fringe operations.

I will send detailed information, and references to good-rated stations, and if both of us deem it desirable, will be glad to visit you and your station.

Available on one-month notice.

Box 603E, BROADCASTING

Situations Wanted—(Cont'd)

Management

Aggressive, hard-working, self-starting tv sales executive wants management or sales management job with growth potential and future. 15 years experience in agency, radio-tv field, six as general manager AM radio; almost 3 years with present employer, but at end of road here for future advancement. Thorough knowledge local, regional, national sales. Age 39, married, have children. Box 578E, BROADCASTING.

Announcers

Have voice, will travel. Authoritative news or sports whiz-bang. Box 532E, BROADCASTING.

5 years radio, presently in tv. Experienced news, weather, booth, writing tv commercials. Production ability, directing, camera. 1st phone, 28, family, vet, college, plus radio-tv school grad. Prefer west. Employer will refer. Personal interview desired. Box 604E, BROADCASTING.

First phone, three years experience, one year tv. Tape, 25, married. Harold Compton, 19 Crawford St., Eatontown, New Jersey.

Technical

Studio, transmitter operation and maintenance experience. Some installation. Seeking opportunity for advancement. First phone. Box 559E, BROADCASTING.

Technical director 1st phone, six years experience in engineering and production, also technical schooling, $550 month minimum. Box 618E, BROADCASTING.

Production—Programming, Others

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Newswriter. Six months radio-tv, no air, three years newspaper experience. Now employed as reporter for newspaper at $110 per week. Box 537E, BROADCASTING.

Program director large midwest market desires relocate west coast. Top experience all phases television management. Box 589E, BROADCASTING.

FOR SALE

Equipment

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

2500' 7/8 coax 72 ohms cable. 3200' 3/8 coax 72 ohms cable. 3-Collins speech racks. Other miscellaneous equipment. Box 541E, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

TV transmitter, F.T.L., 1 kw, channel 33 with monitors, dummy load, diplexer, control desk; less than 3000 hrs. Stab. amp. DuMont 5270c. TV projector, 35 mm RCA. Presto recording amp. type 92B. Fairchild disk cutter. Station built 5 channel video switcher and dissolve unit. Make offer. Box 561E, BROADCASTING.

For sales used towers. One 200' Blaw-Knox, type L.T. $1,100. One 140' Wincharger, type 150, $650.00. Box 576E, BROADCASTING.

IRE transactions, 1948 thru 1955, 16 newly bound books, $200; 1956 thru 1960 available soon. Box 620E, BROADCASTING.

Xmission line, Andrew 451, 1 5/8. 10 lengths plus odd lengths no charge. $200.00 for all. Crated FOB San Francisco. Box 621E, BROADCASTING.

Westinghouse 5HV, 5 kilowatt, transmitter, $4,000.00. Contact Bob LaRue, Radio Station KRAK, Hotel Senator, Sacramento, California.

RCA MI-19390 diplexer and MI-19085-H-12 sideband filter now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

RCA 3-bay, Channel 3 (or) TV antenna, 320 ft. 3 1/8" com. products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

400' good 1 5/8" coax $400. WTOS, Wauwatosa 13, Wis.

Three hydraulic camera dollies for image orthicon camera with Mitchell heads. Hydraulic system needs repairs—Make offer. WTVR, P.O. Box 5229, Richmond, Virginia.

AM, FM, TV terminal equipment including monitors and 5820 tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12. Minnesota.

Rigid transmission line, Andrews 1 5/8" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Group now formed—object buying radio station middle Atlantic or south. 50,000 to 200,000 market. Replies confidential. Principles only. No brokers. Box 477E, BROADCASTING.

Responsible party desires partner(s) for high power FM station in Tulsa, Oklahoma. Must be experienced in FM and financially responsible. Have 50% capital. Replies confidential. Send full resume to Box 479E, BROADCASTING.

Have eight thousand equity in LA rented home trade for interest in small California AM station. Box 533E, BROADCASTING.

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 556E, BROADCASTING.

Wanted: Lease or manage station in west or midwest, will consider other areas. Potential limited in present area. Want to work. Box 558E, BROADCASTING.

Southwest—manager who can turn loser into winner with lease facility with purchase option. Box 594E, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 617E, BROADCASTING.

Young, experienced, financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts FM station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven FM station chain. Have 50% of estimated $80,000 investment. Prefer experienced FM broadcaster. Must be financially responsible. All replies answered and kept confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 E. 30th Place, Tulsa 14, Oklahoma.

Equipment

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric transmitter Model 451 grid modulated. Box 565E, BROADCASTING.

Have immediate need for RCA stab amp., type TA-9, and phase equalizer equipment. Write P. O. Box 2167, Wilmington, Delaware.

AM frequency and modulation monitors; field intensity meter; audio patch panels; 250 and 500w AM transmitter; antenna tuning units; tower lighting chokes; CRS, Box 503, Carthage, Mo.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

School of Broadcasting and Announcing only licensed school in New York for D.J.'s, announcers. Limited classes. 1697 Broadway, New York, N. Y.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want 'commissionable rates, late evening radio-television. 400 accounts! Gospel Radio Broadcasting, Schell City, Missouri.

RADIO

Help Wanted—Sales

SALES MANAGER
SPECIAL PRODUCTS

Leading manufacturer of broadcast, communications and industrial electronic equipment has major opening for high level man to manage sales of jobbed equipment.

This is a challenging position for a self-starter who can assume responsibility for the operation of the entire special products department, including administration, sales forecasting, inventory and merchandising.

College degree preferred. Electronic background essential. Applicants should have experience as manufacturer's rep or with jobbed products department of electronic company.

Excellent starting salary, profit sharing, insurance program, plus many other important company benefits. Midwest location.

Send complete resume, photo and salary requirements with first letter to:

Box 557E, BROADCASTING

OPPORTUNITY

Top Notch Radio Salesman

Must be experienced sales management and up this is a travelling job Monday through Friday each week —headquarters Chicago or San Francisco area—13,000 plus expenses and commission to start— Send detailed resume and photo to:

Box 566E, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

RADIO

Situations Wanted—Announcers

FOR THINKERS ONLY

WHO sold you the shirt you're wearing? The insurance you're carrying? The car you're driving? An echo chamber or a salesman? On the air for twenty years in major markets. I've been ringing the client's till by judiciously programming music for adults of all ages and selling the product. Listeners and sponsors get along fine when properly introduced. I'd like to prove this in your market.

Box 600E, BROADCASTING

Production—Programming, Others

ADVERTISING PROMOTION DIRECTOR

Background: N. Y. advertising agency art direction. Creative, top echelon exec. National design awards. Presently in Washington, D. C. Will relocate.

Box 547E, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted—Management

AVAILABLE
VETERAN TV MANAGER

Experienced general manager with background of 25 years in successful radio-TV leading properties, major markets, interested in new affiliation. As vice president and general manager of a leading metropolitan network affiliated station, I developed a losing situation into a highly profitable organization, tripling gross sales, while upgrading programming and station image—against two other exceptionally strong TV properties. My references include many leading national executives among networks, stations, agencies and advertisers.

Box 613E, BROADCASTING

FOR SALE

Equipment



FULLY EQUIPPED TO GO ON AIR

Just plug this trailer in and you're ready to boardcast. Custom made for WGH Radio 3 years ago. Listen to these features: Custom built console cabinet covered in quilted plastic, gas heater cleverly hidden with cabinets, lounge with foam rubber sofa, wall-to-wall carpet, drapes. All glass tinted. Console equipped for spot-masters. Trailer comes equipped as pictured above for less than $5,000.00. Write or call WGH RADIO, Newport News, Virginia.

High performance Low cost

SUBCARRIER GENERATOR

Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES

P. O. Box 3192
Santa Barbara, California

STATIONS — FOR SALE

SMALL MARKET

South Florida station. Has good potential, modest price, low down payment. Problem: Absentee ownership.

Box 612E, BROADCASTING

RECEIVER SALE

Radio Station KRNY, 1460 kc, regional daytime, standard 5:00 A.M. sign-on, 5,000 watts, non-directional. Located in Buffalo County, city of Kearney, Nebraska. This station was placed in receivership in order to dissolve the interest of investors. Sealed bids are to be filed with the clerk of the District Court, Buffalo County, Nebraska, on or before 10:00 A.M. central standard time on the date of April 7, 1961, to be opened by the receiver.

Terms of sale: 5% of total bid by certified check or bond is to accompany the bid, with the balance payable upon confirmation and transfer from FCC. The station will be transferred free and clear of all indebtedness. For further information, call receiver: Jac L. Bye, KRNY Radio, Kearney, Nebraska.

Tenn	single	daytimer	$ 80M	terms
S.C.	single	daytimer	65M	low dn
Ore	single	daytimer	75M	terms
Miss	single	daytimer	40M	15dn
Iowa	single	fulltime	87M	25dn
Fla	small	daytimer	46M	8dn
Ala	local	fulltime	65M	22dn
Calif	medium	regional	175M	29%
N.C.	medium	fulltime	150M	terms
Va	metro	regional	215M	terms
Texas	metro	regional	225M	terms
Midwest	capital	regional	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stock for Sale

100 shares of stock in a radio station in Scranton, Pa. Representing 16.6% of total issue. Price $15,000.

Write: **Lomma Enterprises**
Scranton, Pa.

Tex. major $200,000—Tex. single $160,000—Tex. single $150,000—Tex. single $125,000—Tex. single $63,000—Tex. single $53,000—Ala. major $300,000—Miss. single $50,000—Miss. single $45,000—Ark. single 80% $65,000—La. single $100,000—La. major $97,500—Rocky Mt. single $47,500—Fla. major $265,000—Fla. semi-major $230,000—Fla. medium $135,000—Fla. major $225,000—Fla. major $120,000—Fla. medium $110,000—Fla. Single $50,000—Fla. single $35,000 cash. PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

CALIFORNIA. Full time. Absentee owned. Market of 35,000. Asking $40,000 but plenty of room for negotiation.

SOUTHWEST. Top market. Full time. Currently doing $16,000-$17,000 a month. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 108

remote control authority.

WFME (FM) Detroit, Mich.—Granted extension of completion date to Aug. 27.

Actions of March 14

KTUC Tucson, Ariz.—Granted relinquishment of positive control by Gertrude and Walter Krampert (family group) through sale of stock to Robert Lebsock and C. Van Haaften.

KWYO Sheridan, Wyo.—Granted acquisition of positive control by Donald E. Tannehill through purchase of stock from Rosalie E. Carroll, individually and as executrix of the estate of James W. Carroll, deceased.

WLRJ (FM) Roanoke, Va.—Granted license for fm station; ERP 2.7 kw ant. height 54 ft.

KOGO San Diego, Calif.—Granted mod. of license to operate main transmitter by remote control; conditions.

KQEN Roseburg, Ore.—Granted mod. of license to change name to Pacific Western Bcstrs. Inc.

KLOE Goodland, Kans.—Granted mod. of license to change name to KLOE Inc.

WFLB Fayetteville, N. C.—Granted cp to make changes in ant. system (reduce height).

KVOC Casper, Wyo.—Granted cp to install new trans.

WOC-TV Davenport, Iowa—Granted mod. of cp to reduce aur. power to 50 kw.

KTOC Jonesboro, La.—Granted mod. of cp to change type trans.

KOCY Oklahoma City, Okla. — Granted mod. of cp to make changes in ant. system; condition.

KRDP Reedsport, Ore.—Granted mod. of cp to change type trans.

KHOQ Hoquiam, Wash.—Granted mod. of cp to change ant.-trans. and studio location .

The following stations were granted extensions of completion dates as shown: KTPS (TV) Tacoma, Wash. to Sept. 15, and WDYL Ashland, Va. to July 1.

Actions of March 13

WKMH, WKMH-FM, WKMF, WSAM, WSAM-FM Dearborn, Flint and Saginaw, Mich.—Granted involuntary transfer of control from Frederick A. Knorr to Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased.

WKHM Jackson, Mich.—Granted involuntary transfer of control from Frederick A. Knorr to Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased.

Granted licenses for following am stations: KYCN Wheatland, Wyo.; WNCG North Charleston, S. C.; condition.

Granted licenses for following fm stations: WFHA-FM Red Bank, N. J.; WPTW-FM Piqua, Ohio; ERP 35.6 kw; ant. height 164 ft.; KAFM Salina, Kans.

WNAV Annapolis, Md.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

WKIX-FM Raleigh, N. C.—Granted license covering decrease in ERP to 20.5 kw.

KALL Salt Lake City, Utah—Granted license to use old main trans. (composite) as auxiliary trans.

KOID Caldwell, Idaho—Granted license covering increase in daytime power and installation of new trans.

WWRI West Warwick, R. I.—Granted license covering increase in daytime power and installation of new trans.

WTWN St. Johnsbury, Vt.—Granted license covering increase in daytime power and installation of new trans.

WLAN Lancaster, Pa.—Granted cp to install trans. at main trans. location as an alternate main trans.

KSUN Bisbee, Ariz.—Granted cp to install new trans.

KMOX-FM St. Louis, Mo.—Granted mod. of cp to increase ERP to 47 kw; change type trans.; type ant. and make changes in ant. system; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in the report of network study staff; (2) related studies and inquires now being considered or conducted by commission; and (3) pending anti-trust matters.

KGB San Diego, Calif.—Granted mod. of cp to change type trans. studio and remote control point.

KSNA Santa Rosa, Calif.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WMRO-FM Aurora, Ill. to Sept. 27; WNEM-FM Bay City, Mich. to Sept. 30; WIFI (FM)

Philadelphia, Pa. to June 30; WRNJ (FM) Atlantic City, N. J. to Apr. 30; WVNJ-FM Newark, N. J. to June 27; WNBC, New York, N. Y. to Aug. 23; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to : (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters; KSNA Santa Rosa, Calif. to June 20; KTFS Texarkana, Tex. to Aug. 15; WIXN Dixon, Ill. to May 28; KVNU Logan, Utah to Apr. 15; WFMH Cullman, Ala. to Aug. 23; KCUL Fort Worth, Tex. to Apr. 15; KSL Salt Lake City, Utah, to May 24; WMOX Meridian, Miss. to June 1; WYND Sarasota, Fla. to Aug. 24.

Actions of March 9

KURL Billings, Mont.—Remote control permitted.

WDBQ-FM Dubuque, Iowa—Remote control permitted.

WCPS-FM Tarboro, N. C.—Granted change of remote control authority.

WHEE Martinsville, Va.—Granted change of remote control authority.

Tv translator stations

ACTIONS

Phillips County TV Assn. Inc. Phillips County, Mont.—Granted cp for new uhf tv translator station on ch. 75 to translate programs of KOOK-TV (ch. 2), Billings. Action March 22.

Columbus Lions Club Columbus, N. D.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KXMC-TV (ch. 13), Minot. Action March 22.

West Lane Translator Inc. Florence, Ore.—Granted cps to replace expired permits for three uhf tv translator stations (K71AV) on ch. 71 to translate programs of KOIN-TV (ch. 6) Portland; (K73AQ) on ch. 73 to translate programs of KCBY (ch. 11) Coos Bay; and (K76AY) on ch. 76 to translate programs of KPTV (ch. 12) Portland. Action March 16.

Umatilla Rural Television Inc. Pendleton, Ore.—Granted cp to replace expired permit for new uhf tv translator station on ch. 77 to translate programs of KXLY (ch. 4) Spokane, Wash. Action March 16.

Valley Translator System Quitaque and Turkey, Tex.—Granted cp for new uhf tv translator station on ch. 73 to translate programs of KVII-TV (ch. 7) Amarillo.

License renewals

WAST Tuscaloosa, Ala.; WCEH Hawkinsville, Ga.; WCRL Oneonta, Ala.; WDAX McRae, Ga.; WDUN Gainesville, Ga.; WETU Wetumpka, Ala.; WGGA Gainesville, Ga.; WGSR Millen, Ga.; WIIN Atlanta, Ga.; WJHO Opelika, Ala.; WJJC Commerce, Ga.; WMOG Brunswick, Ga.; WNUZ Talladega, Ala.; WPAX Thomasville, Ga.; WQXI Atlanta, Ga.; WRAG Carrollton, Ala.; WTJH East Point, Ga.; WTRP LaGrange, Ga.; WWWB Jasper, Ala.; WWWF Fayette, Ala.; *WABE (FM) Atlanta, Ga.; *WUOA (FM) Tuscaloosa. Ala.; *WAIQ (TV) Tuscaloosa, Ala.; *WBIQ (TV) Birmingham, Ala.; *WCIQ (TV) Mt. Cheaha State Park, Ala.; *WETV (TV) Atlanta, Ga.; WALA-TV Mobile, Ala.; WALB-TV Albany, Ga.; WKRG-TV Mobile, Ala.; WSAV-TV Savannah, Ga.; KFXM San Bernardino, Calif.; WALO Humacao, P. R.; WDAE Tampa, Fla.; WHIY Orlando, Fla.; WIPC Lake Wales, Fla.; WKXY Sarasota, Fla.; WPCF Panama City, Fla.; WTRL Bradenton, Fla.; WFLA-AM-FM Tampa, Fla.; KIBH Seward, Alaska; WORD Spartanburg, S. C.; WHVH Henderson, N. C.; WKAT-FM Miami, Fla.; *WUFT (TV) Gainesville, Fla.; WWDC-FM Washington, D. C.; WNYC-AM-FM New York, N. Y.; *WPRK (FM) Winter Park, Fla.

Short term licenses

■ Commission granted application of United Bcstg. Co. Inc., for renewal of license of WOOK Washington, D. C., for limited period to July 1, 1962. Comrs. Hyde and Craven voted for full-term license. (On Dec. 7, 1960, five other stations owned by Richard Eaton were similarly issued short-term licenses.) Action March 16.

Translator TV Unlimited Inc. Aberdeen, Hoquiam, Montesano and Central Park,, Wash.—Granted cps for two new uhf tv translator stations to translate programs of Seattle stations—one on ch. 79 to translate programs of KCTS (ch. *9) and other on ch. 70 to translate programs of KOMO (ch. 4). Action March 16.

Rulemaking petitions

ACTIONS

By report and order, commission finalized rule making in docket 13904 and amended tv table of assignments by adding ch. *28 to Newark, Ohio, for noncommercial educational use and substituting ch. 68 for ch. 28 in Lancaster, Ohio, effective May 1. Newark Public Schools had petitioned for educational channel in Newark. Action March 22.

U. of Illinois Urbana, Ill. (5-6-60)—*Requests amendment of rules to delete uhf tv ch. 37 (608-614 mc) from table of assignments and assign same to Radio Astronomy. Further requests that all other rule making proceedings involving use of ch. 37 be held in abeyance until instant petition can be considered, so that such other proceedings can be held in conjunction with those proposed therein and that commission refrain from granting any cp or licenses on ch. 37 (except renewals of license of RCA experimental television station at Camden, N. J.) until rule making proceedings on instant petition can be held and acted upon.

*Denied by memorandum opinion & order adopted March 8, 1961 and released March 13, 1961.

Harvard College Cambridge, Mass. (7-20-60)—*Requests amendment of rules to provide protection from radio interference for radio astronomy station of Harvard College Observatory, Fort Davis, Tex.

*Denied by memorandum opinion & order adopted March 8, 1961 and released March 13, 1961.

APPLICATIONS

KTCI Terrytown, Neb. (3-10-61)—Requests (1) amendment of rules to allocate vhf tv channel to Terrytown in accordance with proposals set forth under alternatives #1, #2, and/or #3 as follows:

LOCATION	DELETE	ADD
(1)		
Terrytown, Neb.*	..	13
Alliance, Neb.	13, 21	21
(2)		
Terrytown, Neb.*	..	8+
Laramie, Wyo.	*8+, 18+	18+
(3)		
Terrytown, Neb.*	..	11+
Scottsbluff, Neb.	10—, 16+	13—, 16+
Alliance, Neb.	12-21	9+, 21
North Platte, Neb.	2—, 9+	2—, 12—
Rawlings, Wyo.	11—	3+
Vernal, Utah	3+	8

*All requests for allocations to Terrytown, also incorporate by reference a request for alternative allocation to Terrytown-Scottsbluff-Gering or any combination thereof

National Educational Television & Radio Center Washington, D. C. (3-13-61)—Requests amendment of rules to assign either ch. 46 or ch. 47 to Lexington, Ky., and reserve channel for noncommercial educational use by making either of following proposed changes:

LOCATION	DELETE	ADD
Lexington, Ky.	18+,27—,64,70+	18+,27—,*47,64,70+
Lexington, Ky.	18+,27—,64,70+	18+,27—,*46,64,70+
Bristol, Tenn.-Bristol, Va.	5+,46—	5+,75
Richmond, Ky.	60	80

WTVO (TV) Rockford, Ill. (3-14-61)—Requests that following changes be made in table of assignments relating to Madison, Wis. and Rockford, Ill.

LOCATION	DELETE	ADD
Madison, Wis.	3,*21,27,33	*21,27,33,39
Rockford, Ill.	13,39,*45	3,13,*45
Fond du Lac, Wis.	54	68

WXIX-TV Milwaukee, Wis. (3-14-61)—Requests (1) amendment of rules to add ch. 8 for use in Milwaukee, Wis., and (2) for simultaneous issuance of authority to WXIX Inc. to operate its station WXIX-TV concurrently on chs. 8 and 18 from common transmitter location.

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w. frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*



Why Air France Jet parts never wear out

This technician is subjecting a gear from the altimeter of an Air France 707 Intercontinental Jet to microscopic study. It's being examined for signs of wear or oxidation . . . and this is just one of *fifty* separate tests given every Air France altimeter every 1000 hours of use!

What's more, *each* Air France jet part undergoes exhaustive inspection . . . and has a "life" of its own. Technically, this "life" is called the "potential"—a fixed period of time when it just can't wear out. In the case of the altimeter, for instance, the potential is 5,000 hours. Yet Air France inspection is continual throughout this time period, and long *before* the potential is reached, the part has been replaced by a new one!

Such attention to detail explains why 6,525 out of 22,200 employees, almost *one-third* of all Air France personnel, are engaged in maintenance. Skilled technicians working on a round-the-clock basis guarantee that every Air France flight will leave the ground in perfect working order. One more reason why Air France is the world's largest airline, with a forty-two year record of flying experience and service.

AIR FRANCE JET

World's Largest Airline/Public Relations Personnel Ready To Serve you In New York, Chicago, Los Angeles, Montreal, Mexico City

OUR RESPECTS to Kenneth Charles Timothy Snyder, NL&B, Hollywood

The goal in commercials is sales—not awards

A few days ago Ken Snyder added two responsibilities to the man-sized load he has been carrying as vice president and director of the radio-tv creative department of Needham, Louis & Brorby. At the agency he has assumed the additional title and duties of the manager of the Hollywood office.

Mr. Snyder's second new title is chairman of the 1961 International Broadcast Awards competition of the Hollywood Advertising Club. He views this position not as a name-on-a-letterhead honor but as a call to roll up his sleeves and do an important job for broadcasting and for all advertising.

"Everything we can do to honor good commercials—not artsy-craftsy whatis-its, but hard-headed, hard-selling spots—is bread cast on the waters," he stated. "This competition, which gives the creators and producers of radio and television commercials an opportunity to put their best work on the stand to be measured against the best of other producers the world around, cannot help but stimulate harder work, better thinking that will make each new crop of commercials just a little bit better than it otherwise might have been."

The Goal Is Sales ▪ But in Ken's credo the purpose of a commercial is to win sales, not awards. To him a commercial is not subsidized art but an important economic tool. His department of 45 people—writers, producers, art directors, its own traffic and billing department and even a business affairs coordinator—is responsible for every radio and tv commercial of every NL&B client and at this agency broadcast billings are more than half the total sum.

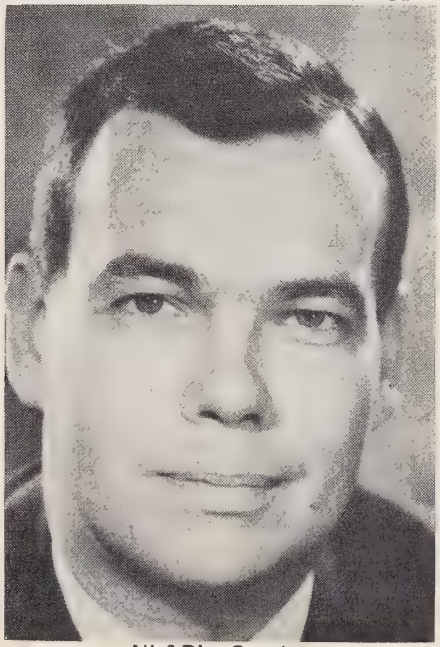
"It's a creative process," he observes, "wherein, frame by frame and sentence by sentence, we produce, as economically as we can, a commercial that will pull its weight on the sponsor's marketing team and do its part in moving whatever it is he has for sale."

Kenneth Charles Timothy Snyder was born Feb. 28, 1925, in Evanston, Ill., where, 20 years later, he received a bachelor's degree in political science from Northwestern U. and at the same time was commissioned an ensign in the Navy. In between, he had lived in and around Chicago and New York, acquiring one diploma at P.S. 101 in Forest Hills, N. Y., and another at Maine Township High School in Park Ridge, Ill. That was in 1942. Ken was 17 and there was a war on. He enlisted in the Coast Guard, serving as a signalman and receiving officers' training at Notre Dame and Northwestern. After getting his commission he was sent to the *USS Denver,* where he was retired from active duty in July 1946.

With a flair for writing (he had edited the school paper and yearbook) and a bent for dramatics (expressed in high school and Navy local talent shows and a shipside radio program), Ken wanted to go on writing, directing and producing when he was out of service. When RKO offered him a job as a trainee in Hollywood he thought he was on his way. But the following year the movies were hit by one of their periodic depressions and Ken was at liberty.

He made the rounds of Los Angeles advertising agencies, hoping to get in on the ground floor of that exciting new thing called television, but his enthusiasm evoked no response, so he hied himself to San Francisco and became a trainee at A. C. Capwell's department store across the bay in Oakland. After hours, he and another youngster did an act in an Oakland night club. "It assuaged my stagestruck soul and augmented my meager department store salary."

Back to School ▪ Ken wanted to fill in some gaps in his Navy-sponsored education, which "had stressed navigation, gunnery and mathematics," so he and his bride (Kim Fleming, a coed at the U. of California at Berkeley when they met) cashed in his G.I. credits at the American Institute of Foreign Trade near Phoenix. "In my year there," Ken said, "I had a chance to study advertising, marketing, banking and finance; I got another bachelor's degree and I was interviewed by a Procter & Gamble executive who turned down my application for a job in the advertising department because I was 'too creative.' I still don't know whether I was being complimented or insulted."



NL&B's Snyder
A creative process

Back in Oakland, Ken got a job as a promotion writer for the *Post Enquirer* and, when the Hearst paper folded, he became a copywriter at BBDO in San Francisco. Here he worked on print copy until Pacific Telephone began sponsoring a filmed tv series, *Hollywood on the Line,* which he was picked to edit because of his movie experience. He wrote his first tv commercials for Circus Peanuts, added Standard Oil of California, and wrote and produced the first tv spots for Gallo Wines and MJB coffee.

Ken had become tv commercial supervisor before leaving BBDO/SF to move to Cincinnati as tv director of Stockton, West, Burkhart. Here he had charge of all tv advertising for a list of accounts ranging from the telephone and public utility companies to greeting cards, shoes and beer.

After a year with SWB, Ken joined Needham, Louis & Brorby as a tv writer, working on "every account in the shop" and doing it so well that in 1957 the Chicago Copywriters Club named him copywriter of the year. "That was my year," Ken stated. "I got the award and our son, Blake, was born."

Go West ▪ In 1958, Ken was put in charge of the radio-tv creative department and subsequently was made vice president. In 1959, he moved his headquarters from Chicago to Hollywood, where most of the agency's commercial production was going on and where, he said, "we can produce good broadcast advertising, professionally conceived and executed." Products his department currently serves include: Johnson's Glocoat, Pride, Stride and shoe polish; Household Finance Corp.; Campbell's V-8 and pork and beans; State Farm Insurance; Renault; Morton Salt; Massey-Ferguson; Kraft margarines, jams and jellies and new products; Peoples Gas Light & Coke Co.; Oklahoma-Humble Oil.

The Snyder family lives in Westwood, a quarter-hour's drive from his Sunset Strip office. Ken's hobbies are music (he's an ASCAP writer and, with Jack Fascinato, author of a Capitol album, "Music from a Surplus Store"), rock collecting and Californiana of all varieties. He admits to being "an incorrigible speechmaker" and he's also a good one. But if you think his main interest is turning out ever better and more sales-successful commercials "you ain't just whistling Dixie," to use his favorite phrase.

Hard life on the New Frontier

THERE'S no doubt that the FCC of the New Frontier is going to be one of the toughest FCCs in the history of broadcast regulation. Witness its action last week in notifying KDWB Minneapolis-St. Paul that the station has incurred "an apparent liability" for a $10,000 fine for using daytime facilities in nighttime hours.

The commission's action was preliminary, and the station has a chance to argue for an elimination or reduction of the fine. But the fact that the FCC chose to invoke the maximum penalty in its first aplication of the forfeiture law that was passed last year suggests that it intends to be stern under its present administration.

The precedent that could be set by the KDWB case is disturbing. It is the station's contention that the operating practice to which the FCC objects was inherited by the present owner, Crowell-Collier, from the former owner and that the technical violation was unintentional. That contention was made in the station's reply to a first notice of violation that the FCC sent KDWB two months ago. Yet last week the commission proceeded with its notice of "apparent liability" for a maximum forfeiture.

If the penalty sticks, it will mean that even unintentional errors can lead to penalties and, what may be worse, to the entry of black marks on a licensee's record. The burdens of operating television and radio stations will not be lightened under Newton Minow's chairmanship of the FCC.

Etv subsidy safeguards

SEN. Magnuson's educational television subsidy bandwagon rolled through the Senate last week. The bill, to authorize a maximum of $1 million for each state to expedite use of tv as a means of alleviating the critical problems of education in our expanding economy, also won overwhelming support last week in hearings before the House Communications Subcommittee. But in the past two years, after favorable Senate action, the House let almost identical bills die.

As was the case last year, under a Republican administration, the Department of Health, Education and Welfare opposed the Magnuson bill. The new Democratic secretary, Abraham Ribicoff, isn't opposed to the purpose of the bill. He couldn't be. But he believes a fully coordinated plan for aid to education first should be evolved.

There is no doubt about the potency of television, properly financed and used, as an educational instrument. But, as the Senate heard last week, the $1 million per state "seed" money is only the beginning. Operating and programming expenses must be borne by the communities.

Several years ago it was evident that educational television was here to stay. Yet only 54 of the 268 channel reservations, there for the asking, have been picked up.

There can be no valid objection to the philosophy of the Magnuson bill. We would prefer, however, to see appropriate safeguards against possible commercial use of these reserved channels. The preamble of the Magnuson bill would authorize the appropriations "to assist the states and certain organizations therein to establish or improve television broadcasting for educational purposes." There is no specific mention of non-commercial operation, although admittedly that is imbedded in the FCC's etv regulations.

The Senate debate was sprinkled with mentions of "nonprofit" operation. But not "non-commercial." There is a big difference. In the hands of a university, for example, an etv station might derive revenue from sale of its time but disburse the funds for maintenance of its campus. An argument could be made that this isn't operation for profit.

In 1956, the then FCC denied the educational station in Pittsburgh (WQED-TV) the right to telecast NBC coverage of the political conventions, along with commercials, for which it would have been paid. It did so on the ground that the station held a "non-commercial" license and had procured an automatic grant of a reserved facility unavailable to commercial applicants. This wasn't the first effort of a non-commercial educational outlet to become commercial. Nor will it be the last.

The FCC's new chairman, Newton N. Minow, in testimony before the Senate Commerce Committee last month, said he hoped to "liberalize the rules to enable etv stations to obtain revenue." Money, he said, "is their biggest problem." This is not the same FCC that functioned in 1956.

Use of educational tv channels for commercial purposes, notably with federal subsidy, would put the government in the broadcasting business. This isn't the intent of Sen. Magnuson or of the Kennedy administration.

Mafia's in the cold, cold ground

IF Desilu Productions runs short of ideas for the *Untouchables,* here's one it might develop.

The scene is a poorly lighted pier on the Brooklyn waterfront. In the gloom three longshoremen slouch against a pile of packing cases. One has a cigarette (a Camel) dangling from the corner of his curled lips. Smoke drifts across his hooded eyes. Idly he swings a hook as though looking for an abdomen to sink it in. He speaks: "Hey, whattya know, that Tough Tony. He'sa gonna let theesa stoff rot onna theesa pier." He smiles mirthlessly.

Cut to scene in a lavishly furnished apartment. In the background a blonde in a black negligee lounges on a white sofa. She is buffing her nails. Seated at a French provincial desk in the center of the room is a swarthy man with curled lips and hooded eyes. He is talking into a French telephone. "Hallo," he says and pauses to smile mirthlessly and to twirl between his manicured thumb and forefinger a letter opener shaped like a Sicilian fisherman's knife. "You gonna keep making Italian boys look bad, your stoff gonna rot onna th' piers. You think you make-a trouble, we got friends in Washington. They gonna say what we do is okay. Know what I mean?" Abruptly he hangs up. On the white sofa the blonde leans forward to select a cigarette from a jeweled box on a marble table. Her neckline drops one thirty-second of an inch short of the boundary fixed by the television code. As she lights the cigarette she hums absently: "L and M has found the secret that unlocks . . ." Like a cat the man springs across the room and sinks the letter opener in her breast. "Some broads never get the word," he snarls.

Well, Desilu can take it from there. That's about all of it that we can stand.



Drawn for BROADCASTING by Sid Hix

"Now everyone will damn well know he's a real doctor."

THEY'RE BRINGING COLOR TO THE TWIN CITIES



Inside and out, construction continues at KSTP-TV . . . a major project that will bring more color television to Minneapolis and St. Paul.

Already the largest television operation in the Northwest, KSTP-TV is adding more than 24,000 square feet of modern facilities designed exclusively for color television production.

This includes a studio accommodating up to 400 people with the most modern stage facilities ever constructed to provide continuous program periods which may be viewed on color monitors built into the walls.

By once again taking the initiative, KSTP-TV continues to demonstrate its leadership in this fast-moving industry . . . another reason why it continues to be "the Northwest's **first** television station."

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS · NBC
A GOLD SEAL STATION

Represented by
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EVERY DAY...BOUGHT IN MORE MARKETS!

THESE STATIONS ACTED FAST...

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KEYT	Santa Barbara
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KSHO-TV	Las Vegas
KFDX-TV	Wichita Falls
WNEM-TV	Saginaw-Bay City
KID-TV	Idaho Falls
XETV	San Diego
WLW-A	Atlanta
KFYR-TV	Bismarck
KTSM-TV	El Paso
WBRE-TV	Wilkes-Barre
WCTV	Tallahassee
KVOS-TV	Bellingham
KABC-TV	Los Angeles
WKBW-TV	Buffalo
WNEW-TV	New York
WCCO-TV	Mnpls.-St. Paul
WLBW-TV	Miami
WFBC-TV	Greenville
WAVY-TV	Norfolk-Portsmouth
KGO-TV	San Francisco
KETV	Omaha
KTVK	Phoenix
WLW-I	Indianapolis
WFLA-TV	Tampa
KPRC-TV	Houston
WDSU-TV	New Orleans
WKRC-TV	Cincinnati
KKTV	Colo. Spgs.-Pueblo
KSL-TV	Salt Lake City
WALA-TV	Mobile
WROC-TV	Rochester
WATE-TV	Knoxville
WFGA-TV	Jacksonville
KLYD-TV	Bakersfield

The ZIV-UA man can tell you if your market is still available. Don't delay!

and many more.

ACTION! DRAMA! From Oceanfront To The Everglades!

"Miami Undercover"

starring

LEE BOWMAN

as Jeff Thompson

with

ROCKY GRAZIANO

as "Rocky"



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WIEDEMANN BEER • **INSTANT FELS-NAPTHA** **TEXAS STATE OPTICAL** • **LINCOLN-MERCURY** in Chicago • **RODENBERG'S SUPER MARKET** in Charleston • **FOOD TOWN** in Baton Rouge **MIAMI STONE** in Indianapolis • **GUNN HARDWARE** in Hattiesburg, Miss. • **RAMBLER** in Denver • **MIDAS MUFFLERS** in Rochester • **PIGGLY-WIGGLY** and **LEE OPTICAL** in Lubbock • **INTERNATIONAL HARVESTER** in Cheyenne • **SAFEWAY STORES** in Grand Junction and more.

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